

WELCOME . . .

... BOU Twitter Conference!



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

Each individual event will have its schedule and format – check individual event pages/guides for these.

We usually start early and finish late UK time to allow presentations from all around the world to be sent real time convenient to the presenter and local audience. Others not in these time zones can catch up with presentations later on the event #hashtag.

We actively encourage Twitter presentations to be done as Twitter threads (see separate guide), so this does mean live tweeting (pre-prepared content) rather than scheduling your presentation in advance (no Twitter apps allow you to schedule a thread). See below.

WHO CAN TAKE PART?

Anyone can! We want to encourage participation by researchers from all backgrounds, and in line with all BOU activities, we welcome presenters of all genders, races, religions, nationalities, sexual orientations, and (dis)ability.

RULES See also 'guidelines' and 'tips and tricks' below

- Your presentation can be tweeted from a personal or lab/group/institute account.
- Accepted presentations are allocated 6 tweets, each a maximum of 280 characters long (plus any attachments), to tweet during a 10-minute presentation slot.
- Invited keynote presentations are allowed an unlimited number of tweets within their 30-minute slot.
- Every tweet must be numbered, 1 – 6 (offered) and 1 – n (invited), and start with the event #hashtag (e.g., 1 #ISTC20 . . .).
- Presentations should start with an introductory tweet, followed by 4 tweets describing methods and results, and end with a summary tweet – see also 'tips and tricks' below.
- Pictures, graphs and other media can be attached to any of the tweets, and are positively encouraged.
- Links to external sites are permitted as follows:
 - Limited to one link per tweet,
 - Papers on which the presenter is a named author,

- Blogs written by the presenter related to the presentation,
- Blogs written by a co-author of the presenter about a paper the presenter is a named author,
- Third-party papers, blogs and website directly linked to the topic of the presentation,
- Online biography of the presenter,
- One webpage (only) linking to additional online content related to the presentation, e.g. a research project page, a list of related articles.
- Remember, linking to your own research papers also contributes to your article's altmetrics.
- Links not permitted:
 - Any web page/service with extended text relating to an individual tweet.
- Twitter threads are preferred, [see here](#). This means that you will need to be available to live tweet your presentation rather than schedule the presentation to go when you're tucked up in bed!
- Our Twitter conferences are inclusive, unmoderated events. Bad, aggressive, distasteful, abusive and/or offensive language will not be tolerated and anyone digressing this rule will be immediately reported to Twitter and automatically blacklisted from any future BOU Twitter event.

GUIDELINES See also 'tips and tricks' below

- You will be allocated a time slot in which to tweet your research which will be determined based on your geographic location. Ensure you give us your time zone information during the sign up.
- It is important that you are available online during your time slot, for presenting and answering questions or discussion points.
- Draft your tweets ahead of time in order to avoid issues during the event.
- Make sure your account is not private and your tweets are not protected, otherwise people will not be able to see them.
- We advise that you tweet all your tweets at intervals up to the 8-minute mark in your presentation, allowing a couple minutes for any questions before the next presenter begins.
- Twitter threads are preferred, [see here](#).
- Follow the event with #hashtag (e.g. #ISTC20).
- Discussion and questions are encouraged. When asking a question, please reply to the individual using their handle (e.g. [@IBIS_journal](#)), thus creating a thread which can be read by other users, and use the event #hashtag, e.g. [@IBIS_journal](#) #ISTC20 How can we participate in this great event?
- Please ask questions after each presenter's last slide or during breaks. Please avoid using the conference tag during peoples' presentations.
- Linking to your published papers also contributes to your paper's Altmetric Attention Score, and each time someone else retweets a post with a link to your paper, they contribute too.
- Blogging also contributes to your paper's Altmetric Attention Score if you have a link to your paper in the blog. We allow links to blogs, and if you wish to blog on #theBOUblog, [see here](#).
- If you're using a laptop or desktop PC then we recommend downloading the Tweetdeck app (its free). Tweetdeck can be arranged into 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](#).

EXAMPLE PRESENTATIONS

See the presentations from #BOU17TC are available via our website at <https://www.bou.org.uk/bou17tc/>.

Use these to help you draft your own presentations.

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?

- Anyone can follow the conference on www.twitter.com using the conference #hashtag (e.g. #ISTC20).
- 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.
- The event #hashtag (e.g. #ISTC20) 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 much time am I committed to if I participate?

- Successful applicants will be allocated a 10-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 (you will be asked to provide your local time zone when submitting your abstract).
- 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.

How do I follow a Twitter Conference?

- You follow using the event #hashtag, e.g. #ISTC20 .

- 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 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.

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](#)'.

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](#).
- 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 8-minute mark in your presentation, allowing a couple minutes for any questions before the next presenter begins.

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 into 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 presenter's last slide or during breaks. Please avoid using the conference tag during peoples' presentations.
- See also '[conference twitterquette](#)'.