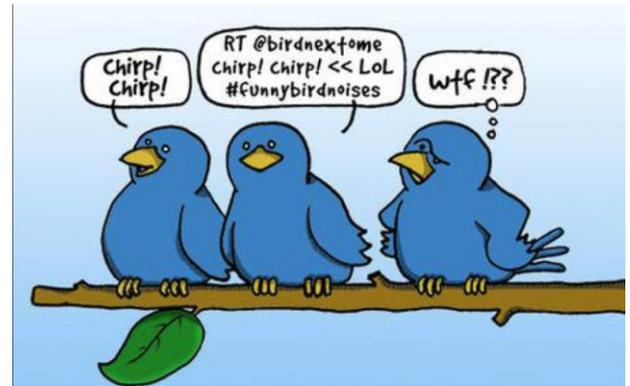


TWITTER GUIDE AND RESOURCES TO GET YOU STARTED

Designed for Graduate Students
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1) Setting Up a Twitter Account

Get an Account at <http://twitter.com/>

You'll need to provide:

- **Your Full Name:** Use your real name
Email: You'll get notifications here
- **Username:** Should reflect you somehow. Shorter is better because if you are mentioned in a tweet it takes up space within the 140 characters.
- **Go to Profile:** Use your own picture as your avatar.
- Fill in your profile and biography so that other people can know more about you. Be sure to include a link that shares more about you.

Transparency builds trust.

Be accessible.
Engage in dialogue.
Support others.
Share about your field and research.

**You are ready to explore Twitter. Try searching some terms related to your research.
Check out what people are sharing and how they are sharing it.**

2) Twitter Key Terms

Twitter 101—Key Terms

- **Twitter**—an online social networking platform that allows users to send and receive text-based message, or “tweets.”
- **Tweets**—text-based messages of up to 140 characters (letters, symbols, words, spaces, & punctuation.)
- **@**—a way of referring to another user, for example, my username is @tysonkimberly
- **Twitter Feed**—the running list of tweets
- **RT**—A retweet—or RT—when you share the tweet of one user with all of your Twitter followers.
- **MT**—a modified retweet—or MT—that’s been modified or edited in some way
- **Reply**—when you directly respond to a specific user beginning with their username
- **DM**—direct message—You can only direct message to someone you follow. You can preface your tweet with DM @tysonkimberly, for example.
- **Follower**—Users that you follow on Twitter. On Twitter, following is not necessarily a two-way street. You can follow users and they may or may not choose to follow you.
- **Hashtags**—A hashtag (#) is a word or phrase preceded by a “#.” By using hashtags, you can aggregate tweets around that topic. Hashtags (#) help you focus on tweets around a specific topic. You can also add a hashtag to any tweet. Just follow the tweet with an appropriate hashtag and it will appear in the group. For example, here’s a recent conversational tweet with hashtags—*It’s Terrific Tuesday! What are you reading today? #elemteachers #literacy #reading*
- Sometimes groups meet at a specific time around a hashtag. For example, folks meet around the hashtag #titletalk once a month on Sunday nights at 8 pm EST. Colby Sharp and Donalyn Miller moderate the online meetings around a topic such as favorite read alouds, graphic novels, teaching with short texts, or book lists, to name just a few. So when you log in at that time and type in the hashtag, you’ll experience a real-time, online conversation around the topic.

3) Followers

To follow someone, click on the person's name, then click on the follow button on the right side below the profile when you are logged into Twitter.

Start out slowly, following people you know and who know you, like others in the seminar. Then, as you start tweeting regularly, follow more people based on your interests.

You may want to follow posts of:

- a. Blogs you follow
- b. Conferences you attend
- c. Professional organizations you belong to
- d. Journals you read or publish in
- e. University programs that interest you
- f. Scientists you admire and want to learn from
- g. Places where you want to work
- h. Other students with similar interests (and student groups)
- i. People who share motivating, inspiring, fun, and interesting supportive stuff



You will see the box below on the top left of each Twitter home page. For each profile, you can view whom they are following, their followers, their favorite posts, and their lists. This is another way to find followers. **Keep in mind that all this information about you is viewable by the public. If you are looking for a job, keep it professional.**



Following others on Twitter helps gain visibility and attract your own followers. However, don't think Twitter success has anything to do with your number of followers. **Focus on creating a network that benefits you and your career.**

Scroll, scan, skim, read.

