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Social Media for Research: Making Twitter Work For You

#kingsaccess

Ernesto Priego
@ernestopriego #citylis
26 February 2014
King's College London Archives





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<http://dx.doi.org/10.6084/m9.figshare.944611>

[DOI corrected]

Please share, adapt and re-use!



You are already on Twitter...

- ★ Hello there! :) This was a practice-based workshop. The slides do not represent everything that was discussed and done in the workshop.
- ★ Please do tweet and tag tweets with **#kingsaccess**
- ★ My username is @ernestopriego
- ★ If you mention me and tag your tweets with #kingsaccess, it will be easier for us to find you and for others to find us ;)



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Beware...!



Image author unknown ☹



A Long Time Ago... (September 2011)

The screenshot shows the Guardian Higher Education Network website. At the top left is the Guardian logo. To its right is a search bar labeled "Your search t". Below these are navigation links: News, Sport, Comment, Culture, Business, Money, Life & style, Travel, Environment, TV, and a partially visible "1". A secondary row of links includes Professional, Higher Education Network (highlighted with a blue arrow), Blog, Events, Find a job, About us, and Become a m. A large blue banner reads "higher education network" with the tagline "Advice, insight and best practice from the community". The main article is titled "How Twitter will revolutionise academic research and teaching" by Ernesto Priego. The article text states: "Social media is becoming increasingly important in teaching and research work but tutors must remember, it's a conversation not a lecture, says Ernesto Priego". To the right of the article are social media sharing buttons: Tweet (503), Recommend (137), reddit this, and Comments (0). At the bottom left of the article area is the author's name, Ernesto Priego. On the far right, a vertical sidebar contains a "Jobs" section and a partially visible "Ex at 1 Ins" section with a colorful bar chart icon.

the guardian

Your search t

News | Sport | Comment | Culture | Business | Money | Life & style | Travel | Environment | TV | 1

Professional > Higher Education Network | Blog | Events | Find a job | About us | Become a m

higher education network
Advice, insight and best practice from the community

How Twitter will revolutionise academic research and teaching

Social media is becoming increasingly important in teaching and research work but tutors must remember, it's a conversation not a lecture, says **Ernesto Priego**

Ernesto Priego

Tweet 503

Recommend 137

reddit this

Comments (0)

Jobs

Ex at 1 Ins

<http://www.theguardian.com/higher-education-network/blog/2011/sep/12/twitter-revolutionise-academia-research>



Today

★ **FIRST THINGS FIRST**

- ★ Some Facts and Figures
- ★ Scholarly Twitter?
- ★ The Science Behind Sharing
- ★ The Three Key Processes

★ **BUILDING**

- ★ Deciding What You Want Twitter To Do For You
- ★ Twitter terminology
- ★ Updating your Twitter Profile & Settings



Today

- ★ Finding & following other twitter users
- ★ Searching Twitter

★ **LAUNCHING**

- ★ Using Hashtags
- ★ Tweeting links, photos & videos
- ★ TweetDeck

★ **OPTIMISING**

- ★ Live-tweeting
- ★ Twitter Lists
- ★ The API, widgets and applications
- ★ Round-up and Tips



In January 2014...

