Advanced Twitter to Discover & Promote your Research

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Outline

• Twitter as part of your social media strategy

• Using Twitter to Discover and Promote your Research

• Using analytics to track & monitor the impact of your tweets

• Useful third party tools & apps
Social Media Strategy Planning Template

1. Your goals & objectives? (online & offline)
2. Who is your audience & where are they online?
3. Key contacts to connect with?
4. Where to find content to build visibility & reputation?
5. Monitor & track impact i.e. what's working & what isn't?
Fast Track Impact Resources

Prof. Mark S. Reed (2016)
The Research Impact Handbook

Fast Track Impact Social Media Strategy Template
http://www.fasttrackimpact.com/resources

Fast Track Impact Podcast:
Episode 10:
Stop wasting your time online: get a social media strategy
http://www.fasttrackimpact.com/podcast
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/
Tips for Discovering Research
• Think of Twitter as a stream and not a lake (i.e. you don’t need to read/see everything)

• Use hashtags to help identify top tweeters and people to follow in your area – save searches for quick access

• Check out twitter lists and followers of those you already follow to identify further accounts of interest and to filter content quickly
You can also use lists to group the people you follow into specific subcategories for easier & more efficient browsing e.g.

- Other UCD Researchers
- Researchers in your field or relating to a specific project you are working on
- Govt orgs, agencies, politicians etc.
- Think tanks, research centres etc.
- Media contacts / SciComm
- Personal
Creating / Adding to Lists

Lists can be made private or public
Supporters of the long-awaited “opt-out” law for organ donation say the legislation has the potential to help reduce the waiting time for patients on the transplant list, writes Naman Mukesh Chaudhary.

The long wait for organ transplant | BusinessPost.ie
First proposed 13 years ago, the “opt-out” system means that the major organs of a deceased individual will be considered for donation as long as... businesspost.ie

https://twitter.com/username/lists/listname
Who to Follow?

Researchers in your School and similar Schools in other institutions

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

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

Influential reporters & journalists who write about your field, funding agencies, journals & publishers etc.
Ranks journalists’ influence on twitter

Available by category incl. Business, Arts, Agriculture, Health, IT etc.

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http://murraytweetindex.ie/
Promoting your Research through Twitter
5 Basic Principles to Attract Followers

• Increase the visibility of your profile
• Post tweets that get attention
• Improve your engagement
• Expand your reach
• Find out what’s working through analytics

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.
Added Exposure and Visibility

• Tweet regularly...but avoid too many tweets

• Organise/participate in Twitter chats in your field or topical/trending discussions e.g. #irishmed, #edchatie, conferences

• Schedule tweets for key times of the day/days of the week

• Cross-promote it on other social media platforms, websites etc. and print materials
Consider your signal to noise ratio

• Most people will decide whether to follow you based on your most recent tweets, so before you start to follow lots of people strategically, check your latest tweets are representative and useful

• Monitor which of your tweets are most likely to get re-tweeted, and which tweets don’t get re-tweeted

• Consider separate personal & professional twitter accounts
Increase attention, engagement & expand your reach

• Use an image or video
• Post an interesting quote or “sound bite”
• Use humour
• Tag other relevant accounts
• Interact with others in your field
• Always respond to those who interact with you
• Works best as a conversation and not just a broadcast mechanism
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, photo of the book cover etc.)
• Comment on news/key developments in your field or share research insights
• Promote events/conferences you are holding
• Share links to media appearances etc.
• Remember the 1 in 4 rule: 1 tweet about yourself, 1 retweet, 1 reply, 1 link to something useful
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.
87% of students believe the Library is critical to their success in UCD - great infographic @UCDLibrary! 👏
ucd.ie/library/news_p ...
Irish Research Council to mark #IWD2017 by highlighting research improving women’s lives #LoveIrishResearch bit.ly/2lvEwP1

International Women’s Day 2017
Highlighting Irish Research Council-funded projects aimed at improving women’s lives

Women in Politics
Legislative gender quotas and female electoral candidacy
FIONA BUCKLEY, UCC

Redress of Institutional Abuse
An oral and archival history of the Magdalene Institutions
KATHERINE O’DONNELL, UCD

Migration & Inclusion
"Inclusive Centenaries" for women and youths living in direct provision
HIANH REELEY, NUIG

Maternal Health
Maternal health & morbidity: the MAMMI study
DEIRDRE DALY, TCD

Women in Irish History
Irishwomen and World War One
FIONNUALA WALSH, TCD

Breast Cancer Recovery
Clinical & social impact of Thuya Healthcare post-surgery bras
CLAIRE KELLY, UCD

