



twitter tweeps

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Who are your Twitter tweeps? If you use Twitter, “tweeps” are your peeps—the people and organizations you follow and interact with. In this issue of the Journal, I’m beginning a short column to introduce you to tweeps worth following. Don’t worry about whether you can keep up with every tweet that you get. Twitter has been described as a river of information and conversation that you can dip into whenever you wish. When you swim, do you stay in the water so long that you have time for nothing else? Of course not. So even though you might follow several hundred people and organizations on Twitter, you won’t read every tweet and you won’t neglect your work. (I follow 556 tweeps and have 819 followers.) You’ll tweet, skim others’ tweets, respond, and retweet (repost others’ interesting tweets, with credit and your brief comments) as you have time and when tweets ignite your imagination.

These tweeps provide useful and thought-provoking information:

- @AACR: American Association for Cancer Research, which has as its mission preventing and curing “cancer through research, education, communication, and collaboration” (www.aacr.org)
- @amednews: *American Medical News*, a newsletter on business, policy, public health, and legal issues for physicians (www.ama-assn.org/amednews)
- @COPE: Committee on Publication Ethics (<http://publicationethics.org>; yes, that’s a zero, not a capital letter O, in COPE’s Twitter handle, or Twitter address)
- @EdGandia: guru on self-employment; author of the book *The Wealthy Freelancer* (<http://thewealthyfreelancer.com>)
- @garyschwitzer: Gary Schwitzer, publisher of **HealthNewsReview.org**, which reviews how well medical journalists cover health news (www.healthnewsreview.org)
- @guardianscience: science news, comment, and analysis from the *Guardian* (online version of the UK newspaper)
- @Health_Affairs: from the blog of *Health Affairs*, a peer-reviewed journal of health policy thought and research (www.healthaffairs.org/blog)
- @kevinmd: Kevin Pho, MD, a physician who’s well known on Twitter for writing about health care reform, the physician–patient relationship, and health news (www.kevinmd.com/blog)
- @NEJM: *The New England Journal of Medicine*, the well-known US medical journal (www.nejm.org)
- @PLOS: the Public Library of Science, publisher of open-access science journals (www.plos.org)
- @psypress: Psychology Press, publisher of psychology textbooks, monographs, professional books, tests, and academic journals (www.psypress.com)
- @Reuters_Science: Science news from Thomas Reuters, an international multimedia news agency whose news stories are often picked up by news publications and broadcasts (www.reuters.com/news/science)
- @scholarlykitchn: from the blog of the Society for Scholarly Publishing, *The Scholarly Kitchen* (<http://scholarlykitchen.sspnet.org>)
- @slackbooks: SLACK Books, publisher of medical and allied health books and peer-reviewed journals (www.slackbooks.com)
- @TheLancet: *The Lancet*, the well-known UK medical journal (www.thelancet.com)
- @UnderMicroscope: stories for, by, and about women in science, from Under the Microscope, the online component of the Women Writing Science project at the Feminist Press (www.underthemicroscope.com)

→ Have questions about Twitter? Contact me on Twitter, @KOKEdit, or by e-mail, editor@kokedit.com.

Katharine tweets under @KOKEdit for her editing business, www.kokedit.com; under @BELS_editors for the Board of Editors in the Life Sciences, www.bels.org; and under @CScienceEditors for the Council of Science Editors, www.councilscienceeditors.org.

LEARNING THE LINGO?

Unsure of what a hashtag is?
Don’t know who a lurker is?

You can brush up on your familiarity with these and other words related to social media in “The Ultimate Glossary: 101 Social Media Marketing Terms Explained,” which can be found at <http://tiny.cc/rqfi5>.