Academic Tweeting!

Surprising benefits!
Tweeting for Academics #academictwitter
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.”


- 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

- More People Get Their News From Facebook and Twitter
- Twitter Is the Go-to Platform for Breaking News
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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**
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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 Don’ts 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.
Twitter for Academics

a guide by

Jojo Scoble

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.

1. Email
   - One email per Tweet
   - Use to open the Tweet you might consider

2. Is my account
   - Sharing an account also society account going to share the

3. Do I use a ps
   - Decide to reveal whether you want to

4. What is my a
   - Choosing your use and reflect the type short so there is no

5. What is my a
   - Your account name profile. If you have. Name can either be

6. Do I need to
   - It depends on what

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?

Twitter for Academics
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

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http://www.scihashtag.com/
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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 - @BMpayments
- 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
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Social Media Management

• Twitterdeck
• Hootsuite
• Buffer
Analytics

• Twitonomy
• Twitter analytics
• …
• Twitter analytics & visualization tools
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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](#))
- (more from [The #1 Twitter Mistake: @reply versus @mention](#) in Twitter for Dummies)
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**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
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<120

- 140 characters
- Leave place for comments
Shortening links

- [https://bitly.com/](https://bitly.com/)
WHAT MAKE S 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)
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http://lifeontheedge.b.uib.no/category/academic-tweeting/