BOU TWITTER CONFERENCES

FREQUENTLY ASKED QUESTIONS

What is a Twitter Conference?
- A Twitter Conference is a social media event run on Twitter.
- You participate and follow it from wherever you are at the time on your PC, laptop, smartphone or tablet using the Twitter website or a Twitter app.
- Twitter Conferences bring together researchers from around the world to encourage communication and collaboration in an online setting.

How do I follow a Twitter Conference?
- You follow using the event tag, e.g. #BOU18TC.
- We will publish a schedule along with abstracts ahead of the event so that you can identify which presentations you might want to catch live.
- If you are unable to catch an individual session or presentation live, then the event hashtag (#BOU18TC) collates all tweets using the tag in order of presentation/tweeting. So you can select the tag, select 'latest' and then scroll down through the presentations.
- We aim to build Storify summaries for each time zone during #BOU18TC which will appear online within a couple of hours of each time zone session ending.

What if I don't know how to use Twitter?
- There are many guides on how to use Twitter online, e.g. our own guide at https://www.bou.org.uk/twitter-masterclass-9/.
- Also check out this video to help you get started https://www.youtube.com/watch?v=J0xbjIE8cPM
- See also https://www.bou.org.uk/tweeting-better-1/

FOR PRESENTERS

How do you participate in a Twitter Conference?
- All you need is a Twitter account and handle (e.g. @IBIS_journal).
- You can obtain one of these very easily at www.twitter.com.
- After setting up your Twitter account, you only need to search for the hashtag #BOU18TC and/or follow @IBIS_journal.
- #BOU18TC will show all posts relating toe the conference.
- Following @IBIS_journal will provide you with lots of #ornithology content and potential people to follow (see followers, following and lists on the @IBIS_journal homepage)
- Follow #ornithology for more avian science content and accounts to follow.
- While it is straightforward to spectate only, without a Twitter account, we recommend setting up an account to get the most out of the conference.

How much time am I expected to spend on this if I participate?
- Successful applicants will be allocated a 15-minute time slot in which they are required to present their 6 tweets.
- These time slots will be allocated in relation to local time zones, so it is vital that you provide this information accurately.
- We strongly encourage people to interact during the conference.
- We ask presenters to be available during their presentation time slots to present and then to answer potential questions, just like at a traditional face-to-face conference.
- If, due to unforeseen circumstances, you are unable to be present during your allocated time slot, you can schedule your tweets (using services such as Tweetdeck, Hootsuite or Buffer), so that they get posted automatically without you having to be online.

TIPS AND TRICKS
See also https://www.bou.org.uk/social-media/

Follow others
- If you are new to Twitter, then follow some of the larger #ornithology accounts to get a flavour of the sort of content being covered by them.
- You can also look at the followers and those following these accounts to find people who to follow, e.g. see followers, following and lists of @IBIS_journal. https://twitter.com/IBIS_journal
- You will also find lot of active avian science tweeters on the #ornithology tag.

Space out your tweets, but not too much!
- We advise that you tweet all your tweets at intervals up to the 13-minute mark in your presentation, allowing a couple minutes for any questions before the next presenter begins.

Tweet your presentation as a thread
- Threads keep your presentation tweets together so its by far the best way to tweet any presentation, see here.

Get organised!
- Dashboards such as Tweetdeck and Hootsuite allow you follow many feeds simultaneously.
- Within a dashboard you can set up threads to just show tweets which contain certain tags such as #BOU18TC.
- See also https://www.bou.org.uk/twitter-masterclass-4/

Follow topic-specific presentations
- Use topic-specific tags in your presentation where possible.
- These tags cross over to other content followed by many people and widen your audience at the time of your presentation and for those searching those tags at a later date.
- Some popular tags used by avian researchers are; #ornithology (the most active tag) #seabirds #shorebirds #oology
- Avoid broad tags such as #birds which link to mainstream, non-scientific content and your tweet will just get lost.
- See also https://www.bou.org.uk/twitter-masterclass-6/

Get creative!
- Twitter's strict character limit forces you to be creative with how you present your work.

- Use graphs, photographs, infographics, GIFs and video to get people's attention.
- See also https://www.bou.org.uk/twitter-masterclass-7/

Links
- Most academics on Twitter would rarely tweet anything without a link.
- Your presentation is a great opportunity to showcase a recent publication or poster.
- Links to published papers also contribute to your paper's Altmetric Attention Score.
- And a bit of shameless self-promotion never hurt anyone!
- See also https://www.bou.org.uk/let-the-bou-work-for-you-altmetrics/

Interact
- If you are interacting with other participants, asking questions, commenting or retweeting, then they are more likely to pay attention to your presentation too.
- Spend a some time looking through the conference abstracts and noting which presentations you would like to see.
- Please ask questions after each presenters last slide or during breaks. Please avoid using the conference tag during peoples' presentations.
- See also https://www.bou.org.uk/twitter-masterclass-8/

CONTACTS
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