



# Using Twitter to promote your research and drive your papers' Altmetrics



Arjun Amar – Percy FitzPatrick Institute of  
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#EOUsocialmedia  
@arjundevamar



Review Article

**A review of the impacts of corvids on bird productivity and abundance**

Christine F. Madden<sup>1</sup>, Beatriz Arroyo<sup>2,3</sup>  
and Arjun Amar<sup>1,\*</sup>

Article first published online: 15 DEC 2014

DOI: 10.1111/ibi.12223

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Issue



Ibis

Volume 157, Issue 1, pages  
1–16, January 2015



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Keywords:

correlation; *Corvus*; experiment; game management; ground-nesting species; meta-analysis; *Pica pica*; predation; predator

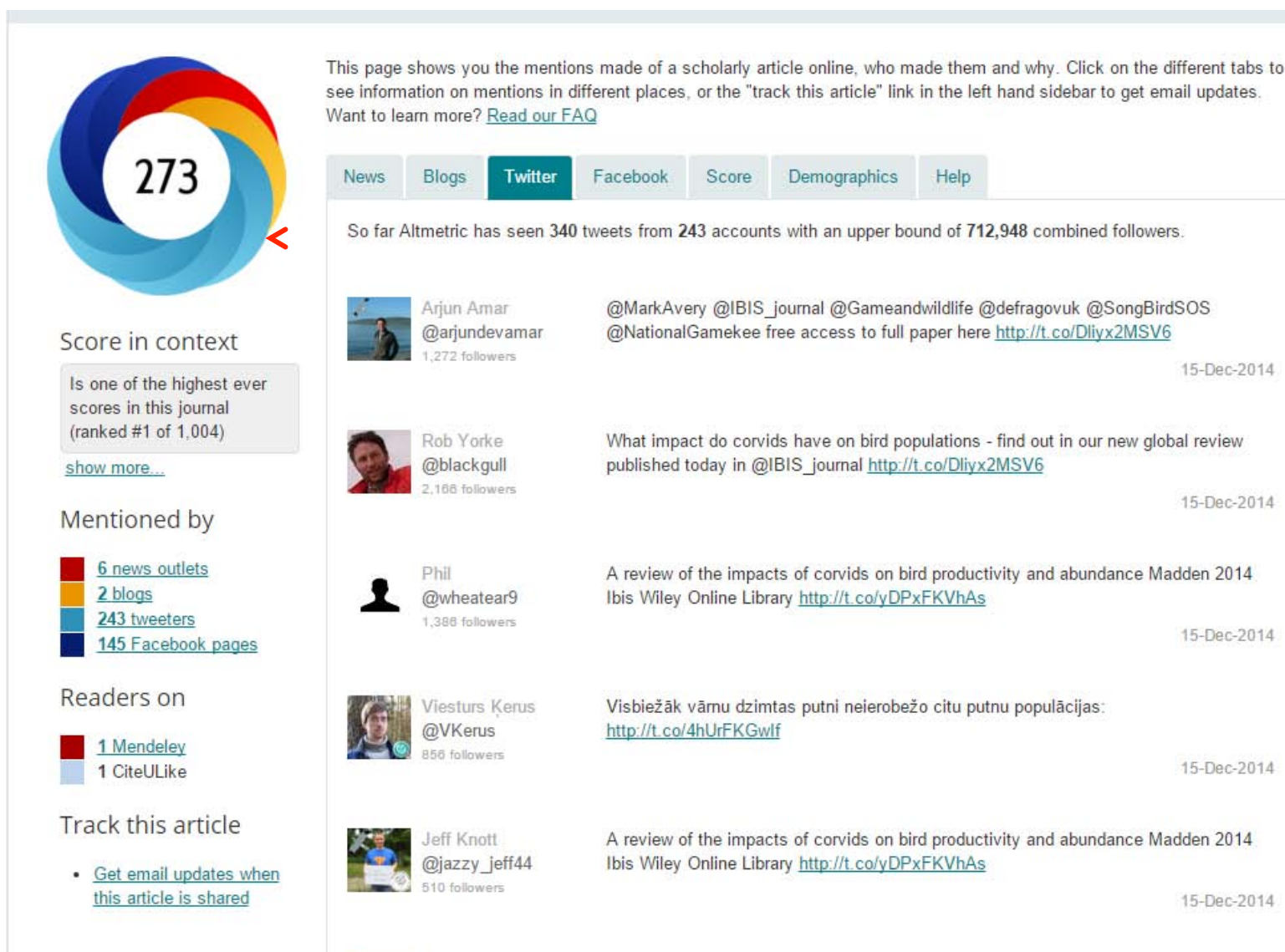


significantly less likely to show a positive impact on productivity than those removing corvids alongside other predators (16 vs. 60%). This suggests that the impact of corvids is smaller than that of other predators, or that compensatory predation occurs. The impact of corvids was

