WELCOME . . .

. . . to the BOU's simultaneous Zoom and Twitter conference
Developments in monitoring science.

All presentations will be live tweeted as part of a global event.

WHAT IS A TWITTER CONFERENCE?

A Twitter conference is an online alternative to the traditional in-person conference. Instead of traditional talks, information is presented through a series of tweets, also known as a Twitter thread.

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. And right now, during a global pandemic, Twitter conferences provide a safe way for researchers to 'conference'. Additional benefits include being able to follow the 'presentations' at your own pace, further increasing accessibility.

You can take part from wherever you want, accessing the event on any internet-enabled device via the Twitter website or app. More information in 'Frequently asked questions' (page 5).

You can check out presentations from our most recent Twitter conferences, just click on the tags here – #ISTC20, #BOUsci20, and #BOU2021 – and you can read more about the benefits of tweeting instead of meeting in this BOU blog based on a recent paper published in the IBIS.

Twitter conferences are also hugely successful delivering an equivalent 'in-the-room' audience up to 12x that of an in-person event. For BOUsci20, the virtual Zoom event attracted an 'in-the-room' audience of 375 registrants (up from the expected 150 people at the original in-person event), but the parallel Twitter event had over 550 participants, an 'in-the-room' audience of >1,600 people and a wider reach of 750,000 – from right around the world.

Unlike other social media platforms, Twitter is genuinely open access as you don't even need an account to follow the Twitter event content.

From 2021 all BOU events will be run on simultaneous dual platforms and for this event these will be Zoom and Twitter. This will allow as many people as possible globally to participate in and follow the conference.

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)abilities.

FORMAT

#BOUsci21 is a dual platform event running simultaneously on Zoom and Twitter. See programme.

Allocated time/slots (see 'guidelines for presenters' for more details)

- Invited keynote presenters are allowed up to 25 tweets within their 30-minute Zoom presentation slot.
- Offered Zoom presenters are allowed 6 tweets within their 10-minute Zoom slot.
- Poster presenters will be allocated a 10-minute (6-tweet) slot during one of the Zoom breaks.
- Twitter-only presenters will be allocated a 10-minute (6-tweet) slot either during one of the Zoom breaks, or immediately before or after the day's Zoom programme.

Presentations from the Zoom meeting (0900–1500 UTC) will be summarised on Twitter and depending on submissions, we aim to have Twitter-only presentations running before, during breaks, and after the Zoom meeting. The Zoom programme sessions will be assigned a session tag (e.g. #Sesh1) and likewise breaks will be assigned their tag (e.g. #Break1) in order to group themed Twitter presentations.

Presentations will take the form of Twitter threads, so this does mean live tweeting (pre-prepared content) rather than scheduling your presentation in advance (see separate Twitter thread guidelines).

GUIDELINES FOR PRESENTERS See also 'tips and tricks' below

- Your presentation can be tweeted from a personal or lab/group/institute account.
  - If any Zoom presenter does not have a personal or lab/group/institute account to use you might be able to get a co-author to tweet on your behalf.
  - As a last resort we will tweet from the @IBIS_journal account on the day, but we strongly encourage our presenters to set up their own Twitter account, which would enable them to engage with the audience online and get the most out of the conference.
- **Invited keynote presenters** have up to 25 tweets within their 30-minute Zoom presentation slot.
  - Keynote presentations should start with an introductory tweet, followed by up to 24 other tweets.
- **Offered Zoom presenters** are allowed 6 tweets, each a maximum of 280 characters long, to tweet during their 10-minute Zoom presentation slot.