Get a sense for what your friends and professional colleagues are sharing. It might be **something new** (e.g., a new article or photo that person has posted online), **something recommended** (e.g., breaking news, a funny video, a get-rich-quick scheme) or **something personal** (e.g., just ate chocolate, just dreamed about chocolate, just covered my lover in chocolate).

[Your 5-minute, 5-day orientation to Twitter](#)
by Anton Zuiker

4) Tips on making the most of 140 characters

- It is **beneficial to not use the whole 140 characters for your posts**. The shorter your post title (that gets grabbed by the Twitter button and turned into the Tweet), the higher probability that the reader will want to add a comment. **Use 100 characters or less**. Leave room for people to reply to and retweet your post.
- It is beneficial to communicate simply, honestly, and sometimes with humor.
- Tweets containing personal comments and feedback are the ones that get the largest number of retweets, shares and other types of interaction.
- Focus on the **real-time benefits** of Twitter! It is immediate engagement.
- **Being on Twitter in a professional manner means you are starting to define your own digital footprint and your voice.**
- Only share information that you want public.
- Did you read a tweet that you liked? [Retweet it](#). That is one easy way to tweet, but that doesn't create any new content of your own.
- Are you an expert in one particular area? *Start tweeting about it.*
- *Find an article or a news item* about an important issue or topic in your field and tweet it (or comment on it).
- Write a blog post and link to it.
- Double check links before you post to be sure they are working.
- **If an image or video is included, it probably will get more engagement.**

Save Time

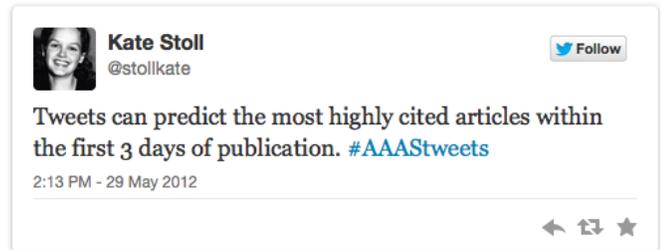
Missing out on conversations or information?

Create a twilert for specific hashtags that you want to keep up with.

<https://www.twilert.com/>

You can get a daily, weekly, hourly, near real-time or custom alert when that hashtag is being used on Twitter.

Twitter also will send you **daily or weekly digests** of top Twitter activity of your followers. This is controlled in your account settings. You can also create custom hashtag "Trends" that are placed on the bottom left side of your Twitter page.



5) “Favoriting”, “Retweeting” and “Replying”

Hover below a post and you will have options to reply, delete (if it’s your post), favorite, and more (share via email or emb tweet, or report the tweet as spam).

When you “favorite” a tweet it goes into a favorites list and is easy for you to find later. It is also a public list for all to see.



Expand the view (button on the lower left) to see past conversations and who retweeted or favorited the post)

Twitter (and the Twitter Community) is forgiving. If you make a mistake like a typo or bad link, delete the post and do it again. You can also put out a “correction” tweet. Take your time and try not to make mistakes, but don’t let the fear of mistakes stop you from posting.

6) Using Hashtags Effectively



Use only one or two hashtags in your post if they relate to a topic, group, or group discussion (like #Tox607). They are highly effective when used at conferences to follow posts and network.

Hashtag examples:

#PhD	#SciComm
#phdchat	#lifescience
#gradstudent	#epigenetics
#sciencecareers	#chromatography
#phdforum	#publichealth
#gradstudentway	#zebrafish
Life Science hashtags:	#sciox
http://tinyurl.com/p6h3q29	#tox

Hashtags make it easy to create reports on how many people are tweeting.

Remember, **you can also just search Twitter and find people tweeting about things you are interested in**. You will also learn about the hashtags that are being used.

Use tools like [Tweetbeam](#) to view a wall of tweet and tweeters for a specific hashtag. This is great for conferences and meetings.

