



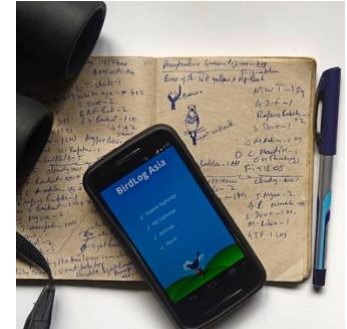
#BOUsci23 // 21-22 November 2023

Global flyways: a synthesis of bird migration research



WELCOME . . .

. . . to the BOU's simultaneous Zoom and Twitter conference
Global flyways: a synthesis of bird migration research
All presentations will be live tweeted as part of a global event.



Twitter conferences in a changing online world

The online social media world has been in a state of flux following recent changes on Twitter, with no doubt more changes to come. We acknowledge that some members of our ornithological community feel uncertain about engaging with Twitter, and whilst some have made the decision to leave Twitter, the majority of the community has remained, as has the BOU. The BOU has worked hard to contribute to building the Twitter ornithological community, and we are proud of what we offer for the wide and diverse online community. At present, there is no equivalent platform offering the breadth of outreach or dynamism that Twitter brings to the ornithological community, and we are therefore committed to continuing to deliver dual-platform conferences on Twitter.

Twitter conferences help to unite the global ornithological community and provide free access to science to those who may otherwise be excluded. Our most recent conference in April 2023 was a success, both in-person and on Twitter, and our conference hashtag (#BOU2023) reached a potential 62,000 accounts; a much broader reach than would ever have been possible without Twitter. We think this showcases the value of Twitter conferences, and we strongly encourage our presenters to support our work in delivering ornithology to everyone during this conference.

This guide outlines everything you need to know about participating in a Twitter conference, including tips for taking more control of your Twitter account. If you have any concerns or questions, please do get in touch with Leila Walker, the BOU's Chief Operations Officer (leilawalker@bou.org.uk), or Natalia Zielonka, the BOU's Social Media Support Officer (n.zielonka@uea.ac.uk).

***N.B.** Twitter has recently changed its name to 'X', and 'tweets' have become 'posts', so you no longer tweet on Twitter, but rather, post on X. However, much of the ornithological community has become quite fond of tweeting, with the little blue bird quite fitting the theme; as such, to simplify communication, we have retained the original terminology throughout this guide.*



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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. 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 6).

You can check out presentations from our most recent Twitter conferences, just click on the tags here – [#BOUasm21](#), [#BOUsci21](#), [#BOU2022](#), [#BOUasm22](#) and [#BOU2023](#) – and you can read more about the benefits of tweeting instead of meeting in this [BOU blog](#) based on a paper published in 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.

Since 2021, all BOU events have been 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. This has been met with much encouragement and praise, both from presenters and delegates.

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.



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FORMAT

#BOUsci23 is a dual platform event running simultaneously on Zoom and Twitter. [See here](#).

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 (or for their 1-hour Zoom presentation slot, in the case of Trans-flyway keynotes).
- **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 will be summarised on Twitter and we will also have Twitter-only presentations running during breaks in the Zoom programme. The Zoom 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. Please refer to the schedule to see what hashtags you should be using.

Presentations will take the form of Twitter threads. These can either be live-tweeted from pre-prepared content, or the thread can be scheduled in Buffer to be posted at the allocated slot time (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 (or for their 1-hour Zoom presentation slot, in the case of Trans-flyway keynotes).
 - Keynote presentations should start with an introductory tweet, followed by up to 24 other tweets.
- **Offered Zoom presenters** are allowed 6 tweets 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 during their assigned slot.
- **Twitter-only presenters** are allowed 6 tweets during their 10-minute allocated slot, either during one of the Zoom breaks, or immediately before or after the day's Zoom programme. Twitter-only




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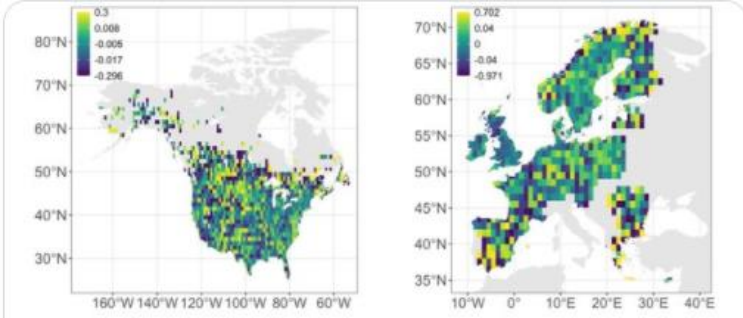
presenters are expected to be available online during your time slot, for presenting and answering questions or discussion points.