★ Total World Population: **7,095,476,818**

★ Internet Users: **2,484,915,152**

★ Active Social Network Users: **1,856,680,860**

★ Mobile Service Subscribers: **6,572,950,124**

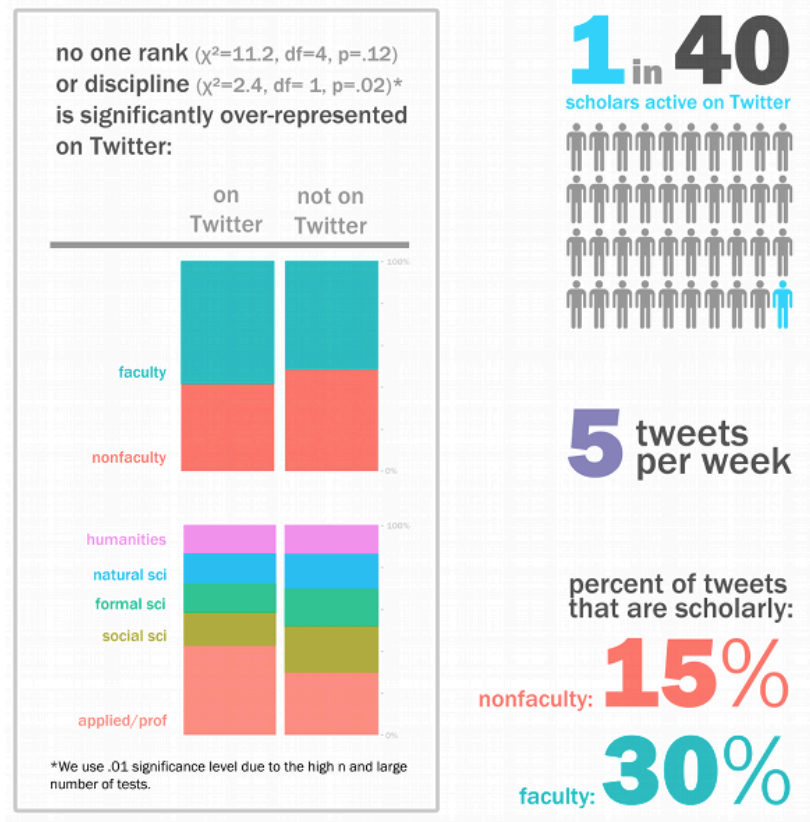
Sources: US Census Bureau, InternetWorldStats, Tencent, Facebook, Vkontakte. All figures are naturally approximate.



Active Users by Platform

- ★ Facebook **1,184 million**
- ★ QZone (Tencent) **632 million**
- ★ Google+ **300 million**
- ★ LinkedIn **259 million**
- ★ Twitter **232 million**
- ★ Tumblr **230 million**

Scholarly Twitter?





The Research Lifecycle

Figure 14: The research lifecycle
Schematic





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The Science Behind Sharing



Subject Areas

For All

 OPEN ACCESS  PEER-REVIEWED

RESEARCH ARTICLE

Oxytocin Increases Generosity in Humans

Paul J. Zak , Angela A. Stanton, Sheila Ahmadi

Published: November 07, 2007 • DOI: 10.1371/journal.pone.0001128

<http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0001128>



The Science Behind Sharing

SOCIAL NETWORKING AFFECTS BRAINS LIKE FALLING IN LOVE

NEUROECONOMIST PAUL ZAK HAS DISCOVERED, FOR THE FIRST TIME, THAT SOCIAL NETWORKING TRIGGERS THE RELEASE OF THE GENEROSITY-TRUST CHEMICAL IN OUR BRAINS. AND THAT SHOULD BE A WAKE-UP CALL FOR EVERY COMPANY.

READ MORE »

BY ADAM L. PENENBERG



<http://www.fastcompany.com/1659062/social-networking-affects-brains-falling-love>



Three Key Processes

BUILDING
LAUNCHING
OPTIMISING

- Via @_jemima and @tomszekeres



The Basics

It's the thinking
behind
what matters

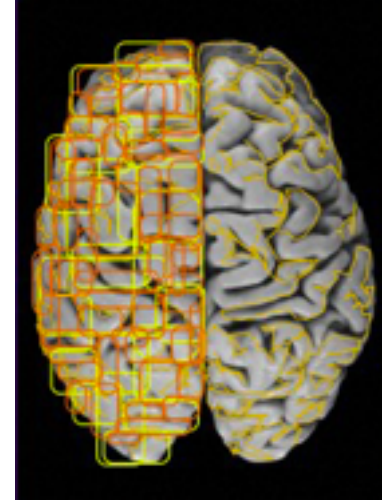
[Twitter for researchers - Newcastle University Library arts and humanities liaison team <http://bit.ly/N1VZZT>]



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Building



- ★ Brainstorm your social media mission statement
- ★ Aim at building a community, not just your own presence
- ★ Decide how you want to be perceived and who you want to reach and why
- ★ Research colleagues and organisations in similar fields to yours and their online presence in advance

