Academics using Twitter: Messaging, not Writing


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Why Twitter?

• Are you an individual or a “program”?  
• Twitter feed on your website? 
• Amplify your message; your audience 
• Build your community: close in and dispersed 
• Learn new information quickly 
• Reach readers who would otherwise miss your work 
• Increase geographic reach 
• Live tweet at conferences, meetings, events  
  – Use the conference or meeting hashtag
Gathering information in real time

- Mumbai massacre
- Tahrir Square - War in Syria
- Passage of the ACA
Katrina Gulliver, “10 commandments of Twitter for Academics”

1. Put up an avatar. It doesn’t really matter what the picture is, but the "egg picture" (the default avatar for new accounts) makes you look like a spammer.

2. Don’t pick a Twitter name that is difficult to spell or remember.

3. Tweet regularly.

4. Don’t ignore people who tweet at you. Set Twitter to send you an e-mail notification when you get a mention or a private message. If you don’t do that, then check your account frequently.

5. Engage in conversation. Don’t just drop in to post your own update and disappear. Twitter is not a "broadcast-only" mechanism; it’s CB radio.

6. Learn the hashtags for your subject field or topics of interest, and use them.

7. Don't just make statements. Ask questions.

8. Don’t just post links to news articles. I don’t need you to be my aggregator.

9. Do show your personality. Crack some jokes.

10. Have fun.


When to tweet

- 9 a.m., noon, 3 p.m.
- Send the same tweet multiple times over several days
- Consider time zones
- Work “down times” and weekend “catching up” times


When you tweet matters


Facebook: Photos generate higher engagement

Twitter: Tweets with images result in:
- 36% increase in clicks
- 41% increase in retweets
- 33% increase in visitor-to-lead conversion rate

LinkedIn:
- 41% of visits are from a mobile device
- up from 38% last October


Connecting social media

• Develop a strategy that works across various social media. For example:
• Think about linking Tweets and Facebook posts
  – Save time posting across channels
  – Differentiated use and audiences
• Link “likes” on YouTube with Tweets
Use cool tools to connect your social media

1. Hootsuite

2. zapier

https://zapier.com/how-it-works/

3. IFTTT – if this then that
What Is Zapier?

Zapier lets you easily connect the web apps you use, making it easy to automate tedious tasks.

You can wait for third-party app developers to offer the SaaS integrations you need. You can hire expensive freelance programmers to build custom software for you.

Or you can simply do it yourself with Zapier, and then get back to the work that matters most to your business.

How It Works

1. Make a Zap

Here's an example of a Zap:

*When I receive a new email in Gmail, send me an SMS message.*

The first part (receiving a new email) is the trigger. The second part (sending an SMS message) is the action.
What is IFTTT? IFTTT empowers you with creative control over the products and apps you love.

**DO RECIPE**

Do hue

Turn on or off your lights with a tap

**IF RECIPE**

if

Then

If I post a picture on Instagram, save the photo to Dropbox

https://ifttt.com/wtf

The president signs a new bill into law → push notification

Add Recipe

kev
April 03, 2014
214 adds  12 favorites

An integrated use of social media

• Andrew Maynard, Director of the Risk Science Center, University of Michigan
• Twitter -- @2020science
• Blog – 2020science.org
• Youtube – science bites videos
• Facebook
• All connected
• https://twitter.com/2020science
Amplify your message using the strength of weak ties


Final tips

• Jump in: begin reading tweets, follow, spend a few hours experimenting; create an account
• Follow people and organizations in your research area – reciprocity implies that they will follow you in return
• Help people find your work; curate information for others
• Decide on your focus
• Avoid wasting time; use RAs; think: what is the value you are producing for time spent?
• Twitter: 284 million active users (12/14)