- Each tweet must:
 - be a maximum of 280 characters long
 - be numbered, 1 – 6 (offered, Twitter-only and poster) and 1 – n (keynote)
 - include the hashtag #BOUsci23 (e.g., 1 #BOUsci23 . . .).
 - include the session hashtag, e.g. #SESH1, #BREAK1 (Please see the schedule to check what hashtags you need to be using)
 - Suggest starting each tweet as follows, 1/n #BOUsci23 #SESH2 . . .

 **Catriona Morrison** @CatMorrison18 · Nov 25, 2021

4/6 #BOUsci21 #Break2 **How each of your tweets should start**

Declines have not occurred to the same extent everywhere and the quality of soundscapes has increased in some places. This is likely to be driven by differences in the rate of change of local environmental conditions.



Maps show variation in mean site-level trend in Acoustic Diversity Index. Colours indicate the size and direction of trend (yellow – improving soundscape quality; blue – declining soundscape quality).

1 1 10

- 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.
- 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:



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- Limited to one link per tweet (note: each html link contributes 23 characters),
- 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 on,
- 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.
- 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 a separate guide).
 - 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 of minutes for any questions before the next presenter begins.
- **NEW** – twitterthreadmaker.com allows you to draft individual tweets working out the number of characters for you including links.
 - *Highly recommended!* After drafting your tweets, we recommend you save them in a Word document to just recreate the thread easily on Twitter before you time slot.
- **NEW** – you can now schedule Twitter threads with a free Buffer account. You can sign up to Buffer for free here; <https://buffer.com/>
 - Here is a clear guide to scheduling Twitter threads through Buffer:
<https://buffer.com/resources/twitter-threads-buffer/>
- Make sure your account is not private and your tweets are not protected, otherwise people will not be able to see them.

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 Leila (see bottom) **before 1600 GMT, Friday, 17 November**, though we strongly encourage that you reach out to us earlier whenever possible.

EXAMPLE PRESENTATIONS

You can check out presentations from our most recent Twitter conferences, just click on the tags here: [#BOUsci20](#), [#BOU2021](#), [#BOUasm21](#), [#BOUsci21](#), [#BOUasm22](#) and [#BOU2023](#). Use these to help you draft your own presentations.



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

- Follow the event with hashtag #BOUsci23.
- 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 #BOUsci23, e.g. [@IBIS_journal](#) #BOUsci23
- 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 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](#).

#BOUsci23 is an inclusive, unmoderated event. Bad, aggressive, distasteful, abusive and/or offensive language will not be tolerated and anyone digressing this rule will be automatically blacklisted from any future BOU events, and the BOU will not promote or engage with any inappropriate content.

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:



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- 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 #BOUsci23.
- 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.
- #BOUsci23 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. However, questions can also be



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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. #BOUsci23.
- 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 #BOUsci23 collates 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'](#).



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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 note which presentations you would like to see.



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- Please ask questions after each presenter's last slide or during breaks. Please avoid using the conference tag during peoples' presentations.
- See also '[conference twittergette](#)'.

Take control of your Twitter

- The best way to follow the conference on Twitter is by searching for the conference hashtag #BOUsci23 and going on the 'Latest' tab – this will only show relevant conference content, removing any Twitter-promoted content.
- Beyond the conference, you can reduce non-follower and algorithm-driven content by viewing your home feed under the 'Following' tab.
- You can mute, block, unfollow and report any accounts you're not interested in, or which are posting inappropriate content, by clicking on the three dots (...) in the right-hand corner of posts.
- You can also mute certain words or topics – you can do this by following these steps: On the left hand side panel on Twitter, select (...) More > Setting and Support > Settings and Privacy > Privacy and safety (under Settings column) > Mute and Block > Muted words > press + symbol to add words or topics. Here, you can choose to what extent you want to mute these words.

CONTACT

Get in touch with the #BOUsci23 Twitter event organisers via Twitter or email:

- **Natalia Zielonka** [@Nat_B_Zielonka](#) or N.Zielonka@uea.ac.uk
- **Leila Walker** [@leilakwalker](#) or leilawalker@bou.org.uk