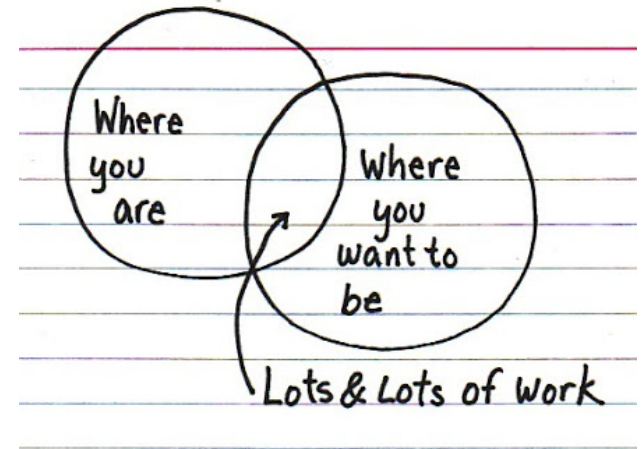


Building: Key Questions

- ★ Who are you? (What do you do? How do you want to be perceived? How do you want people to find out about you and what do you want them to see when they do find you?)
- ★ Who's your audience? (You are a researcher: you *do* have an audience and maybe different ones!)
- ★ What do you want to do/achieve with Twitter?
(Get known in your area? Find collaborators? Discover opportunities? Get a job? Get read?)



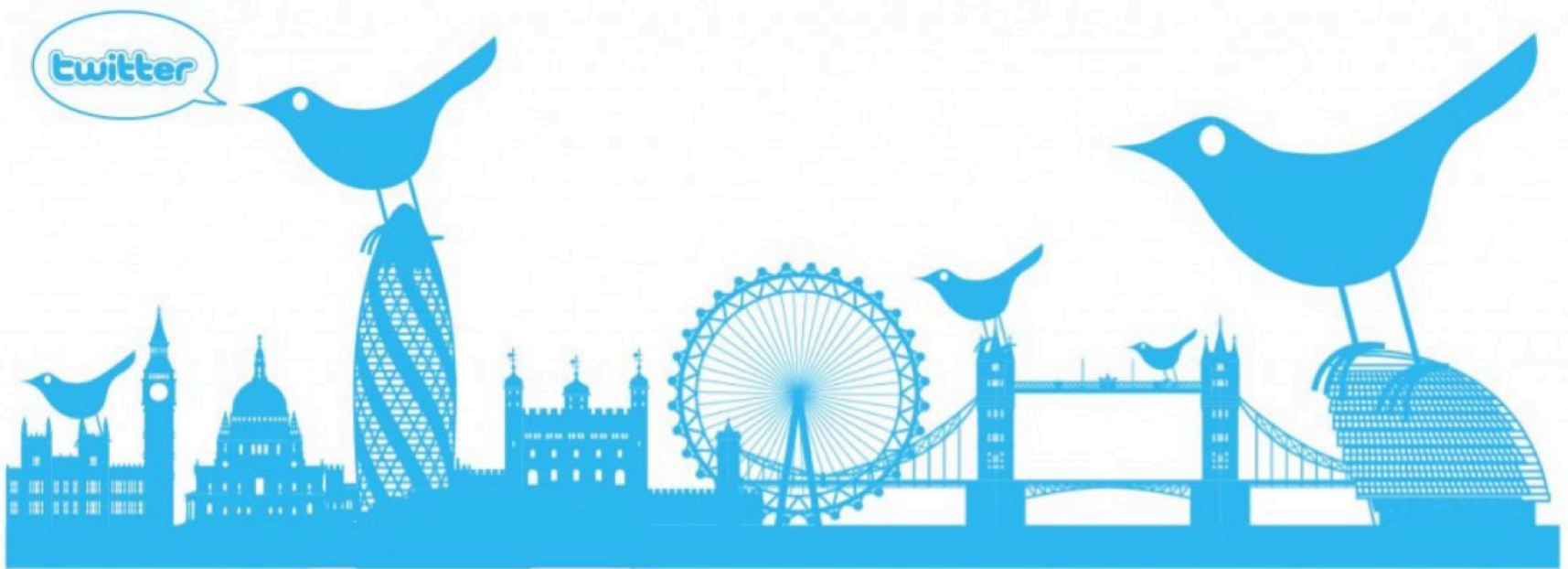
Building: Decisions, Decisions!



