



TWITTER

for



RESEARCHERS

Twitter is a great tool to use as a researcher to promote your outstanding research, connect with like-minded people, or just kick back on your well-earned lunch break.

We have put together a quick guide covering everything you need to know about Twitter - from starting your Twitter journey to getting the most out of the platform.

1. WHAT IS TWITTER?



Tweets

Tweets are short messages (fewer than 280 characters) for you to get your thoughts out into the world!

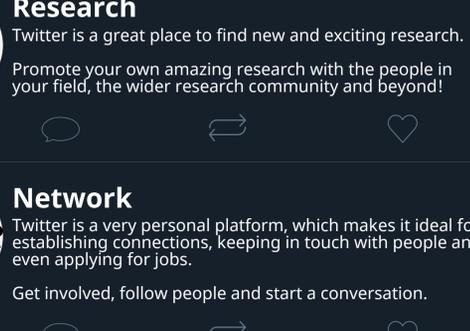
They can contain emojis 😊, images 🖼️, GIFs and the ever-elusive #hashtag.



Timeline

Your timeline is where all the action happens!

Your Tweets and the Tweets from all the people you follow appear here, along with Tweets from some special guests.



Profile

Your profile is your personal space to make your own.

Your profile is what people will see when they try to find you on Twitter. This is also where all your activity will be saved.

Add a picture of yourself and an interesting bio to let the world know who you are and what you are passionate about.



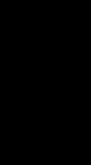
2. WHY USE TWITTER?



Research

Twitter is a great place to find new and exciting research.

Promote your own amazing research with the people in your field, the wider research community and beyond!



Network

Twitter is a very personal platform, which makes it ideal for establishing connections, keeping in touch with people and even applying for jobs.

Get involved, follow people and start a conversation.

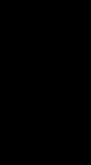


Community

Twitter makes it easy to find other like-minded people whether you're doing some #RealTimeChem, you're #LGBTinSTEM or a #FirstGen researcher, there's a community out there for you.



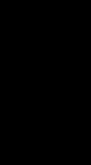
3. HOW DO YOU USE TWITTER?



Retweet

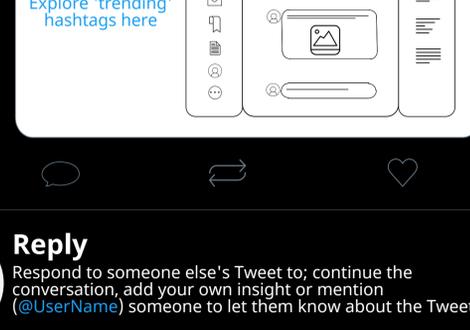
Retweeting lets you share a Tweet with your followers.

The Tweet will appear on your profile as well as your on followers' timelines. This starts a ripple effect where people who don't follow you can see your Tweets.



Retweet with Comment

Retweeting with comment lets you contribute to what you Retweet.



Like

People Like Tweets for lots of reasons: to show a great Tweet some love, to save something for later or even to flag a Tweet to their followers.

All your liked Tweets are collected in the "Likes" section of your profile.



Hashtags

Clicking on a #hashtag takes you to a feed of Tweets relating to that hashtag.

You can also save hashtag searches that may be relevant to your work or interests.

This can be useful to view Tweets about a topic you are interested in from people who you don't follow. Adding hashtags in your Tweets helps others to find your content.



Reply

Respond to someone else's Tweet to; continue the conversation, add your own insight or mention (@UserName) someone to let them know about the Tweet.



Direct Message

Some profiles allow you to send messages privately - a great way to have more personal or extended conversations.



4. TOP TIPS



Know Your Purpose

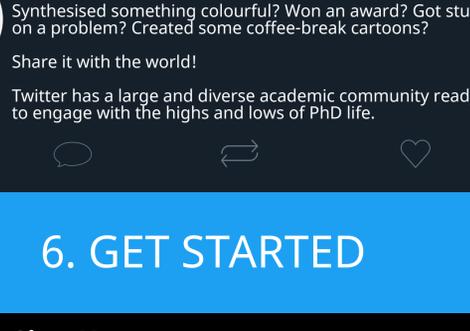
Make it clear why you want to use Twitter - do you want to promote your research? Communicate your research? Or just relax on your lunch break? All are great, but they will change how you interact with the platform.