Sexual Consent
‘Smart Consents’: investigating attitudes to sexual health and consent in young adults
PÁDRAIG MACNEELA, NUIG

UCD Research, NUI Galway, UCC Ireland and 2 others
“Thread” your tweets for complex discussions
10 Tips for Conference Tweeting

1. Use the conference hashtag.
2. Announce that you’re tweeting from a conference.
3. List the name and topic of the session.
4. Give proper attribution.
5. Boil statements down to the main point.
6. Share information both you & your followers would find interesting.
7. Add links to speaker resources.
8. Share a photo or two.
9. Ask your followers if anyone has questions for the speaker.
10. Announce when the speaker or session has ended.

Table 3
Our recommendations: a guide for researchers.

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<tr>
<th>Recommendation</th>
<th>Explanation</th>
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<tr>
<td>1. Search and establish your Twitter™ handle as early as possible, and select a name which is easily recognised</td>
<td>Your preferred handle could already be in use, and so you will need to establish an alternative which is most fitting to explain your study. Punctuation marks can be used (e.g. underscores) if your preferred choice is already taken.</td>
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<tr>
<td>2. Check whether you need to apply for approval from your funder</td>
<td>Your Twitter™ account may need to be disclosed to your funder.</td>
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<tr>
<td>3. Appear ‘active’ prior to following others</td>
<td>This will increase the likelihood of retweets; incomplete or inactive accounts may be less appealing for others to follow.</td>
</tr>
<tr>
<td>4. Ensure tweets do not contain bias and maintain equipoise</td>
<td>Keep tweets/retweets balanced to avoid swaying towards a particular viewpoint. This is crucial for research projects in progress.</td>
</tr>
<tr>
<td>5. Follow relevant people who may lever impact (i.e. leaders, patient advocates, managers, academics, as well as those whose tweets indicate interest in your topic)</td>
<td>This is likely to raise awareness of your profile and networking opportunities with people who have similar interests. This will help to build your audience and influence.</td>
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<tr>
<td>6. Once you find relevant people to follow, access their network of followers</td>
<td>This can be useful to locate people, and to find new people with similar interests.</td>
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<td>7. Engage in professional conversations</td>
<td>This raises awareness of your research and can place it in the wider health and social care context.</td>
</tr>
<tr>
<td>8. Share interesting links, ideas and resources on your topic, as well as other topics</td>
<td>This helps to show your interests, build your followers and ultimately raise awareness of your research. It also encourages engagement, discussion and feedback. You can act as a research 'mediator', enabling individuals, groups and organisations to access quality research.</td>
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<tr>
<td>9. Strategically build and shape your audience</td>
<td>Include your Twitter™ handle in your email signature and promote it through word of mouth, on presentation slides, and during stakeholder and advisory group meetings to raise the profile of your study and to prepare for impact generation upon publication. This can enable research dissemination to relevant people who have influence. Remember Twitter™ is a public forum; always obtain permission to share information about people in the research team.</td>
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<td>10. Ensure confidentiality</td>
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<td>11. Strategically initiate communication</td>
<td>This can encourage people to get involved in your project. For example, tweeting in response to comments in editorials or publications by others related to our study topic.</td>
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<tr>
<td>12. Participate in Twitter™ chats</td>
<td>This can facilitate information sharing and can also raise awareness of your research with new people interested in the topic.</td>
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Using Analytics to Enhance, Track & Monitor your Impact
http://analytics.twitter.com

Analytics
Measure and boost your impact on Twitter.

Sign in with Twitter

Meet your dashboards

Tweet activity
Measure engagement and learn how to make your Tweets more successful.

Followers
Explore the interests, locations, and demographics of your followers.

Twitter Cards
Track how your Twitter Cards drive clicks, app installs, and Retweets.
Metrics available

**Impressions**
how many people saw the tweet

**Engagements**
includes breakdown by: retweets, replies, likes, user profile clicks, url clicks, hashtag clicks, detail expands, permalink clicks

Can export data to CSV
Your Tweets earned **25.5K impressions** over this 30 day period.

During this 30 day period, you earned **850 impressions** per day.