This paper has the highest Altmetric score of any Ibis paper (>1000 papers)

50% of this score came from Twitter

340 tweets from 243 accounts – reaching >700,000 followers





# Top 4 tips on using Twitter to promote your research & increase your papers' Altmetrics score



- 1) **Tweet often** – vary them – people often miss your first tweets  
(also a good reason to ensure you have a large number of followers)



Arjun Amar  
@arjundevamar  
1,254 followers

What impact do corvids have on bird populations - find out in our new global review published today in @IBIS\_journal <http://t.co/Dliyx2MSV6>

15-Dec-2014



Arjun Amar  
@arjundevamar  
1,254 followers

Research suggests corvids unlikely to limit bird populations <http://t.co/dtpWmmMwDH>

15-Dec-2014

No time limit on it! – I still tweet this paper when the opportunities arise



Arjun Amar  
@arjundevamar  
1,254 followers

Here's the paper I'll be presenting today #aoucos2015 on impacts of corvids on other birds spp <http://t.co/Dliyx2vhN2> - OA in @IBIS\_journal

01-Aug-2015



**Arjun Amar** @arjundevamar · 23s











Come see our #EOU2015 poster - Reviewing the impacts of Corvids on bird productivity and abundance - OA paper here [ow.ly/FT3Qg](http://ow.ly/FT3Qg)



19-Aug-2015



## 2) RETWEET other's tweets about your paper – as long as they include the paper's link!

 <p>Arjun Amar @arjundevamar 1,254 followers</p>	Excellent @IBIS_journal review of the impact of corvids on bird abundance and productivity <a href="http://t.co/pkXOoND4Mj">http://t.co/pkXOoND4Mj</a> @arjundevamar		 <p>Jen Gill @JenGill3 915 followers</p>
 <p>Arjun Amar @arjundevamar 1,254 followers</p>	Very interesting paper, can't help but agree with @MarkAvery that it undermines legality of some corvid control. <a href="http://t.co/SDIWIOufpT">http://t.co/SDIWIOufpT</a>	15-Dec-2014	 <p>Des McKenzie @McKenzie6593 1,411 followers</p>
 <p>Arjun Amar @arjundevamar 1,254 followers</p>	Fascinating new paper from @arjundevamar on why we've got corvids all wrong <a href="http://t.co/51iykG9T7I">http://t.co/51iykG9T7I</a>	15-Dec-2014	 <p>Jeff Knott @jazzy_jeff44 510 followers</p>
 <p>Arjun Amar @arjundevamar 1,254 followers</p>	Review of impact of corvids on bird abundance and productivity <a href="http://t.co/F9BvhM0tuF">http://t.co/F9BvhM0tuF</a> @arjundevamar & co in @ibis_journal #ornithology #OA	15-Dec-2014	 <p>Davy McCracken @DavyMcCracken 1,277 followers</p>
 <p>Arjun Amar @arjundevamar 1,254 followers</p>	Meta-analysis shows that in 81% of studies there is no negative influence of corvids on potential prey species <a href="http://t.co/TO9ISZeQUg">http://t.co/TO9ISZeQUg</a>	16-Dec-2014	 <p>Sjúrdur Hammer @sjurdur 1,900 followers</p>

### 3) LINKAGES

link tweets to other things (but always include the link to the paper).

- News articles



Arjun Amar  
@arjundevamar  
1,254 followers

New York Times article <http://t.co/RnQfZTHSJP> covering our review on impacts of Corvids on other birds <http://t.co/Dliyx2MSV6> @IBIS\_journal

24-Dec-2014

# The New York Times

## SCIENCE

### *Crows' Bad Reputation Is Put to the Test*

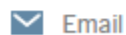
DEC. 22, 2014

#### Observatory

By DOUGLAS  
QUENQUA

Western culture has never been kind to corvids, from Poe's raven to Rossini's thieving magpie. And lately, neither has South Africa, which has been using poison to eradicate crows that are considered a threat to other species.

But Arjun Amar, an ornithologist at the Percy FitzPatrick Institute of African Ornithology in Cape Town, wasn't convinced that the crows were quite so dangerous. "The research really hadn't been done," he said. "There was a gap in the literature, so we decided to see what the real impact was."



