



**WORLD
EBHC
DAY HOW
TO CREATE
A THREAD
ON X**



Wolters Kluwer
Health

Principal Sponsor

WORLD
EVIDENCE-BASED
HEALTHCARE DAY
OCTOBER 20

ebhc

INTRODUCTION



A THREAD ON X IS A SERIES OF CONNECTED POSTS THAT CAN BE READ ONE AFTER ANOTHER, TO PROVIDE A MORE IN-DEPTH COMMENTARY, STORY OR DISCUSSION.

It is a useful way to share your experiences, to tell a story or provide an overview of an impact story for World EBHC Day.

The aim of a #WorldEBHCDay thread is to engage in discussion about the campaign, and/or to provide an overview of your blog published on the World EBHC Day website. Your thread should share insights and knowledge to provide value and pique the interest of audiences.

If you have published a blog on the World EBHC Day website, your thread should direct audiences to read the full blog.



STEPS FOR CREATING A THREAD

1 Before posting the thread, think about the construction and pace of your story/commentary/discussion. Your thread should have a beginning, middle and an end. Images or gifs can bring your thread to life.

2 Click the blue “Post” button to draft a new post.



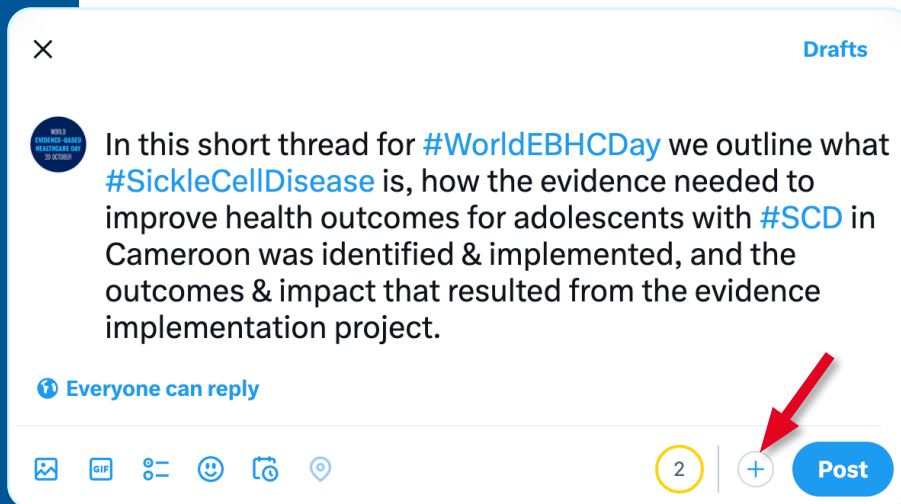
3 Type out the first post of your thread. This first post is your introduction and should let people know the gist of what you’ll be talking about throughout the thread.

The character limit for each post in the thread is 280 characters. If you go over the character limit, the text that is over the limit is highlighted to help with editing the post.

Remember to add hashtag **#WorldEBHCDay** and make sure to add **@WorldEBHCDay** so that World EBHC Day receives a notification of your thread and can share it.