7) “Listing”

It’s easy to get overwhelmed by the number of tweets on Twitter and your time is limited. You can sort followers into lists depending on topic. That way you can quickly look over tweets based on topic or groups.

Use this guide on Twitter to help you create a list:

<https://support.twitter.com/articles/76460-using-twitter-lists#>

8) Shorten URLs to save space

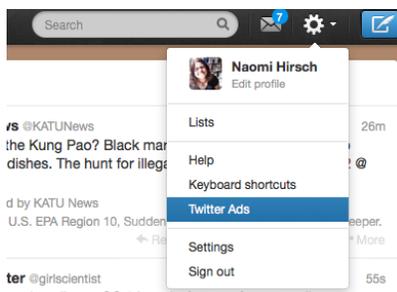
Twitter will automatically shorten all links sent via tweets, thereby allowing you to use more characters in your tweets. But external link shortening tools can provide you with more space and stats on your tweets, including the number of clicks each of your links get, as another way to measure your success. [Bit.ly](http://bit.ly), a free tool, offers the most comprehensive report and can connect directly to your Twitter account or any third party application used to manage your Twitter account. These tools generally shorten URLs to 20 characters or less. Many people, who tweet often or manage multiple accounts, use social media management dashboards such as [Hootsuite](http://hootsuite.com) or [Tweetdeck](http://tweetdeck.com), which will shorten URLs and provide stats and allow you to schedule tweets.

9) Free Analytical Tools

Check out TweetStats: <http://www.tweetstats.com/> for colorful and interesting stats or use the analytics described below from Twitter.

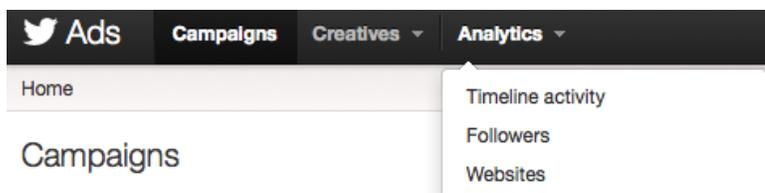
Hidden Analytics from Twitter

1) Go to the Setting tab and choose Twitter Ads



2) Sign into Twitter Ads with your Twitter login and password

3) Click on the “Analytics” tab on the top. Choose “Timeline activity” or “Followers” to view some stats.



10) Live Tweeting

Live-tweet (v.): to engage on Twitter for a continuous period of time—anywhere from 20 minutes to a few hours—with a sequence of focused Tweets.
(credit/resource: Twitter: <https://dev.twitter.com/media/live-tweeting>)

The focus can be a big live event that everybody's paying attention to (e.g. a conference or meeting) or it can be an event you create yourself (e.g. chatting with high school students or other scientists on a particular topic)

You can engage in or create a regular monthly twitter chat, one-time event, annual event, etc.

Ideas for effective Live Tweeting

Pre –event:

- Create a short, unique, and applicable hashtag
- Create buzz and promote the tweet event; invite key people and stakeholders who have clout and large networks that would be interested.
- Organize any useful information about the topic that would be useful. Be prepared to answer questions and perhaps share resources and links.

During the event:

- Sit down and organize yourself prior to the event. If needed, get appropriate help from people with Twitter experience.
- If a group is participating, you may want to all sit in a room together with someone helping who has Twitter expertise. You can coordinate conversations and resources, and foster engagement.
- When you reply to someone the post is only seen by that person and their followers (and searches for the hashtag). This is good because you will not be posting excessively to your own followers.