### Engagements
**Showing 30 days with daily frequency**

**Engagement rate**
- **1.9%** (Sep 30)
- **1.2% engagement rate**

**Link clicks**
- **139**
- **5 link clicks**

On average, you earned **5 link clicks** per day.
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Twitonomy

Can be used to analyse your own or anyone else’s account (Dashboard section)

• Users most retweeted
• Users most replied to
• Users most mentioned
• Hashtags most used
• Tweets most retweeted
• Tweets most favorited
Total aggregate no. of followers of the users who mentioned you:

- **819 mentions** from 16/06/2015 to 11/10/2016
- **1.7** per day
- **38.2%** replies to you
- **243** retweets

Potential Reach: **1,129,222**
Twitter & Altmetrics

Use Altmetrics to track other people who have tweeted about your research and what they are saying.

This can help you identify how your audience engages with Twitter and how useful a channel it is for promoting your research.

Whenever you share your work online make sure to use a link to a page with the research output identifier (e.g. the DOI, ISBN etc.) so it will get captured by altmetrics providers.
Many Voices: Building a Biblioblogosphere in Ireland

Publication Year: 2016

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</tr>
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<td>Tweets</td>
<td>33</td>
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<td>Twitter</td>
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</tr>
</tbody>
</table>

This article has 33 twitter interactions across 2 URLs. It has received 19 tweets and 14 retweets.

19 TWEETS
14 RETWEETS

Jane Burns
@JMBurns99

Many Voices: Building a Biblioblogosphere in Ireland tandfonline.com/doi/full/10.10...
@martinoconnor3 @mishdalcon
@CONULconf @DBSLibraryTweets
1:29 PM - Sep 9, 2016

Martin O’Connor
@martinoconnor3

honoured to be published in
@NewRevAcadLib with my @libfocus colleagues @mishdalcon & Alex Kouker
@DBSLibraryTweets
tandfonline.com/doi/full/10.10...
1:17 PM - Sep 9, 2016

moreno
@morenovski

Many voices: Building a biblioblogosphere in Ireland tandfonline.com/doi/full/10.10...
2:23 PM - Apr 1, 2016

See Jane Burns’s other Tweets
See Martin O’Connor’s other Tweets
See moreno’s other Tweets
Altmetric.com Bookmarklet

**Article insights for individual researchers**

Want to find out the Altmetric details for a paper you’ve published? Install our free bookmarklet for Chrome, Firefox, and Safari to view the online shares and mentions of an article with a single click.

1. Add bookmarklet to your bookmarks toolbar
2. Visit any paper
3. Get article level metrics with a single click
Quantifying the Impact and Relevance of Scientific Research

William J. Sutherland, David Goulson, Simon G. Potts, Lynn V. Dicks

Published: November 16, 2011 • https://doi.org/10.1371/journal.pone.0027537
Quantifying the impact and relevance of scientific research.

Overview of attention for article published in PLoS ONE, November 2011

So far, Altmetric has seen 45 tweets from 41 users, with an upper bound of 130,067 followers.

GreyLit Network
@GreyLitNet
@Margaretjanz Like this http://t.co/TiT8aEBbYv? Also, @altmetric is looking into grey literature possibilities http://t.co/wQRRY8x7bT

Aidis Stukas
@aidis_stukas
A new way of measuring research impact and priorities. #PLoS: Quantifying the Impact and Relevance of Scientific Research http://t.co/4G0ccZQf

Brian D. Ackley
@DrWorms
#PLOSONE: Quantifying the Impact and Relevance of Scientific Research http://t.co/oilMNaWA3B First 4 sentences should = NIH mission statement

Iara VPS
@laravps
@Margaretjanz Like this http://t.co/...
Also displayed on Research Repository UCD

Welcome to Research Repository UCD

Research Repository UCD is a digital collection of open access scholarly research publications from University College Dublin. Research Repository UCD collects, preserves and makes freely available publications including peer-reviewed articles, working papers and conference papers created by UCD researchers. Where material has already been published it is made available subject to the open-access policies of the original publishers. This service is maintained by UCD Library.

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Many voices: Building a Biblioblogosphere in Ireland

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<th>File</th>
<th>Description</th>
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<td>Many_Voices_postprint.pdf</td>
<td></td>
<td>176.48 kB</td>
<td>Adobe PDF</td>
</tr>
</tbody>
</table>

Title: Many voices: Building a Biblioblogosphere in Ireland

Authors: Dalton, Michelle
         Kouker, Alexander
         O'Connor, Martin

Permanent link: http://hdl.handle.net/10197/7796

Date: 1-Mar-2016

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Google Scholar™ Check

Altmetric
Useful Tools & Applications
TweetDeck

Manage multiple social media platforms & accounts incl. Twitter, Instagram, FB & YT.