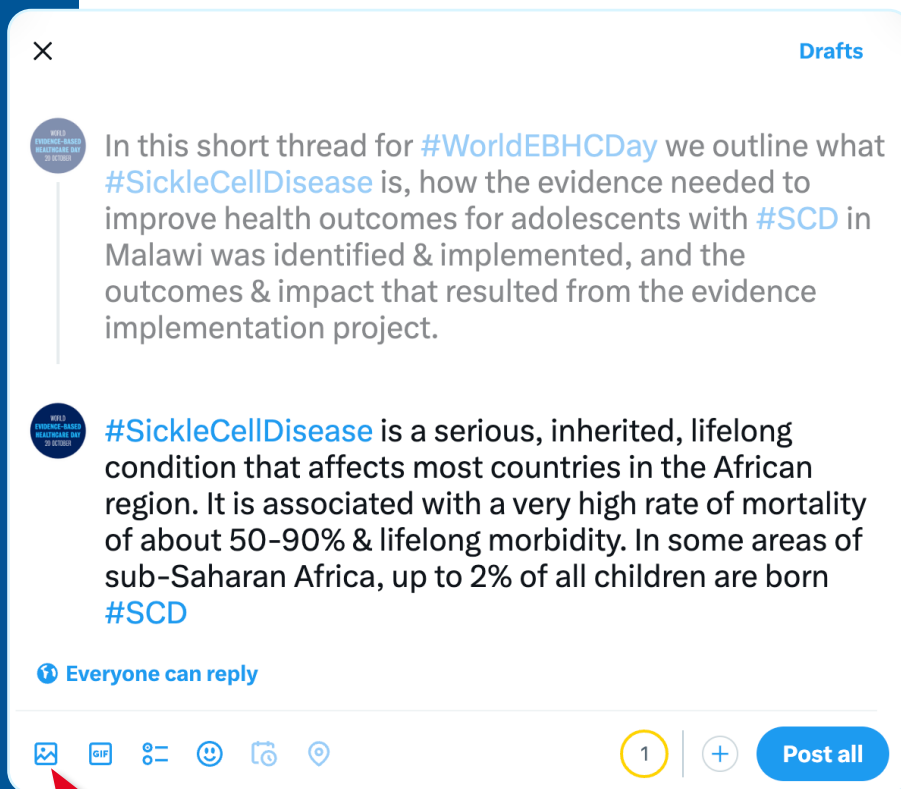
4

When you have completed your first post in the thread, click the + button in your post composition window and a new post window will appear for you to add a second post to the thread.



5

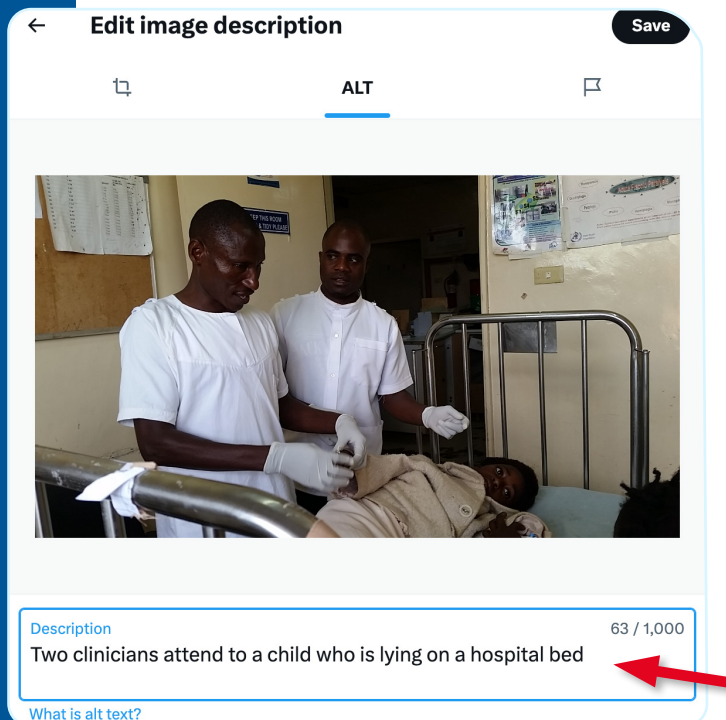
Each post in your thread should include one idea or concept – something of value to share to audiences. Remember to add images in your thread to help you tell the story or convey a concept. To add an image, click the icon appearing on the bottom far-left of the post composition window.



When including an image with your post you have the option to add a description or 'alt-text'. By completing this step you are providing a description of the image for people who are blind or vision impaired. We recommend that you complete this step to be inclusive and to ensure that the thread is accessible to more people.

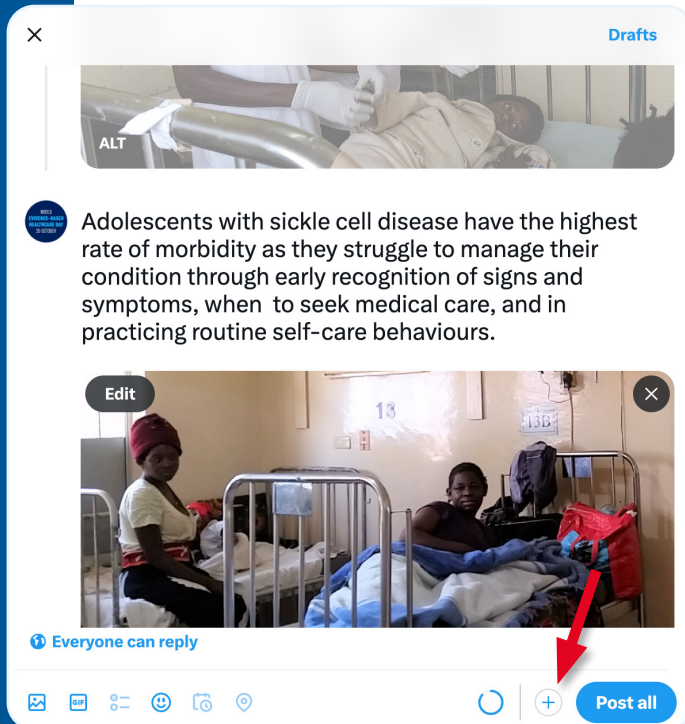


The description of the image you provide should be concise and convey quite simply what the image shows, e.g.:



6

Keep adding posts with the + sign. Make sure the thread isn't too long, for example a thread of 20 posts, each using 280 characters is a lot to read on X, and audiences may lose interest.