Post event options:

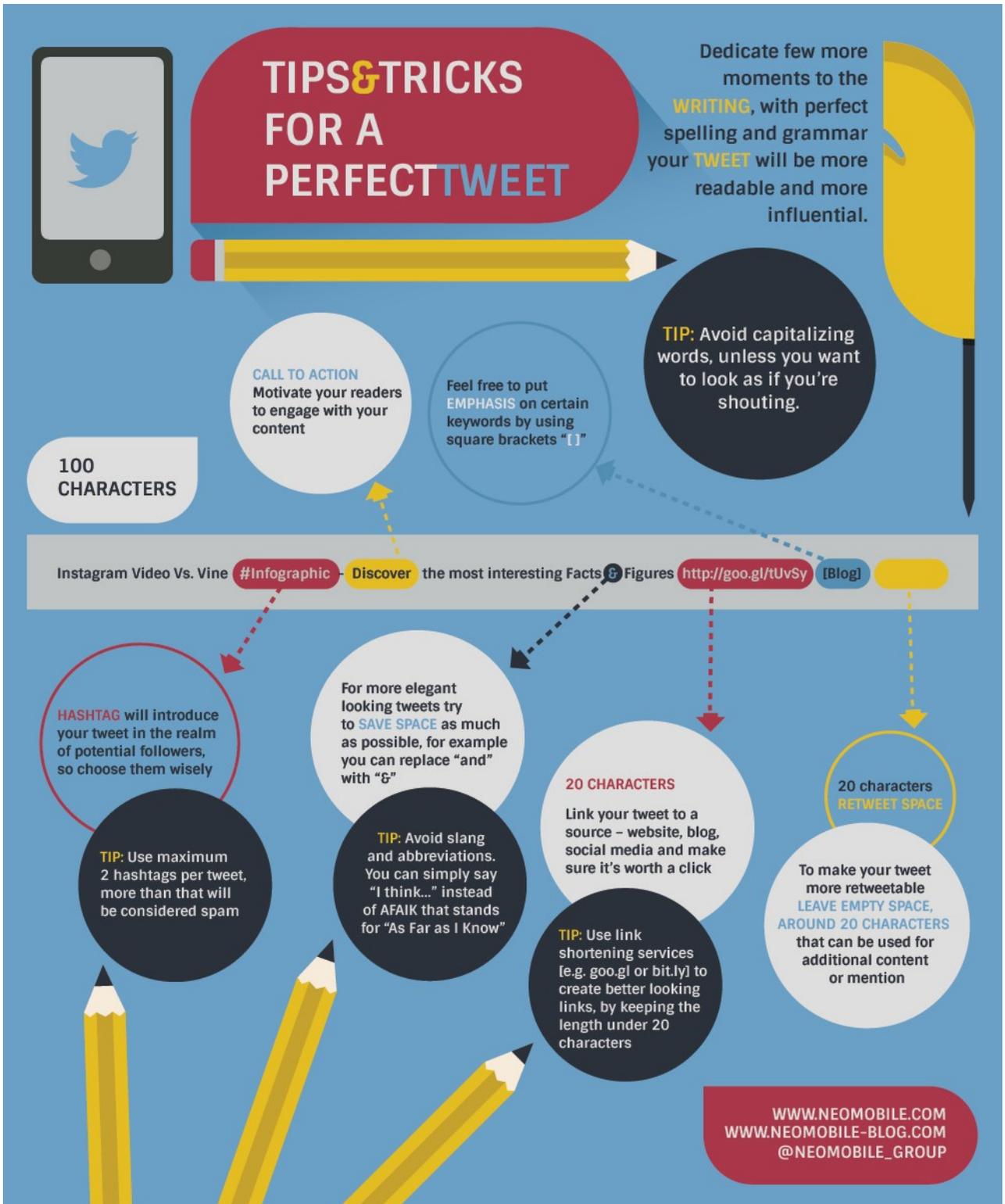
- Create a [Storify](http://storify.com/DukelGSP/aaastweets-twitter-for-science-communication) of an interesting conversation (example: <http://storify.com/DukelGSP/aaastweets-twitter-for-science-communication>)
- Create a blog post summarizing the event
- Gather stats from Twitter (See above section on gathering hidden Twitter analytics). You can also measure traffic to your web site using Google Analytics.
- See if people are continuing discussions using the hashtag

References and Resources

Please visit the OSU Superfund Research Program Web Site page:

“Web and Emerging Technology Resources for Scientists and Partners“

<http://bit.ly/1bK4g4a>



Credit: http://visual.ly/how-create-perfect-tweet?utm_source=visually_embed