

COUNTDOWN TO BOSTON

29 DAYS



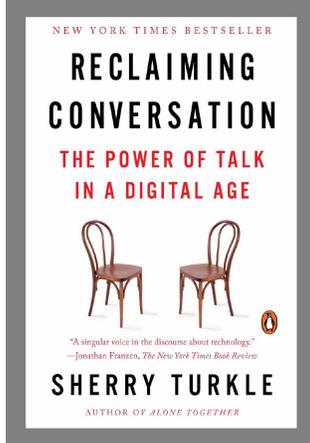
## "T" is Twitter

I wrote yesterday about the role a handful of Sachs Awardees and Scientific Program Chairs have played in stimulating and sustaining essential conversations within the CNS and the larger child neurology community. It seems only natural to me to segue from there to an entry on one form of social media, Twitter, that seems to encroach upon and erode the social fabric and habits within which conversation can thrive, or perhaps even survive. That was my initial take on Twitter, anyway, one colored, as nearly everything was the past four years by the nihilistic twitter-tantrums emanating from the black hole that once was the White House. I have, of late, begun to change my mind (every so slightly), or at least soften my senile fulminations aimed at Twitter and other social media, thanks in part to the work being done by a member of the CNS Electronic Communications Committee, Jacyn Martindale, DO, a former trainee of Jon Mink's in Rochester, now on faculty at Wake Forest University School of Medicine in Winston-Salem, NC. I will, in fact, hand over today's entry to her, much as I did a few days ago with Bernie Maria talking about NDC.

But first, a final anticipatory counter-argument:



When Steven Colbert hosted MIT professor and prolific author, Sherry Turkle in 2011 on his original, Comedy Central Show, he asked her, with faux innocence, "Don't all these little tweets, these little sips of online conversation, add up to one big gulp of real conversation?" To which she responded, "no," an answer she expanded upon at greater length in 2015 with publication of her book, *Reclaiming Conversation: The Power of Talk in a Digital Age*. **(Click for video.)**



I flirted briefly in my pre-pandemic innocence with the idea of inviting her to take a short walk across the bridge from MIT to the Back Bay to talk to and with us at the 50th CNS Annual Meeting at the Hynes Convention Center, hoping she might read and expand upon a passage from an early section, “I’d Rather Text than Talk”: “The anxiety about spontaneity and the desire to manage our time means that certain conversations tend to fall away. Most endangered: the kind in which you listen intently to another person and expect that he or she is listening to you; where a discussion can go off on a tangent and circle back; where something unexpected can be discovered about a person or an idea. And there are other losses: In person, we have access to the messages carried in the face, the voice, and the body. Online, we settle for simpler fare: We get our efficiency and our chance to edit, but we learn to ask questions that a return email can answer.”

The result, she writes, is that “we are living moments of more and lives of less.”

That might seem to be a singularly ungracious way to introduce Jacki’s guest entry about Twitter, stacking the deck, so to speak; but, if we take seriously what Sherry Turkle writes and what we all know (or remember) about conversation, it’s really no more or no less than basic point-counterpoint, leaving open questions about which position is more “privileged”: having the first word or the last.

But before that, let me introduce Jacki to those of you who might not yet know her, approximating a face-to-face annual meeting intro by linking to a video clip on the Wake Forest Baptist Health website. **(Click for video.)**



## **"T" is also for Twitter**

by Jaclyn Martindale, DO

In June 2021 the Child Neurology Society’s Twitter account was relaunched in conjunction with the launch of the Society’s new website. The account took on a new name @ChildNeuroSoc to make the CNS more readily searchable. The account is primarily run by Dr. Jaclyn Martindale

(@dr\_jmartindale) at Wake Forest School of Medicine (Winston-Salem, NC). Recently joining the social media team are Dr. David Hsieh (@dthsieh) at F. Edward Hebert School of Medicine (Bethesda, MD) and Dr. Arpita Lakhota (@LakhotaNeuro) at University of Louisville School of Medicine (Louisville, KY).



In three short months, the number of followers has tripled. There are over 600 followers and rising. Tweets (posts) have a monthly impact of 40-48K impressions. For those not familiar with twitter, impressions mean the number of times a tweet has been seen and are one of the indicators of brand presence.

Joining in with the expanding medical twitter community allows the Child Neurology Society to not only increase its presence on social media currently, it also allows opportunity to grow its presence over time. The COVID19 pandemic catapulted the medical community into the virtual realm – virtual conferences, meeting, interviews, open houses, etc. With so many things going electronic there are opportunities for the CNS to have further reach, attract new members and gain recognition in ways that might not even be apparent right now.

As times have changes, so have forms of communication. Many young professionals utilize social media for medical information, self-branding and communication. A significant component of the medical twitter community is impacting and inspiring our future generation of child neurologists. There is a strong presence on twitter of incoming match candidates, trainees and residency programs highlighting their unique program features. This area yields opportunity for educational expansion of the Professors and Educators of Child Neurology (PECN) and Child Neurology Society combined.

At present, the content of the account is aimed at our members. As mentioned in earlier entries with the letter “K” (8/20-22), we have some pretty amazing members and love to highlight all of those “kickass women” and men alike. Content also focuses on professional development of our members including opportunities, networking and requests for applications.

During the annual meeting, make sure to use the official hashtag #CNSAM! It is a great way to network, connect with colleagues, share your experience, see highlights, and get meeting updates.

#### **Twitter Tips and Tricks**

- Follow these accounts on Twitter.
  - Child Neurology Society: <https://twitter.com/ChildNeuroSoc>
  - Child Neurology Foundation: [https://twitter.com/child\\_neurology/](https://twitter.com/child_neurology/)
  - Your colleagues (ask them for their handle at the meeting)
  - Check out our lists: <https://twitter.com/ChildNeuroSoc/lists>
- Tag @ChildNeuroSoc and use #CNSAM or #childneurology in your posts.
- Retweet, like, and share what others are saying by searching #CNSAM ([https://twitter.com/search?q=%23CNSAM&src=typed\\_query&f=live](https://twitter.com/search?q=%23CNSAM&src=typed_query&f=live)) or #childneurology ([https://twitter.com/search?q=%23childneurology&src=typed\\_query](https://twitter.com/search?q=%23childneurology&src=typed_query))
- Share images, GIFs and videos when applicable.

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Thank you, Jacki (and Arpita). And thanks to David and the entire Electronic Communications Committee he chairs for its ongoing commitment to multiple projects and a growing list of

impressive outcomes. Watch for new case studies to be posted in the coming weeks on the CNS website, an update on the previously posted telemedicine guidelines with additional guidelines focused on examining neonates, a live webinar series to be launched post-Boston, and very promising proposal for an educational podcast series that the CNS Executive Committee will review in September for a possible October launch.

Until tomorrow ("U" is for Updates)  
Roger

Roger Larson, CAE  
Executive Director

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### **On-line Registration is Open!**

Registration is now open for the long awaited 50th Golden Anniversary Meeting of the Child Neurology Society in Boston. Registrants attending this milestone meeting live and in-person in Boston will want to register early (some sessions are limited and reservation-only). You will also want to book hotel rooms ASAP. A link and access code to the Sheraton Boston Hotel will be included in your registration confirmation email.

[Click to Register](#)

### **2021 CNS 50th Annual Meeting**

For more information, click button below.

[Click for More Info](#)

