

How to . . .

. . . prepare a Twitter thread



Twitter threads are preferred for those tweeting their presentations as part of a Twitter conference or event. Why? Because a thread keeps all your presentation together as a string of connected tweets instead of a load of unconnected individual tweets. This makes it easier for others to follow and, if someone shares just one of your threaded tweets it takes a link to the whole thread with it. If you've tweeted a presentation as individual tweets and someone retweets one of them, then it goes alone, out of context and with no link to its presentation siblings.

Laptop or tablet?

Good question. Because this is THE big difference.

You cannot save a thread on a PC or laptop, but you can save a thread on a smart device (phone or tablet).

You're going to have to prepare the text for each of your tweet and any accompanying slides ahead of time anyway. So, here's two ways to do that and to tweet them as threads.

Smart device

This is probably the most secure way of drafting and saving your thread ahead of time. You can also go back and edit the text of any tweet in the thread and change the accompanying slides.

Before you follow the steps below the Twitter Masterclass on 'threads' [here](#). This also includes a short video from when Steve Dudley drafted his first conference presentation thread on his iPad.


1. Prepare your slides in PowerPoint or similar just as you would do for any presentation.
2. Save each slide as an individual JPG or PNG – I suggest you label them 1 -25 (or however many you have prepared).
3. Once you have your slides copy them to the smart device on which you will draft your presentation thread.
4. On your phone/tablet select the COMPOSE icon for a new tweet and type in the text for your first tweet and attach your first slide. Just like with the images, it may be good to write these in advance and have them saved on your device to just copy and paste.
5. Draft your tweet up to 280 characters including the necessary conference identifiers, e.g. #ISTC20 1/n and session tag, and any links you may wish to include. Remember that spaces count as characters!
Tip: it's always good to add #ornithology to at least one of your tweets, preferably your first one, so your thread crosses over to the #ornithology tag which reached over 1.2 million tweeters each day

and up to 2m tweeters during Twitter conferences.

6. When that first tweet and slide is complete select CANCEL.
7. This then asks if you wish to DELETE or SAVE DRAFT – select SAVE DRAFT.
8. Your tweet disappears – don't panic!
9. Select COMPOSE a second time and then DRAFTS (on iPhone/iPad this is in the top right but this may vary for Android).
10. A new screen appears with your saved tweet. Select the tweet you've just drafted and it opens again in COMPOSER.
11. Select the  symbol (bottom right on my iPhone/iPad this is in the top right but may vary for Android).
12. A second compose window appears below your first tweet. Add your text and attach your slide and then select CANCEL and repeat points 5–12 until you have built your entire thread.
13. You don't have to save after you have to drafted each tweet, but its good practice to do so.
14. You can select any of your draft tweets to edit the text or replace the slide at any time.
15. When it comes to your presentation time, open the drafted thread a few minutes before you are due to present and on the stroke of your designated time, select TWEET ALL.
16. It can take several minutes for long threads to be sent, so don't worry. The progress bar on your device will tell you the status.
17. You can thread and save up to 25 tweets.
18. It will probably take you around 30-40 minutes to draft a 25-tweet thread.

Laptop/PC

Here you have to use a combination of the Twitter website and a spreadsheet (or Word doc if you prefer).


1. Prepare your slides in PowerPoint or similar just as you would do for any presentation.
2. Save each slide as an individual JPG or PNG – I suggest you label them 1 -25 (or however many you have prepared).
3. Create a spreadsheet and in column A number the first 25 rows 1–25 (or however many tweets you have) and save.
4. Open Twitter and click on COMPOSE (the Twitter icon )
5. Draft your tweet up to 280 characters including the necessary conference identifiers, e.g. #ISTC20 1/n and session tag, and any links you may wish to include. Remember that spaces count as characters!
Tip: it's always good to add #ornithology to at least one of your tweets, preferably your first one, so your thread crosses over to the #ornithology tag which reached over 1.2 million tweeters each day and up to 2m tweeters during Twitter conferences.
6. Once done, select all the text and copy.
7. Paste it into your spreadsheet alongside the corresponding tweet number.
8. Repeat this for all your tweets.
9. Save the file after you copy across each tweet text.
10. If you wish to edit any of the tweet texts make sure you copy this over to Twitter to ensure that your new tweet remains within the 280 character limit.

You now have two options when it comes to sending your thread at your designated time:

Option 1 – compose the thread just ahead of presentation

11. Open Twitter and click on COMPOSE (the Twitter icon )
12. Open your spreadsheet.
13. Copy and paste the text for your first tweet and attached your slide.
14. Select the  symbol (bottom right of the compose window).
15. A second compose window appears below your first tweet.
16. Add the text and attach your slide for the next item.
17. Repeat 13–16 until you have all your tweets threaded and ready to go.
18. When it come to your presentation time, open the drafted thread a few minutes before your due to present and on the stroke of your designated time, select TWEET ALL.
19. It can take a few minutes for long threads to be sent, so don't worry. The progress bar on your device will tell you the status.
20. You can thread and save up to 25 tweets.
21. It will probably take you around 30-40 minutes to draft a 25-tweet thread this way.
22. Tip – do not do this too far in advance. Twitter has a nasty habit of refreshing and you can lose your draft thread if you've left it sat there for an hour.

Option 2 – live tweet the thread

23. Open Twitter and click on COMPOSE (the Twitter icon )
24. Open your spreadsheet.
25. Copy and paste the text for your first tweet and attached your slide.
26. Send this first tweet at your designated presentation time.
27. In Twitter select that first tweet and select either ADD ANOTHER TWEET (if offered) or REPLY.
28. Copy and paste the text of your next tweet and attach your slide.
29. Tweet this one tweet.
30. Select your last tweet and repeat 27–28.
31. Just ensure you always ADD ANOTHER TWEET (if offered) or REPLY to your latest tweet and this will build your thread one tweet at a time.
32. NOTE: you have to work quickly to ensure that all your tweets are sent in your allocated time.

Zlappo – Twitter thread app

We've trialed the [Zlappo Twitter app](#) as a scheduler including scheduling Twitter threads (the only app we know that does this) for our last two TCs. If you wish to try this option, then some important notes:

1. You can get a free trial month but note that the clock starts ticking the minute you give them your email address on their homepage. So, don't do this until you're within a month of your presentation!
2. It's clunky! Strong recommendation is to do at least one test scheduled thread before you prepare and schedule your presentation. You can always delete them after tweeting.