- **Poster presenters** will be assigned a Tweet slot during one of the Zoom programme breaks and are allowed 6 tweets, each a maximum of 280 characters long to tweet during their assigned slot.
- **Twitter-only presenters** will be allocated a 10-minute slot either during one of the Zoom breaks, or immediately before or after the day's Zoom programme.
  - You will be allowed 6 tweets, each a maximum of 280 characters long, to tweet during a 10-minute slot.
  - Twitter-only presenters are expected to be available online during your time slot, for presenting and answering questions or discussion points.
- Each tweet must be numbered, 1 – 6 (offered, Twitter-only and poster) and 1 – n (keynote), and start with the hashtag #BOUsci21 (e.g., 1 # BOUsci21 . . .).
- For offered Zoom, Twitter-only and poster presenters, your presentations should start with an introductory tweet, followed by 4 tweets describing methods and results, and end with a summary tweet.
  - Pictures, graphs and other media can be attached to any of the tweets and are positively encouraged. Please note: the maximum Twitter image size is 1024 x 512 pixels, and the maximum file size is 5MB for photos and GIFs on mobile, or up to 15MB on the web.
- Draft your tweets ahead of time in order to avoid issues during the event.
- Linking to your published papers 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.
- Links to external sites are permitted as follows:
  - Limited to one link per tweet,
  - Papers and blogs relating to the topics on which the presenter is a named author,
  - 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 related content, 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 strongly preferred – see here and here for more information (and separate guide).
  - 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!
- Make sure your account is not private and your tweets are not protected, otherwise people will not be able to see them.
- If you are unable to tweet your presentation as a thread, then we advise that you tweet all your tweets at intervals up to the 10-minute mark in your presentation, allowing a couple minutes for any questions before the next presenter begins.

SUPPORT FOR PRESENTERS

We are happy to help you prepare for the Twitter conference by answering any questions you may have, and also by offering to read over your draft Twitter threads. If you'd like to have your draft read over, please contact Natalia or Steve (see bottom) before 1700 UTC on Friday, 5 November.

EXAMPLE PRESENTATIONS

You can check out presentations from our most recent Twitter conferences, just click on the tags here: #ISTC20, #BOUsci20, and #BOU2021. Use these to help you draft your own presentations.

GENERAL RULES See also 'guidelines for presenters' (above) and 'tips and tricks' (below)

- Follow the event with hashtag #BOUsci21.
- Questions and discussion 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 hashtag #BOUsci21, e.g. @IBIS_journal #BOUsci21How can we participate in this great event?
  - Please ask questions after each presenter's last slide or during breaks. Please avoid using the conference hashtag during peoples' presentations.
- 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.
- **#BOUsci21 is an inclusive, unmoderated event. 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 event.**

Accessibility

At the BOU, we strive to make science accessible to all and want to encourage all our presenters to do the same. When presenting on Twitter, there are things you can do to increase the accessibility of your Twitter thread, and science.

- Please check that your media is suitable for those who are colour blind. We have resources for this here.
- Twitter allows you to add a short description to your media. This allows the content to be more accessible to a wider audience, particularly those with visual impairments. This description can be added so that it does not detract from your character count and should only be used to describe the image not to extend your tweet.
- Avoid using a lot of acronyms and slang, especially without explaining them first:
  - e.g. IUCN is likely widely known without explaining but DPR for 'daily nest predation rate' would need explaining;
  - 'u' for 'you' or 'tbh' for 'to be honest' should be avoided as they aren't very accessible).
  - This will help non-experts and participants for whom English is not their first language to get the most out of your presentation and the conference as a whole.

FREQUENTLY ASKED QUESTIONS (FAQs)

What is a Twitter Conference?
- A Twitter Conference is a social media event in the form of a conference 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 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 the 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 tag #BOUsci21.
- 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.
- #BOUsci21will show all posts relating to the conference.
- Following @IBIS_journal will provide you with lots of ornithology content and potential people to follow (see followers, following and lists on the @IBIS_journal homepage)
- Follow #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. However, questions can also be answered and discussions can carry on after your timeslot finishes.
- 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 tag, e.g. #BOUsci21.
- 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 #BOUsci21collates all tweets using the tag in order of presentation/tweeting – select the event #tag, then select 'latest' and then scroll down through the presentations which now appear in chronological order with the most recent tweet at the top.

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/

New to Twitter

- If you are new to Twitter, then our Twitter Masterclass series will prove useful, as will the tips below.

Follow others

- 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.

Follow topic-specific presentations
• Use topic-specific tags in your presentation where possible (e.g. #conservation, #headstarting).
• 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.
• 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 (liking, retweeting, asking questions) with other participants, asking questions, commenting or retweeting, then they are more likely to pay attention to your presentation too.
• Look through 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 twitterqette'.

CONTACT

Get in touch with the **#BOUsci21** Twitter event organisers via Twitter or email:
• **Natalia Zielonka** @Nat_B_Zielonka or N.Zielonka@uea.ac.uk
• **Steve Dudley** @stevedudley_ or stevedudley@bou.org.uk