Academic Tweeting!

Surprising benefits!
These WILL make sense …

- 1 in 4
- @ vs .@
- re-tweet / mention / reply / message / like
- <120
- short links
Why Twitter?

“Twitter is what you make of it, and its flexibility is one of its greatest strengths.”
Katrina Gulliver in the Chronicle of Higher Education (2012): 10 Commandments of Twitter for Academics

• New networking opportunities
• Direct communication lines
• Article copies
• Hashtags and keywords enhance visibility
• First build audience; then promote
• The sky is the limit
• Everyone uses Twitter differently.
• Twitter is for virtual "water cooler chats".
Social Media Studies

• A study of *Social Media Usage: 2005-2015*, published July 2015 by the **Pew Research Centre**
• More People Get Their News From Facebook and Twitter
• Twitter Is the Go-to Platform for Breaking News
Some academics still don’t get it!


- You’re in the Driver’s Seat
- It’s About the Network
- It’s Newsy and Trendy
- Promotion (may) = Citations and Downloads
- Spreading Your Love of Science
- Setting the Record Straight
- Sharing Interesting Things
PLOS Biology: an introduction

Public visibility and engaging in constructive conversation on social media can benefit scientists and impact their research profile.

- powerful way to boost profile and be a public voice
- sharing journal articles and scientific opinions
- post updates from conferences and meetings
- circulate information about opportunities and events

“An Introduction to Social Media for Scientists”
Institutional advice

- Australian Science Media Centre
- Newcastle University
  - tips for Twitter in particular
- University of York
- UiB
Good starting point ...

The Online Academic

Twitter for Academics
A five-part guide to using Twitter as an academic:

PART ONE. Nuts & Bolts: Finding your way around the lingo and Twitterverse.

PART TWO. The Talking Business Card: The Dos and Do Nots of Twitter and effectively using Twitter as a talking business card.

PART THREE. How to Start Tweeting: Starting well and setting up a great account that will serve you for a long time.
**Worksheet #3**

Account settings and compiling a bio

This worksheet is to guide you through your account settings and to help you compile a good bio for your profile page.

- **Email/Web notifications**
  You probably have enough emails coming to your inbox, so uncheck those actions you really don’t need. Go to settings (どうしても small profile pic - top-right of web browser), click on Email notifications and uncheck what you don’t want. Do same for Web notifications.

- **Security**: Tweet location, photo tagging, DM.
  Do you want people to see your location when you publish a tweet or tag you in a photo without permission? Go to your Security and Privacy settings (via Settings) and check the things you want. Here you can also decide if you want to receive DM from everyone or just mutual followers.

- **Birthday**: Just the date, no year?
  You can choose not to show your birthday or just part of it. Go to your Profile and click on Edit Profile. On the left of the page, above the Photos and Videos section is a box with Birthday written in it. Choose your settings.

- **Links**
  Via your Profile page, in the same way you accessed your Birthday above, your Profile has a field to add a link to an external website, what will you put here? LinkedIn, Academia.edu, ResearchGate, Orcid, Facebook, Crowd funding page?

- **Drafting your Bio**
  To edit your Bio – go to your profile page and click Edit Profile. Your Bio is the larger box under your Account Name and Username - you have 160 characters to use. Use these questions to formulate a draft of your bio:
  1. Who are you? Prof. Postgrad/ECR, Doctor, Medic, Lawyer, Librarian, Archivist...
  2. What do you do? Say what you teach, research, work on...
  3. Where do you work? Institutions, cities...
  4. Keywords? What issues do you support, get involved in, societies, accolades?
  5. Anything else? What’s important ‘Tweets Own’?
Worksheet #4 - ①

• Why am I tweeting this content?
• Do I want debate friendly conversation or just to inform?
• Am I using the best and most appropriate hashtags?
• Do I have one message to convey in my tweet?
Worksheet #4 - ②

Quick tips:

• Add photo or link first before writing your message to avoid running out of space.

