



#BOU18TC // 20 – 21 November 2018

The BOU's general #ornithology Twitter conference



WELCOME . . .

. . . to the BOU's second general #ornithology Twitter Conference. Following on from our successful inaugural event last year, we plan to make our Twitter conference an annual event for avian researchers to showcase their work and promote their recent publications to a truly global audience.

WHAT IS A TWITTER CONFERENCE?

Increasingly popular, Twitter conferences are a low carbon, cost-free and inclusive way for researchers from around the world to come together to share their research. You take part from wherever you want, accessing the event on your PC, laptop, smartphone or tablet via the Twitter website or a Twitter app. More information on Twitter conferences in 'Frequently asked questions' on page 3.

FORMAT

[#BOU18TC](#) will run over two days taking in different regions can take part more easily during their normal working day:

20 November from 0900 UTC to 2100 UTC
21 November from 0700 UTC to 1300 UTC.

Find out what your local time is [here](#).

FREQUENTLY ASKED QUESTIONS (FAQs)

What is a Twitter Conference?

- A Twitter Conference is a social media event run on Twitter.
- They are great for the environment (no travelling) and great for your budget (no cost) so can be particularly beneficial ways for to students, the unwaged or those in developing countries to present their research to a large audience.
- 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 you participate in a Twitter Conference?



#BOU18TC // 20 – 21 November 2018



The BOU's general #ornithology Twitter conference

- Anyone can follow the conference on www.twitter.com using the conference tag [#BOU18TC](https://twitter.com/#BOU18TC).
- To engage (ask questions) or participate (present your work) you will need a Twitter account.
 - Not on Twitter? You can set up an account very easily at www.twitter.com.
- [#BOU18TC](https://twitter.com/#BOU18TC) will show all posts relating to the conference.
- Following [@IBIS_journal](https://twitter.com/@IBIS_journal) will provide you with lots of ornithology content and potential people to follow (see followers, following and lists on the [@IBIS_journal](https://twitter.com/@IBIS_journal) homepage)
- Follow [#ornithology](https://twitter.com/#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 do I follow a Twitter Conference?

- You follow using the event tag, e.g. [#BOU18TC](https://twitter.com/#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](https://twitter.com/#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 [Wakelet](http://wakelet.com) summaries for each time zone during [#BOU18TC](https://twitter.com/#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 [series of Twitter masterclasses](#).
- Also check out this video to [help you get started](#).
- See also this blog post on '[tweeting better](#)'.

CONTACTS Get in touch with [#BOU18TC](https://twitter.com/#BOU18TC) organisers via Twitter or email:

Steve Dudley [@stevedudley](https://twitter.com/@stevedudley) or stevedudley@bou.org.uk

Nina O'Hanlon [@Nina_OHanlon](https://twitter.com/@Nina_OHanlon) or nina.ohanlon@uhi.ac.uk



#BOU18TC // 20 – 21 November 2018

The BOU's general #ornithology Twitter conference



Get organised!

- If you're using a laptop or desktop PC then we recommend downloading the Tweetdeck app (it's free). Tweetdeck can be arranged in to pre-saved columns/streams which allows you to organise both your outgoing and incoming content. [See here](#).
- Hootsuite does the same, but Tweetdeck is more intuitive and easier to use, especially for someone new to using a social media dashboard.
- Note that you can schedule your tweets to go out at a set time using Tweetdeck, but you cannot schedule a Twitter thread, [see here](#).

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 '[best practice – hashtags](#)'.

Get creative!

- Use graphs, photographs, infographics, GIFs and video to get people's attention.
- See also '[best practice – using images in tweets](#)'.

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 '[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 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 '[conference twitterqette](#)'.