Use to follow hashtags, manage multiple accounts and schedule tweets etc.
Buffer

- Queue your tweets (& Facebook) for publishing at scheduled times and intervals of your choice
- Also calculates your optimal schedule for most impact
Twuffer

- Schedule up to 50 tweets (Twitter only)
Twittimer

• Schedule a series of reminder posts ahead of an event, podcast or announcement.

• Save time by posting to multiple social accounts at once.
Tweriod

Analyses up to 1000 of your followers to help you identify the best time to tweet.

Start Tweeting When Others Listen

Tweriod gives you the best times to tweet. We analyse both your tweets and your followers' tweets. So you can start tweeting when it makes most sense to reach others.

Sign Up With Twitter

Most exposure when tweeted between

- Weekends: 3 pm and 4 pm, 7 pm and 8 pm, 9 pm and 10 pm
- Sundays: 3 pm and 4 pm, 7 pm and 8 pm, 9 pm and 10 pm
- Mondays: 3 pm and 4 pm, 7 pm and 8 pm, 9 pm and 10 pm
- Weekdays: 3 pm and 4 pm, 7 pm and 8 pm, 9 pm and 10 pm
Free, once-a-day email alerts for Twitter.

Track keywords, phrases, hashtags, @mentions and more!

Perfect for people who don't have all day to spend on Twitter.
Track Twitter Unfollowers

Who.Unfollowed.Me makes it easy to track unfollowers as well as new followers, people who don't follow back, & people you don't follow back. Giving you the option to unfollow, or follow, as you see fit.

Start Tracking Unfollowers
sign in w/ twitter
Twitter Archiver

OVERVIEW

Search Twitter for any keyword or hashtag and save matching tweets in a Google Sheet. It polls Twitter every hour for new tweets.
TAGS: tags.hawksey.info/

# TAGS

Need a Twitter Archiving Google Sheet?

TAGS is a free Google Sheet template which lets you setup and run automated collection of search results from Twitter.

Get TAGS

About

TAGS has been developed as a 'hobby' project by Martin Hawksey. Find out more about TAGS.

Support

Visit support forums

Recent Topics

- TAGSEplorer does not load
- Vain Hope for 4 Weeks Reach

Help

- Setting up TAGS
- FAQ
- Upgrading from TAGS v5.x
- TAGSEplorer
- Privacy policy
TweetChat

Mara @mindfulpolito
When I turn my dissertation into a book, this year will be marked as the turning point for early voting. #phdchat
http://nyti.ms/2dTPUj2
tweeted 2016-10-11 13:26

ETHOS @ETHOSBL
Great summary of our recent #bldigital multimedia theses evening. Thanks @tashtom #digitaltheses #phdchat
https://twitter.com/tashtom/status/785157107351904256
tweeted 2016-10-11 13:26

Dorris A. Scott @Dorris_Scott
@CRThomasPhD Exercise keeps me going! Regardless of my workload, I will allot time for it...the work will get done eventually! #PhDchat
tweeted 2016-10-11 13:20

JamesRoy @JamesRoy
timeshighered: Exactly how valuable is a PhD? BillyB100 and furaha_asani #PhDChat #ECR http://bit.ly/2d6KGxZ
https://t.co/TleirfZoj
tweeted 2016-10-11 13:13
VisibleTweets

Visualises tweets with a specific hashtag/username/keyword for display in public spaces e.g. at a conference/event

RT @CONULconf: Some great advice for any first time presenters thinking of submitting to #conulac17! https://t.co/F1P7EYs...

Ann Mitchell, 1 day ago
Quick Wins

• Use images – often attracts more engagement

• Add popular hashtags to your tweets to improve their visibility to those who don’t currently follow you e.g. #LoveIrishResearch (but not too many in a single tweet)

• Follow & RT key people/orgs in the field – it is likely they will follow you back (& hopefully RT you too!)
Quick Wins

• @mention *relevant* peers, co-authors, subject influencers, funders, journals, publishers, potential collaborators & the media (but don’t spam people!)

• Use Twitter analytics to see which of your tweets are most popular (# engagements) and most visible (# of impressions), and tweet more of this type of content, at these times
Questions?

http://libguides.ucd.ie/socialmedia
http://www.ucd.ie/promoteyourresearch/

Slides:
libguides.ucd.ie/socialmedia/twitter

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michelle.dalton@ucd.ie
Scholarly Communications Librarian