



#BOUsci24 // 12-13 November 2024 Avian conservation translocations



WELCOME . . . to the BOU's simultaneous Zoom and X (Twitter) conference

Avian conservation translocations #BOUsci24

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

The aim of this guide is to provide you with all the information you need to deliver an engaging X (Twitter) thread for #BOUsci24.

If you're a confident Twitter-er, you may already know most of the information contained in this guide, but please make sure you read our short '**Essential information for all presenters**' section.

If you're not an X (Twitter) user, or this is your first X (Twitter) conference, this guide should have all the information you need, but if you have any further questions, please don't hesitate to contact Natalia Zielonka, our Social Media Support Officer (Natalia.zielonka@rspb.org.uk).

Essential information for all presenters

- All tweets **must contain the #BOUsci24 and your session hashtags** (e.g. #Sesh1 or #Break1; please confirm your session tag on the programme, available on the [conference resources page](#)).
- Length of your X (Twitter) thread:
 - o **Invited keynote** presenters are allowed up to 25 tweets associated with their 30-minute presentation slot.
 - o **Offered talk** presenters are allowed 6 tweets associated with their 15-minute slot.
 - o **X (Twitter)-only** presenters will be allocated a 10-minute (6-tweet) slot within the day's programme.
 - o **Poster** presenters will be allocated a 10-minute (6-tweet) slot within the day's programme.
- Your **thread must be posted at the time of your allocated presentation** (check programme on [conference resources page](#)). You can do this by [pre-scheduling your thread](#) via a [free Buffer](#) account, or alternatively, saving a draft X (Twitter) thread on the app (on a tablet or mobile phone) (see [Posting your thread](#)).



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WHAT IS AN X (TWITTER) CONFERENCE?

An X (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 an X (Twitter) thread.

Increasingly popular, X (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 X (Twitter) website or app. More information in the BOU Guide to X (Twitter) conferences (available on the [conference resources page](#)).

You can check out presentations from our most recent X (Twitter) conferences, just click on the tags here – [#BOUasm21](#), [#BOUsci21](#), [#BOU2022](#), [#BOUasm22](#), [#BOU2023](#), [#BOUsci23](#) and [#BOU2024](#) – and you can read more about the benefits of tweeting in this [BOU blog](#) based on an IBIS paper.

X (Twitter) conferences are hugely successful at delivering an equivalent ‘in-the-room’ audience up to 12x that of an in-person event. X (Twitter) is a great platform to achieve this with a large ornithological community, and it is open access as anyone can open a free account to view and follow the X (Twitter) content.



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Since 2021, all BOU events have been run on simultaneous dual platforms and for this event these platforms are Zoom and X (Twitter). The X (Twitter) element 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

#BOUsci24 is a dual platform event running simultaneously on Zoom and X (Twitter).

Allocated time/slots

- **Invited keynote** presenters are allowed up to 25 tweets associated with their presentation slot.
- **Offered talk** presenters are allowed 6 tweets associated with their 15-minute slot.
- **X (Twitter)-only** presenters will be allocated a 10-minute (6-tweet) slot within the programme.
- **Poster** presenters will be allocated a 10-minute (6-tweet) slot within the programme.

Presentations from the Zoom meeting will be summarised on X (Twitter) and we will also have X (Twitter)-only presentations running throughout the conference. 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 X (Twitter) presentations. Please refer to the programme (available on the [conference resources page](#)) to see what hashtags you should be using.

Presentations will take the form of X (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 the separate BOU Guide to X (Twitter) conferences, available on the [conference resources page](#)).

We ask all presenters to remain active on X (Twitter) throughout the conference to engage with the online audience, who may be asking questions.

POSTING YOUR THREAD – *all presenters*

All presenters (Zoom oral, poster and X (Twitter)-only) are asked to deliver their X (Twitter) presentations at the time specified in the programme (available on the [conference resources page](#)). For Zoom oral presenters, this is the same time as their oral presentation.



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You can [pre-schedule this](#) via a [free Buffer](#) account, or alternatively, you can save a draft X (Twitter) thread on the app (on a tablet or mobile phone). Please see our separate BOU Guide to X (Twitter) conferences, available on the [conference resources page](#), for details.

GUIDELINES FOR PRESENTERS

- 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 X (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, associated with their 30-minute Zoom presentation slot, to be delivered at the time of their Zoom presentation. We suggest that the Keynote threads start with an introductory tweet, followed by up to 24 other tweets.
- **Offered talk presenters** are allowed 6 tweets, associated with their 15-minute Zoom presentation slot, to be delivered at the time of their Zoom presentation. We suggest the threads start with an introductory tweet, followed by 4 tweets describing methods and results, and end with a summary tweet.
- **X (Twitter)-only & Poster presenters** are allowed 6 tweets, to be tweeted during their 10-minute allocated slot within the programme. X (Twitter)-only and Poster presenters should check the programme (available on the [conference resources page](#)) for the time of their X (Twitter) slot and are expected to be available online during their time slot, for presenting and answering questions or discussion points.
- Each tweet must:
 - be numbered, 1 – 6 ([offered, X \(Twitter\)-only and poster](#)) and 1 – n (keynote)
 - be a maximum of 280 characters long (this is an X (Twitter) character limit)
 - include the conference hashtag #BOUsci24 (e.g., 1 #BOUsci24 . . .). include the session hashtag, e.g. #SESH1, #BREAK1 (Please see the schedule to check what hashtags you need to be using)
- Pictures, graphs and other media can be attached to any of the tweets and are positively encouraged. *Please note:* The maximum file size is 5MB for photos and GIFs on mobile, or up to 15MB on the web. The recommended post image sizes are: 1600 x 900 pixels (landscape), or 1080 x 1080 pixels (square).
- Draft your tweets ahead of time in order to avoid issues during the event.



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- 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 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.
 - Each html link contributes 23 characters.
 - *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.
- **X (Twitter) threads** are strongly preferred – see separate BOU Guide to X (Twitter) conferences, available on the [conference resources page](#), for more information.

Make sure your account is not private and your tweets are not protected, otherwise people will not be able to see them.



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SUPPORT FOR PRESENTERS

We are happy to help you prepare for the X (Twitter) conference by answering any questions you may have, and also by offering to read over your draft X (Twitter) threads. If you'd like to have your draft read over, please contact Natalia or Leila (see below) before **Monday 4 November, 0900 GMT**.

Please also consult our separate BOU Guide to X (Twitter) conferences, available on the [conference resources page](#), for further help, including FAQs and 'Tips and Tricks' of using X (Twitter).

PARTICIPATING IN AN X (TWITTER) CONFERENCE

- Follow the event with hashtag #BOUsci24.
- 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 #BOUsci24, e.g. [@IBIS_journal #BOUsci24](#)
 - 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 an X (Twitter) thread, [see here](#).

#BOUsci24 is an inclusive, unmoderated event. Bad, aggressive, distasteful, abusive and/or offensive language will not be tolerated and anyone disregarding this rule will be blacklisted from future BOU events.

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 X (Twitter), there are things you can do to increase the accessibility of your X (Twitter) thread, and science.

- Please check that your media is suitable for those who are colour blind. We have resources for this [here](#).



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- X (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.

CONTACT

Get in touch with the #BOUsci24 X (Twitter) event organisers via X (Twitter) or email:

- **Natalia Zielonka** [@Nat_B_Zielonka](https://twitter.com/Nat_B_Zielonka) or Natalia.zielonka@rspb.org.uk
- **Leila Walker** leilawalker@bou.org.uk