• Use positive language to engage more readers
Worksheet #4 - ③

Checklist before publishing a tweet
• Re-read once for spelling,
• again for grammar,
• and another for context.
• Are the hashtags appropriate?
• Is my retweet from a trustworthy source?
• I read the content before retweeting.
• I understand what I’m tweeting about.
Worksheet #4 - ④

• Don’t ever feel obliged to tweet.

• Tweeting should be fun and informative.

• But beware before you share because not everyone will be so careful with their tweets.
Hashtags

Twitter Hashtags
For academics and science communicators

SciHashtag
A collection of hashtags used by academics and science communicators

http://www.scihashtag.com/
Tweeting for Academics #academictwitter

Twitter-speak

- CX
- DM/PM
- FTF
- FB
- FF
- HT
- PLMK
- RT
- TYIA
- TYT
- LOL
-ICYMI

- customer experience
- direct message / personal message
- something with business!!
- Facebook
- Follow Friday
- hat tip = head nod: HT - @B Mpaiments
- please let me know
- re-tweet
- thank you in advance
- take your time
- laughing out load / lots of laughs / lots of love
- in case you missed it
Social Media Management

- Twitterdeck
- Hootsuite
- Buffer
Analytics

• Twitonomy
• Twitter analytics
• ...
• Twitter analytics & visualization tools
These WILL make sense …

- 1 in 4
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- re-tweet / mention / reply / message / like
- <120
- short links
1 in 4

• 1 tweet in 4 about you
• Others: links, replies, re-tweets

• Conferences: notebook, prepare, laptop
@ vs .@

- @ part of username / handle
- Placement in message important
- Placed first = DM
- .@ placed first public tweet
- (more from a [presentation by Ned Potter at the University of York SlideShare](http://example.com))
- (more from [The #1 Twitter Mistake: @reply versus @mention](http://example.com) in Twitter for Dummies)
re-tweet / mention / reply / message / like

- Tweet: may contain photos, videos, links and up to 140 characters of text.
- Re-tweet: Tweet forwarded to followers (RT)
- Reply: response to another user's Tweet, begins with the @username. Click "reply" button
- Like
- Mention @username (*.@)
- Message /Direct Message (DM): private messages *begin with @username
Examples

CIA
@CIA

We can neither confirm nor deny that this is our first tweet.
7:49 PM - 6 Jun 2014

326,176 Retweets 252,226 Likes
Tweeting for Academics #academictwitter

Bernt Lindtjørn
@berntlindtjørn

Professor International health at University of Bergen. Surgeon. Many years work experience from Ethiopia focusing on Child Health, nutrition, malaria and tb.

Bergen, Norway
berntlindtjørn.no
Joined December 2012

Follow @berntlindtjørn to get updates on his work and tweets about health and medicine.

TWEETS 15
FOLLOWING 28
FOLLOWERS 22
LIKES 2

Tweets

Bernt Lindtjørn @berntlindtjørn Sep 13
Kronisk underernæring hos barn i Ethiopia uib.no/nb/nr-nye-doktor...

Bernt Lindtjørn @berntlindtjørn Sep 7
Post Edited: New information about malnutrition in Ethiopia berntlindtjørn.no/new-informatio...

Bernt Lindtjørn @berntlindtjørn Aug 30
New post New information about malnutrition in Ethiopia berntlindtjørn.no/new-informatio...

Follow @berntlindtjørn to get updates on his work and tweets about health and medicine.

#MSFPediatricDays streamed online:

1st MSFPediatricDays
<120

• 140 characters
• Leave place for comments
Tweeting for Academics #academictwitter

Shortening links

- https://bitly.com/
WHAT MAKES A GOOD TWEET?

- Easy to read
- Understand the context
- Clear intention
- Well composed and formatted
- Nice use of pictures
- Nice use of hashtags (not too many)
Tweeting for Academics #academicstwitter

http://lifeontheedge.b.uib.no/category/academic-tweeting/