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Here, we report our first 15 months' experience. Twitter analytics was used for data collection (analytics.twitter.com).

Among currently active internal medicine residency program twitter accounts, there are a mixture of program-wide accounts and chief resident-driven accounts. For reference, see: <https://twitter.com/OHSUIMRes/lists/im-res-program-tweeters>

Content/Theme (N = 894)	Number	%
Current events	16	1.8%
Holiday	5	
Politics	3	
Safety/ weather	6	
Humor/whimsy	24	2.7%
Non-medical	12	
IMRes community	410	46%
Awards	5	
Blog (Chief Residents')	59	
Celebrations/events	48	
Conversations	70	
Noon conference	125	
Presentation	50	
Publication	50	
Volunteering	3	
Medical education	330	37%
External publication	118	
Grand Rounds	48	
Meeting tweeting	130	
Society news	31	
OSU community	114	13%
Conversations	26	
Event	14	
Kudos	44	
Scenery	30	

References

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Conclusions

- total number of all Twitter activity steadily increased month-to-month
 - number and percentage of tweets reflecting original content (tweets, quoted tweets) increased
- increased "sophistication" of tweet content, including use of hashtags, mentions, links, and media
- sustained growth in connections:
 - increased followers, profile visits, and mentions
- sustained growth in audience, as defined by impressions, etc.
 - month-by-month number of impressions increased steadily, with a nearly 15-fold increase between the first and twelfth months, and near doubling by month fifteen
 - monthly profile visits also increased nearly 5-fold between early and recent months

- rapidly gain a national audience for local-level innovations, ex. the Chief Resident blog
- shrink effective distances to national medical societies and other residency programs.

- increased connectivity to the program family
- increased connectivity to the OHSU community
- increased connectivity to other IM residency programs
- increased connectivity to national societies
- increased dissemination of resident accomplishments