Email



Share



Tweet

### 3) LINKAGES

link tweets to other things (but always include the link to the paper).

- Radio interviews



Arjun Amar  
@arjundevamar  
1,254 followers

I'll be talking to @CapeTalk567 @3.20pm about our new study of the impacts of corvids on other bird species <http://t.co/Dliyx2MSV6>

15-Dec-2014

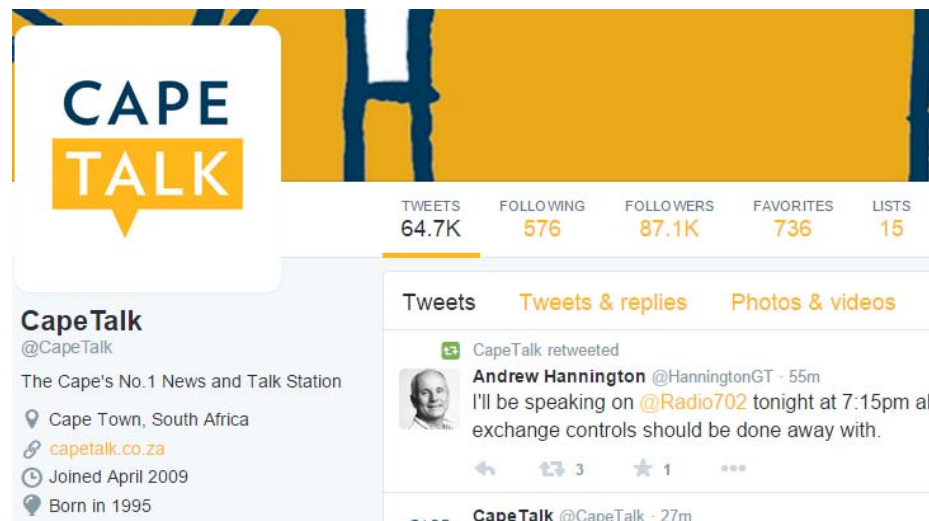


CapeTalk  
@CapeTalk567  
75,247 followers

I'll be talking to @CapeTalk567 @3.20pm about our new study of the impacts of corvids on other bird species <http://t.co/Dliyx2MSV6>

15-Dec-2014

Nearly 90,000 followers





### 3) LINKAGES

link tweets to other things (but always include the link to the paper).

- Other blogs



Arjun Amar  
@arjundevamar  
1,254 followers

BOU news article <http://t.co/uLbhJowPWa> covering our new review examining the impacts of corvids on other bird species <http://t.co/Dliyx2MSV6>



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## NEWS

15 December 2014

### A MURDER OF CROWS?

**They steal, raid nests, and keep the company of witches. But the unpopular crow may not be as big a menace as people think.**

#### Linked IBIS paper

A review of the impact of corvids on bird productivity and abundance. Madden, C.F., Arroyo, B. & Amar, A. *Ibis*. doi: 10.1111/ibi.12223 [View paper](#)



African Pied Crow © xxx xxxxxxxx

A new study, published today in the BOU's journal *IBIS*, has found that crows – along with their avian cousins the magpie and the raven – have surprisingly little impact on the abundance of other bird species.

Collectively known as corvids, these birds are in fact being menaced by mankind in the mistaken belief that removing them is good for conservation. This new study found that in the vast majority of cases (82%), corvids had no



#### 4) Piggy back on other's exposure – and get the paper's link out there

HOME ABOUT BLOG BOOKS AND OTHER WRITING GROUSE SHOOTING AND HEN HARRIERS SPE

# MARK AVERY

Has nearly 20k followers

## Murderous – but not so bad after all?

MARK ♦ DECEMBER 15, 2014 ♦ 26 COMMENTS



Carrion Crow. By AnemoneProjectors (Flickr: Carrion Crow (Corvus corone)) [CC BY-SA 2.0 (<http://creativecommons.org/licenses/by-sa/2.0/>)], via Wikimedia Commons

A new scientific study has shown that crows, including Magpies and Ravens, do not have as big an impact on bird populations as has previously been thought. This has implications for the legality of some aspects of gamekeeping in the UK.



# Using Twitter to promote your research and drive your papers' Altmetrics

## Summary

- 1) Make sure you have a **good number of followers** - by following people to get follow backs
- 2) **Tweet often** – people may miss your first tweets
- 3) **Retweet** other's tweets about your paper
- 4) **Link** your paper to other things– be sure to also include the link to your paper
  - TV/Radio Interviews
  - News stories
  - Blogs
  - (Other relevant papers)
- 5) **Exploit** others' exposure