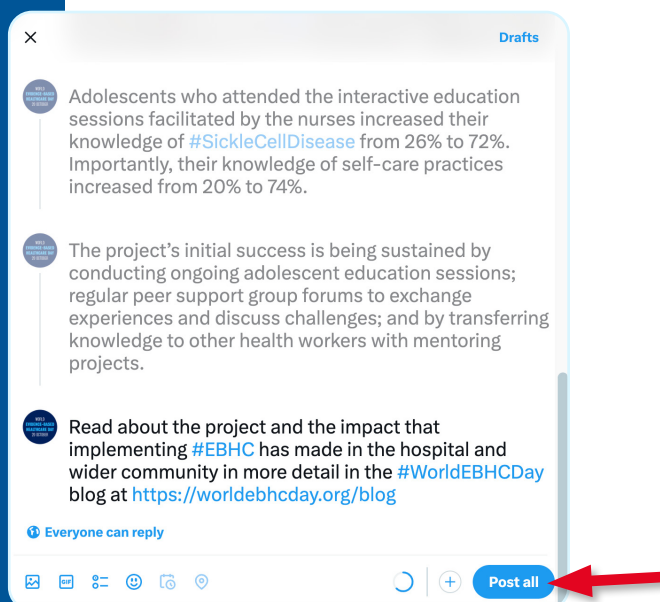


7

Your final post in the thread should direct visitors to the World EBHC Day website so that they can either read your blog in full or find other relevant information.

8

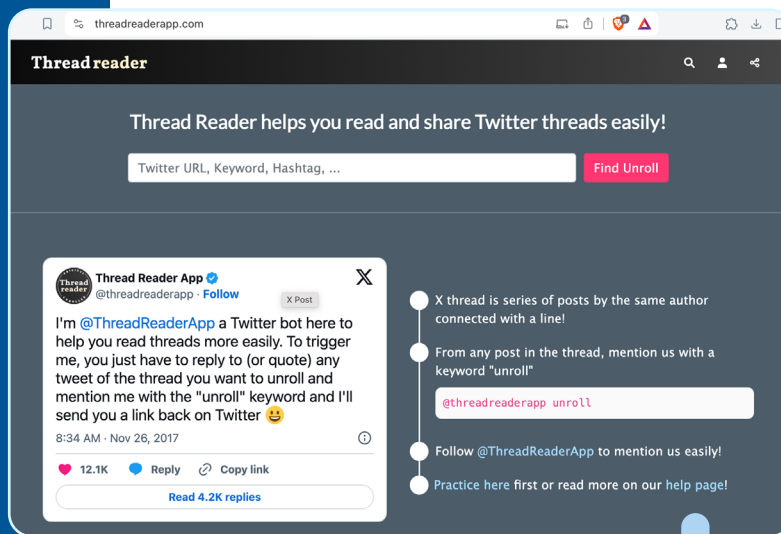
Check and edit where necessary all the posts you would like included in your thread and click the Post all button to publish/post the thread.



THREAD READER

The thread reader app expands and converts threads into blog posts. The app not only unrolls threads but also allows users to save, bookmark, and share them. You can even subscribe to a specific user's threads to get notified when they create a new one.

<https://threadreaderapp.com/>



Official Partners



JBI is a global organisation promoting and supporting evidence-based decisions that improve health and health service delivery.



Cochrane is a global independent network of researchers, professionals, patients, carers, and people interested in health.



The Institute of Development Studies (IDS) delivers world-class research, learning and teaching that transforms the knowledge, action and leadership needed for more equitable and sustainable development globally.



The Campbell Collaboration is an international research network that promotes evidence-based decision- and policy-making through the production of systematic reviews and other types of evidence synthesis.



The Centre for Evidence-based Health Care (CEBHC) is a coordinating and directive institution for research and training of the Faculty of Medicine and Health Sciences, Stellenbosch University, in the field of evidence-based health care.