Twitter Basics
FOR ABSOLUTE BEGINNERS

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Outline

• The Basics:
  Navigation
  How to tweet
  Searching and following

• Quick wins for discovering & promoting research
Why Use Twitter?

• Connect with peers & identify potential collaborators
• Keep up to date
• Share what you’re doing
• Real time indicators of impact
  Highly tweeted articles are 11 times more likely to be highly cited than less-tweeted articles (Source: Eysenbach, G. (2011). Can tweets predict citations? Journal of Medical Internet Research, 13(4))
• Evidence of public engagement
• One third of all scholars are now active on Twitter (Source: Elsevier)
The Basics

• Communications/messages are called ‘tweets’
• 280 characters or less
• Topics are referred to by using a hashtag #
• Refer to someone by using @ before their username
• Can ‘retweet’ (RT) – send on/share tweets from others to your own followers
• Think of Twitter as a stream and not a lake (i.e. you don’t need to read/see everything – just dip in and out)
Let’s take a look around!

Log-in to your Twitter account now
www.twitter.com or “home”:
The tweets of other people/accounts you are following

www.twitter.com/username or click on your picture
The tweets you have sent, liked etc.
Your Twitter Profile

- Make sure to add a picture, it adds credibility to your account
- Include information that will help people find you if they search (e.g. your name, if it is not part of your username)
- Include your interests, affiliation, relevant hashtags etc.
Search for a person, hashtag, keyword etc.

See what is popular in Dublin, Ireland etc.
Your Twitter Page: twitter.com/yourname

- Alerts when you are mentioned, followed, liked etc.
- Edit your profile
- View what you have tweeted & RT
UCD Library @UCDLibrary 23h
8 new #poetry readings by Gerard Smyth just added to @YouTube & soon in the IPRA. Here he reads "Flood": youtu.be/wyRtWJr9lBM #irishpoets

Reply, Retweet, Like

UCD Library @UCDLibrary 24h
What are our opening times? Check out libguides.ucd.ie/ipra

libguides.ucd.ie/ipra

IRISH POETRY READING ARCHIVE
The Voice of Irish Poets
TÁISCHE AITHRIS FILÍÓCHTA NA HÉIREANN
Reacraíocht Dháhm Fíli na hÉireann

libguides.ucd.ie/ipra
The Anatomy of a Tweet

My latest research article is available at
http://www.tandfonline.com/doi/pdf/10.1080/13614533.2016.1155998
versus...
The Anatomy of a Tweet

Alex Dukalskis
@AlexDukalskis

My latest #research article in @EurAsiaStudies is about shadow markets & autocracy in #NorthKorea #DPRK @ucdppolitics tandfonline.com/eprint/Ci9maCc ...

RETWEETS 
10

LIKES 
6

5:44 AM - 20 May 2016
What legal obligation does the US have to accept refugees?
@LTlaw_tells @ConversationUK bit.ly/2jxU1mU

What means does the international community have to punish the US if it breaches international refugee or asylum law?

"...a country as powerful as the US can easily set aside international legal obligations to which they had previously adhered. So I would be surprised to see any 'punishment' from the international community."

Liam Thornton, UCD School of Law, UCD Social Sciences and 6 others
Don’t start a tweet with an @ unless you are replying/tweeting directly to somebody!

@GrowingUplre includes #data on participation in exercise and sport across cohorts. #loveirishresearch ucd.ie/issda/gui/

11:01 AM - 24 Aug 2016
V. useful list of publishing venues for research in #scholcomms & #openaccess options compiled by @dannykay68 osc.cam.ac.uk/about-scholarl ...

You Retweeted
Anne Stone @annetstone · Feb 2
33% of SciDir clicks were to peer review reports for Elsevier pubs in peer review pilot #psp2017
Activity

- Practice sending a tweet that includes at least one hashtag (you can make it up for practice purposes e.g. #twitterworkshop!)

