

# BOU guide to X (Twitter) conferences



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# How to prepare and post an X (Twitter) thread

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

## Buffer – schedule your X (Twitter) threads

It is possible to schedule X (Twitter) threads in Buffer, with a free Buffer account. You can sign up to Buffer here: <https://buffer.com/>

Check out this clear guide to scheduling X (Twitter) threads through Buffer: <https://buffer.com/resources/twitter-threads-buffer/>


## Drafting your X (Twitter) threads

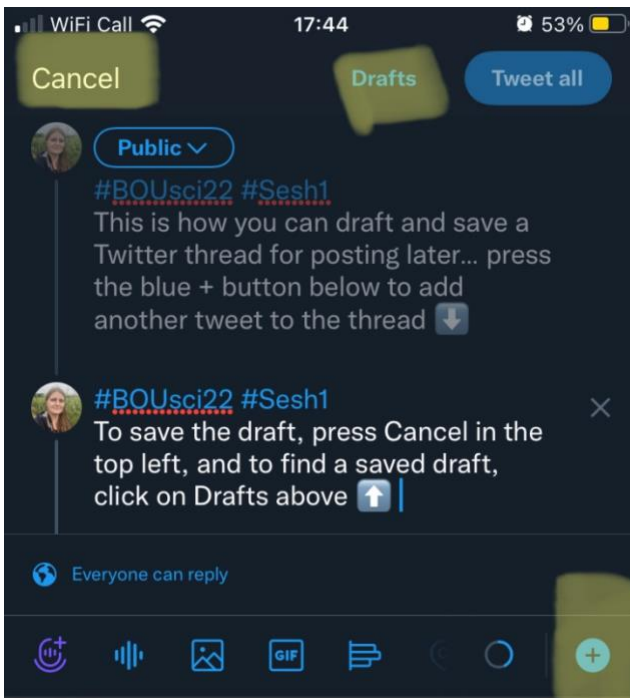
### Smart device

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, check out 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 X (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 X (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).


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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 X (Twitter) and click on COMPOSE.
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 X (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 X (Twitter) to ensure that your new tweet remains within the 280 character limit.

**NEW!** [twitterthreadmaker.com](https://twitterthreadmaker.com) allows you to draft individual tweets working out the number of characters for you including links. *Highly recommended!*

## Posting your X (Twitter) threads

The best way is to schedule your thread ahead of time using a free Buffer account, or by saving it as a draft within X (Twitter) as outlined above. Alternatively, you can compose a pre-written thread just ahead of your presentation time as follows:

1. Open X (Twitter) and click on COMPOSE.
2. Open your spreadsheet.
3. Copy and paste the text for your first tweet and attached your slide.
4. Select the  symbol (bottom right of the compose window).
5. A second compose window appears below your first tweet.
6. Add the text and attach your slide for the next item.
7. Repeat 13–16 until you have all your tweets threaded and ready to go.
8. 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.
9. 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.
10. You can thread and save up to 25 tweets.
11. It will probably take you around 30-40 minutes to draft a 25-tweet thread this way.
12. Tip – do not do this too far in advance. X (Twitter) has a nasty habit of refreshing and you can lose your draft thread if you've left it sat there for an hour.

# Frequently Asked Questions (FAQs)

## What is a X (Twitter) Conference?

- A X (Twitter) Conference is a social media event in the form of a conference run on X (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 X (Twitter) website or the X (Twitter) app.
- X (Twitter) Conferences bring together researchers from around the world to encourage communication and collaboration in an online setting.

## How do you participate in a X (Twitter) Conference?

- Anyone can follow the conference on [www.X \(Twitter\).com](http://www.X(Twitter).com) using the conference tag #BOUsci24. It is best to go on the 'Latest' tab, as this will only show relevant conference content and remove any X (Twitter)-promoted content.
- To engage (ask questions) or participate (present your work) you will need a X (Twitter) account.
- Not on X (Twitter)? You can set up an account very easily at [www.X \(Twitter\).com](http://www.X(Twitter).com).
- #BOUsci24 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 X (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. Please note that Tweetdeck is free to use but does not allow you to schedule threads, and the other two platforms required paid subscriptions, though you may be able to sign up for a free trial.

## How do I follow a X (Twitter) Conference?

- You follow using the event tag, e.g. #BOUsci24.
- 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 #BOUsci24 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 X (Twitter)?

- There are many guides on how to use X (Twitter) online, e.g. our own [series of X \(Twitter\) 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 X (Twitter)

- If you are new to X (Twitter), then our [X \(Twitter\) 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 X (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.
- Please ask questions after each presenter's last slide or during breaks. Please avoid using the conference tag during peoples' presentations.
- See also '[conference X \(Twitter\)](#)'.

### Take control of your X (Twitter)

- 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.