Twitter Basics

FOR ABSOLUTE BEGINNERS

Log-in to twitter.com & take a look around before we get started!

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Outline

• The Basics:
  Navigation
  How to tweet
  Searching and following

• Quick tips on etiquette and ideas for what you might tweet about
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)
Always be data aware...

- Be aware that your profile is usually public
- Read the small print
- Who owns the data? Copyright and IP?
- Third party services can close down or be taken over/merged

https://tosdr.org/
The Basics

• Posts/messages are called ‘tweets’
• 280 characters or less (including spaces!)
• 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 “profile”:
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.
Write a tweet

Search for a person, hashtag, keyword etc.

Alerts when you are mentioned, followed, liked etc.

View what you have tweeted & RT
Your Twitter Page: twitter.com/yourname

View what you have tweeted & RT

Edit your profile
Your Twitter Page: twitter.com/yourname

View what you have tweeted & RT
Control notifications, email alerts, privacy, password etc.
Home takes you back to your twitter stream / timeline / other people’s tweets.

University College Dublin
@ucddublin Follows you
Official source of news from University College Dublin (UCD) - Ireland’s Global University. Est. 1854.

One of Europe’s leading research-intensive universities

University College Dublin  ucd.ie  Joined February 2009
1,841 Following  45.2K Followers

Followed by Women in STEM Society UCD, UCD Staff Photography Club, and 117 others you follow

UCD Innovation @UCDinnovation · 2h
Congratulations to @ucddublin’s Professor Madeleine Lowery who has been awarded an @ERC_Research proof-of-concept grant of €150k to explore the commercial potential of her ERC funded Parkinson’s disease project.

ucd.ie/innovation/new...
UCD Library @UCDLibrary · 2h
Need a laptop? Borrow 1 from us for FREE, using your UCARD! Go to the self-serve kiosks in the James Joyce & Health Sciences libraries & follow the on-screen instructions. See ucd.ie/library/use/la... for more. 😊
@UCDLawSchool
The Anatomy of a Tweet

My latest research article is available at
https://www.tandfonline.com/doi/full/10.1080/13614533.2016.1155998
versus...
Including images relating to your research can help attract attention & engagement.
Royal Irish Academy @RIAdawson · Jul 24

As part of our #NationalHeritageWeek programme @HeritageWeek we will have a Lunchtime Lecture by Paul Rouse, Associate Professor of History @ucddublin @UCDHistory on 'A Photographic History of Hurling'. Come along on Wed 21 Aug at 1pm ria.ie/photographic-h... #FreeEvent
Don’t start a tweet with an @ unless you are replying/tweeting directly to somebody!

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

11:01 AM - 24 Aug 2016
Two different ways of adding open access discovery indexes, what are the implications? (Link to blog post)
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
Who to Follow?

Researchers in your School and similar Schools in other institutions – also see you 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.
Golden rules

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?

http://libguides.ucd.ie/socialmedia

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