Tweet your research
Why and how to get started on Twitter?

UNIVERSITY LIBRARY BERN

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www.unibe.ch/ub/sciencelibrary
Questions to start with

Who already …
> … has a Twitter account?
> … does use Twitter regularly?
   — … for private purposes?
   — … for your scientific work?

This lecture will
> give an overview on why and how to (not) use Twitter in the sciences.
> provide tips and tricks, mainly for beginners.
Flow of information on Twitter

- Researchers
- Science community
- Public
  - Funders
  - Institutions
  - Politicians
  - “Everyone”

Large potential audience & fast interaction time!
Why getting active on Twitter?

Stay informed and up-to-date

- new articles
- news from institutions, libraries, etc.
- field reports
- conferences (in advance / live)
- summer schools
- grant submissions

Connect to colleagues

- job offers
- stay informed and up-to-date
- conferences (in advance / live)
- summer schools
- grant submissions

Build a network, get visible

- Connect to colleagues
- Build a network, get visible
- Get rewarded, enhance metrics

Publish in “tweeting” journals

- Publish in “tweeting” journals
- Get rewarded, enhance metrics
- Boost citation rates?

Engage with influencers

- Engage with influencers
- Get rewarded, enhance metrics
- Boost citation rates?

PlumX metrics

- PlumX metrics
- Social Media
- Facebook - Shares, Likes & Comments:
- Twitter - Tweets: 326

Get rewarded, enhance metrics

- Get rewarded, enhance metrics
- Boost citation rates?

Tweet success?

Scientific communication correlates with increased citations in Ecology and Conservation

Lamb et al, 2018

DOI: 10.7717/peerj.4564/fig-1
Why not getting active on Twitter?

- Twitter takes time
- Low control on your data (flows)
- Rapid pace of news feed
- Discussions on Twitter may turn personal, impolite, or nonsense
- Twitter is not a magic bullet: mixed evidence for correlations between Twitter mentions and subsequent citation rates (Eysenbach 2011, Van Noorten 2013)

➤ Carefully evaluate the pros and cons, or just give it a try.
Main functionalities of Twitter

> Tweet: poste your own messages: text (max. 280 characters), pictures, videos (< 2:20 Min in length and 500 MB in size)

> Re-tweet (RT): forward tweets from other users
> Like: reward other users posts
> Reply: answer a tweet
> Direct Messages (DM): contact other users directly (private conversation)

How to get successful on Twitter (I)

Post attractive tweets:

> Use pictures and videos (attention to copyrights)

> Include links to websites with further information

> Re-tweet with adding your own comments

> Stay friendly and objectively

> Keep your posts facts-based

https://twitter.com/LeonieSchonbeck/status/1052465483285450752
How to get successful on Twitter (II)

Enhance your visibility:

> Carefully characterize yourself on your profile
> @: Directly address people and institutions
> #: Use the right hashtags (see, for example, https://www.scihashtag.co.uk)
> Be active regularly

Peter Messerli
@PeterMesserli

Our #SDSNch discussion paper is now available in English: goo.gl/KaiSh7 #SDGs @CDEunibe @2030AgendaCH

Tweet übersetzen

https://twitter.com/PeterMesserli/status/904054855353892866
How to get successful on Twitter (III)

What else?

> Carefully manage the selection of Twitter users you follow (e.g., by “mute” function) ➔ reduce to relevant news feed

> Stay professional and be consistent on your research Twitter account – but still add some personal touch

> Evaluate your Twitter activities, e.g., using Twitter Analytics
Know your followers

Interesting ...

... but time-consuming!

Numbers (a) and percentages (b) of followers of @sci_ub_unibe on May 29, 2018.
Example: Professor of Ecology

Isabelle M Côté
@redlipblenny

Professor of Marine Ecology, Simon Fraser University. I love the oceans, fish, coral reefs, diving, and open-water swimming.

tmel.wordpress.com
Beigetreten Mai 2012

Tweet an Isabelle M Côté

1 Follower, den du kennst

Tweets
3,485
Folge ich 885
Follower 6,109
Gefällt mir 1,874
Listen 1

Tweets & Antworten

Isabelle M Côté @redlipblenny · 29. Okt.
What better than a little Polycera tricolor hitching a ride on a friendly giant for #SeaSlugDay? #BCDiving

Tweet übersetzen

Wem folgen?
Aktualisieren · Alle anzeigen

Emily Darling @emilysdarl... Folgen

John Reynolds @Reynolds... Folgen

Nicholas Dulvy @NickDulvy Folgen

Finde Leute, die du kennst
Importiere deine Kontakte von Gmail

Weitere Adressbücher verbinden
Example: PhD student in Ecology

Elena Haefer @ElenaHaefer · 26. Okt.

Today my traps and and I had a photoshooting for the annual report of @bfh_hesb 😊... and yes, the classic "scientist looking at stuff" also happened (completely naturally) 😅... 📸😊🌳🐞 #scicomm

Elena Haefer
@ElenaHaefer

Ecologist and PhD student at @Bfh_hesb, @ETH and @WSL_research working on biodiversity in forests with a focus on deadwood and saprophytic species

Beigetreten Februar 2018
Coffee & Bit(e)s
THE COFFEE LECTURES FOR SCIENTISTS

THANKS FOR YOUR ATTENTION

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