



## **What is a Twitter chat?**

A Twitter chat is a virtual meet-up on Twitter at a pre-determined time to discuss a certain topic, using a designated hashtag (#bhXPert) for each tweet that is sent out. A host or moderator will ask questions (labeled with Q1, Q2, etc.) to prompt responses from participants (using A1, A2, etc.) and encourage interaction among the group.

The Magellan Healthcare #bhXPert Twitter chat series provides a forum for industry thought leaders and anyone interested in behavioral health to discuss current topics and share knowledge to raise awareness, advance progress and reduce stigma. It takes place on the second Thursday of each month at 3:00 p.m. Eastern and lasts a half an hour.

## **How does Magellan Healthcare prepare for a Twitter chat?**

Throughout the year, Magellan Healthcare identifies behavioral health topics, often tied to monthly behavioral health awareness occurrences, like May Mental Health Month, to discuss in upcoming #bhXPert Twitter chats. In advance of each Twitter chat, we work with our special guest(s) to develop the theme and around five discussion questions that will be asked over the course of each event. The special guest may prepare responses to the questions beforehand so they can focus on engaging with the other participants. Magellan Healthcare also promotes each Twitter chat and updates our website [here](#) with event information, including the discussion questions.

## **How can I participate in a Twitter chat?**

There are several services you can use to participate in a Twitter chat, but we prefer [Tweetdeck](#). Tweetdeck is owned by Twitter and integrates seamlessly with your Twitter account as a login. This is a simple and easy way to keep on track with a Twitter chat and follow the designated hashtag, #bhXPert.

Here's how to participate if you use Twitter instead:

1. Log in to your Twitter account on the second Thursday of the month at 3:00 p.m. Eastern.
2. Search for the hashtag #bhXPert in the Twitter search bar.
3. Click on the "Latest" tab to follow along with the hashtag stream/Twitter chat.
4. Post a tweet to introduce yourself (first names only) and post tweets throughout the Twitter chat to provide insights on the questions we ask.
5. Scroll up and down occasionally to refresh the feed.

Important guidelines:

- Use the hashtag #bhXPert in all of your tweets to ensure they show up in the feed.
- We'll introduce new questions with Q1, Q2, etc. At the beginning of your answers, please put "A" followed by the question number, e.g., A1, A2, etc.

The host from the Magellan Healthcare Twitter account will pose a question about every 3-5 minutes. When the question has been asked, you can answer the question using "Retweet with comment" or you can "Reply" to our question tweet.

### **How can I plan for upcoming #bhXPert Twitter chats?**

1. Mark your calendar for the second Thursday of each month from 3:00-3:30 p.m. Eastern, and find details for the upcoming Twitter chat on our website [here](#).
2. Follow @MagellanHC on Twitter for the latest on our Twitter chat events, information on relevant health topics and other important updates from Magellan Healthcare.
3. Sign up for reminder emails with event details [here](#).

### **What is the special guest's role in a Twitter chat?**

The special guest(s) in #bhXPert Twitter chats are the keynote experts who share their many years of professional and personal experience.

### **What happens after a Twitter chat?**

After a Twitter chat is over, we post a transcript of the discussion, with redacted names and Twitter handles of participants, on our website [here](#).

### **What are some Twitter chat tips?**

- Tweet a "high-volume warning" so your followers know you're about to send out a lot of tweets.
- Even if you're just following along, please say hi so we know you're there.
- It's okay if you're late - please feel free to jump in at any time.
- Use Twitter handles in your tweets if you can squeeze them in 280 characters. It's always better to tag someone in tweets to receive more engagement.
- Include a "." in front of an "@" when tagging someone so more people will see the tweet.
- Reply directly for one-on-one conversations.
- Remember to always be respectful of different perspectives and opinions, as we discuss many complex issues.
- Please don't promote a business or product.
- Invite as many people as you like before and during the chat. If you know someone that may be interested in the topic, it's okay to reach out and tag them.
- Please spread the word about the Magellan Healthcare #bhXPert Twitter chat series and retweet as much as possible.
- Magellan Healthcare #bhXPert is for informational purposes only, and not a substitute for speaking with a doctor. Please do not tweet any personal information, identifying

information or health information about yourself or others. Please click [here](#) for Magellan contact information.

- If you're in an emergency situation, you should do one of the following:
  1. Call 911
  2. Go directly to an emergency room
  3. Call your doctor or therapist for help
- Follow up with people after the chat has ended. The #bhXPERT community is very engaged and interested in the topics we discuss during our chats. It's a great way to meet people and network!

**Happy chatting!**