Know Your Audience

Knowing your audience will help you curate the right content in the right way.

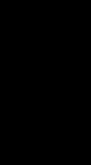
The in-built analytics tool can help you learn all about your followers.



Creative Hashtags

Cramming lots of #category hashtags into your #Tweets will break up the #flow of your Tweet.

Instead, consider using a few carefully selected hashtags that allow you to categorise your Tweet and be #original.



Use Images

A picture is worth a thousand words and you only have 280 characters!

Tweets that contain images have been shown to generate more interactions than those without.

To make your Tweet accessible and inclusive, be sure to add Alt text to describe your image.



Manage Expectations

Personal Twitter accounts tend to have lower interaction than personal accounts on other social media platforms.

Twitter's algorithm causes things to either generate a consistent number of small interactions or go viral.



5. GOOD TWEETS



Tone

Unlike most of the things we write as researchers, Tweets call for a personal and informal tone.

Generally, try to be approachable and friendly. There are subtle changes you can make to create the right tone the Tweet you want to send.



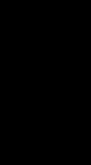
Promoting Papers

Give a concise and simple overview to entice people to read the entire paper (try not to give too many spoilers!).

Tag @collaborators, @co-authors, @institutions and @funding_bodies.

Use relevant #hashtags to help others find your research.

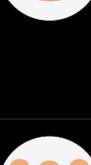
Most importantly - add a link to the paper!



Explaining A Concept

Twitter is a great platform for Sci-Comm and allows you to explain concepts to experts and non-experts alike - all in under 280 characters.

Include photos, emojis, and external links to help explain the concept.



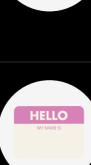
PhD Life

Synthesised something colourful? Won an award? Got stuck on a problem? Created some coffee-break cartoons? Share it with the world!

Twitter has a large and diverse academic community ready to engage with the highs and lows of PhD life.



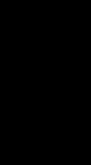
6. GET STARTED



Sign Up

Joining Twitter is quick and easy to do. All you'll need is either an email address or a phone number.

Head to twitter.com/signup to get started!



Add a Profile Photo

Upload a good-quality and clear photo of yourself.

Top tip: try to not change it too often.



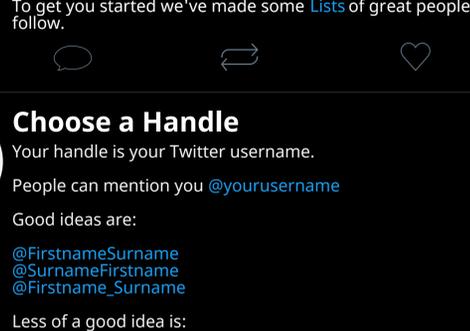
Write a Bio

Your bio tells people who you are. People will often read your bio before they decide to follow you.

A good recipe for a bio is:

Who are you?
What do you do?
Where do you do it?

If you are comfortable adding pronouns, this is a great place to include them.



Add Interests

Twitter will ask you what your interests are and help you find relevant accounts.

You don't have to just follow accounts relevant to your research - fill your timeline with things you love, whether that's baking, music, or dogs!



Follow People

Follow friends, colleagues, academics, journals, news sources and people of interest to populate your timeline.

The more people you follow the more interesting your Homefeed will be (you can refine this later to tailor for the content you prefer).

To get you started we've made some Lists of great people to follow.



Choose a Handle

Your handle is your Twitter username.

People can mention you @yourusername

Good ideas are:
@FirstnameSurname
@SurnameFirstname
@Firstname_Surname

Less of a good idea is:
@SomethingEmbarrassingThatIsPermanantandPublic93

Choose A Cover Photo

Your cover photo is a great way to decorate your profile and let people know more about who you are.

Upload a good-quality landscape photo of something you love.

Set to Public

Twitter lets you set your account to private so that only certain people can interact with your content.

The beauty of Twitter is being able to share your content with the world, so we recommend having a public account. However, keep in mind that everyone can see what you post and interact with.

#HelloWorld!

You now know everything you need to get the most out of Twitter - you can find the latest research, get involved with your community and share your own great research.

Send your first Tweet and start your own Twitter journey.

To find out more about the world-changing research we do at the Centre for Sustainable and Circular Technologies, tune in to our social media by following the links below.



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