- Send a tweet saying hello to the person/people beside you using an @mention

- Then delete the tweet
Searching Twitter

- Can search for a person’s/organisation’s name
- Can search for a hashtag e.g. for a conference
- Can search by keyword to see who and what people are tweeting about the topic
Budget 2017: Public transport to get extra €31m investment boost

Passengers to benefit from range of improvements to road and rail projects

Irish Times Business  
Oct 12, 2016

Related articles

Budget 2017: Here's a new 'help to buy' scheme for students
The tax break, as expected, builds only.

TheJournal.ie

Bad news for smokers: cigarettes cost €11 more
There was bad news for Government adds 50c to...

Independent.ie
Who to Follow?

Researchers in your School and similar Schools in other institutions – also see who they are following and who is following them!

Funding agencies, publishers, journals

UCD Social Media Directory
http://www.ucd.ie/social-media/

UCD Research Twitter lists
https://twitter.com/UCD_Research/lists
Some Practice

Search Twitter and find some of these accounts and follow them:
• UCD
• UCD Research
• UCD Library
• Colleagues & peers
• Irish Research Council, SFI, Wellcome Trust etc.

Search for the #LoveIrishResearch hashtag, view the “latest” tweets
Etiquette

• Twitter is about conversation not broadcasting
• Tweet regularly (can schedule tweets to help with this)
• Don’t overuse hashtags
• Give people credit by @ mentioning
• Always reply to people who reach out to you on Twitter
• Tweet by the 1 in 4 rule:
  1 tweet about yourself, 1 retweet, 1 reply, 1 link to something useful
Commission staff are increasingly called upon to communicate with the general public and stakeholders via a wide variety of channels. One recent development is that social media such as Twitter, Facebook or professional networks like LinkedIn and Yammer are growing more popular for people-to-people communication. In fact, social media are becoming one of the busiest media platforms where citizens are spending more and more time. Based on user participation and user-generated content, social media provide a means of gathering and sharing information, knowledge and opinions in an easy, conversational manner.

**What are social media?**

‘Social media’ is the term used for online technologies and practices to share content, opinions and information, promote discussion and build relationships. Social media services and tools involve a combination of technology, telecommunications and social interaction. They can use a variety of formats, including text, pictures, audio and video.

**Who can take part in this new form of communication?**

Everyone can participate in social media, in their own personal capacity. However, your statements and opinions will remain personal and cannot be regarded as representing the Commission's official position. You do not speak on behalf of the Commission and you should point this out in the appropriate manner.
As mentioned in the introduction, staff members who are not part of the group of mandated staff must bear in mind that they do not represent the official position of the European Commission.

You should participate using your own name or under a chosen alias, as the profiles referring to the European Commission are reserved for mandated staff. Here are some golden rules on participation in any social network:

- **Remember that you are speaking in your personal capacity:** all your statements and opinions are personal and you should not give the impression that you are speaking on behalf of the Commission.

- **Don’t forget that you are responsible for what you write:** Remember that your words will stay online. Exercise good judgement and common sense whenever you write. Even when you write in your personal capacity, you are still a Commission official. Ask yourself: ‘What could someone do with this information?’ and ‘Could it compromise me and/or the Commission?’ Do not go into detail about your tasks in the Commission or its working procedures. Never discuss sensitive or classified issues.

- **Be credible, consistent and respectful:** Social media request users to be accurate, fair and consistent. Encourage response and debate. Whenever possible, align online participation with other offline communication. Use appropriate, inoffensive language and show respect for the opinion of others. Users might include current or potential stakeholders, along with current, past or future staff members. Be aware that libel and defamation laws apply.
What Can I Tweet?

• Links to your own research/colleagues’ research (include an image if possible, @ mention co-authors, funders, publishers etc.)

• Links to research you are reading (@ mention the author)

• Comment on news/key developments in your field or share research insights

• Promote events/conferences you are holding/attending

• Share links to media appearances, newspaper articles etc.
Questions?

Slides available at

http://libguides.ucd.ie/socialmedia/twitter

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