- ★ Decide who you want to be, how you want to be perceived
- ★ Decide what you want to achieve on Twitter
- ★ Decide who you want to reach
- ★ Decide how you want to reach them (and where, when)



Twitter Terminology



This Twitter Cheat Sheet for Educators by @tysonkimberly is good:

http://www.schrockguide.net/uploads/3/9/2/2/392267/twitter_cheat-sheet_tyson.pdf



Basic Twitter Terminology

- ★ Tweet
- ★ Twitter handle
- ★ Timeline
- ★ @ Reply
- ★ RT (Retweet; manual; automated)
- ★ Quote
- ★ MT (Modified Tweet)
- ★ HT (Hat Tip)
- ★ Via
- ★ DM (Direct Message)
- ★ Followers
- ★ Following
- ★ #hashtag
- ★ Favorites
- ★ Shortened URLs
- ★ Backchannel
- ★ Live-tweet
- ★ Dot prefix
- ★ Lists
- ★ Scheduling
- ★ Block
- ★ Mute
- ★ Report
- ★ Web Client
- ★ Mobile & Desktop Apps
- ★ Search
- ★ Advanced Search
- ★ Widget
- ★ Application Programming Interface (API)



In a Nutshell

1	120 Characters	You have 140 characters to post on Twitter, but it's best to use only 120 so that people can Retweet you easily with RT @username in front of your post.
2	Retweet (RT)	RT @username – When you forward on someone else's tweet. It's etiquette to put RT @username before the copied tweet. e.g. "RT @stephenfry Independent article here worth a read: http://tinyurl.com/2vkhaw "
3	@	Use this to talk to other users with @username (no space between @ and their name). e.g. "@LexisClick Thanks for your Twitter cheat sheet, it's proving v useful!"
4	DM	Short for direct message – for conducting private conversations. Check yours in the right-hand column of your homepage.
5	Trending	The most popular topics on twitter. They will usually be big news stories or shared Twitter jokes. Current trending topics are listed on the right-hand column of your home page.



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Anatomy of Twitter: Profile, Settings, Tweet, Follow, Lists

Ernesto Priego
@ernestopriego

Lecturer in Library Science, City University London. Editor-in-chief, @ComicsGrid. Tweets don't represent employers or colleagues. RTs aren't endorsements.

I'm not here all the time. · epriego.wordpress.com

TWEETS 64.8K FOLLOWING 3,339 FOLLOWERS 4,993 [Edit profile](#)

Tweets

 **Ernesto Priego** @ernestopriego · 56m
This afternoon I'll lead a Twitter for Research workshop [@KingsCollegeLon](#)
languageofaccess.org/2014/01/28/6-f... #kingsaccess

Expand [↩ Reply](#) [🗑 Delete](#) [★ Favorite](#) [*** More](#)

<https://twitter.com/ernestopriego>



Profile Specs Checklist

- ☐ Profile Picture: Up to 2MB / 81 x 81 px
- ☐ Bio: Up to 160 Characters. Include link to your blog/site
- ☐ Background full size: up to 2MB
- ☐ Option for background to be tiled
- ☐ Shared Image Up to 3MB / 375 x 375 px
- ☐ Shared Video Up to 435 x 244 px, use link
- ☐ Tweet Text: up to 140 characters (including link, @ mention, hashtag)
- ☐ Image/Video Description: 66 Characters



Twitter Search

- Basic <https://twitter.com/search-home#>
- Advanced <https://twitter.com/search-advanced>
- Mine the API! <https://dev.twitter.com/docs/api/1.1>
- The search API over-represents the more central users and does not offer an accurate picture of peripheral activity; the bias is greater for the network of mentions - *González-Bailón, Sandra, et al.*
"Assessing the bias in communication networks sampled from twitter." [Available at SSRN 2185134 \(2012\).](#)

See what's happening **right now**

Tip: use [operators](#) for [advanced search](#).

Search



Tweeting Links, Images, Videos

- Link Link Link
- Track and study your links, use [Bit.ly](#) and/or [goo.gl](#) to shorten links, track them and make comparisons, spot patterns
- Always attribute links and indicate file type when not HTML (PDF)
- Image expanding depends on bandwidth and settings in widgets
- Twitter normally shortens URL using <http://t.co/>
- Respect copyright; also consider users might be using Twitter at work or in settings in which some content is not appropriate and we must assume images will be expanded by default
- Make sure you are legally allowed to share publicly and openly
- Link to open access resources and content licensed with Creative Commons; some content restricts even linking to it so beware!

If No One Hears It...





#Hashtags and #Livetweeting

Professional > Higher Education Network > About us > Awards

Higher Education Network

Ideas, insight and debate from the global higher education community

[Previous](#)

[Blog home](#)

Live-tweeting at academic conferences: 10 rules of thumb

After 'Twittergate', Ernesto Priego explores the ethics of live-tweeting academic events and provides 10 points to bear in mind when navigating this emerging social media minefield



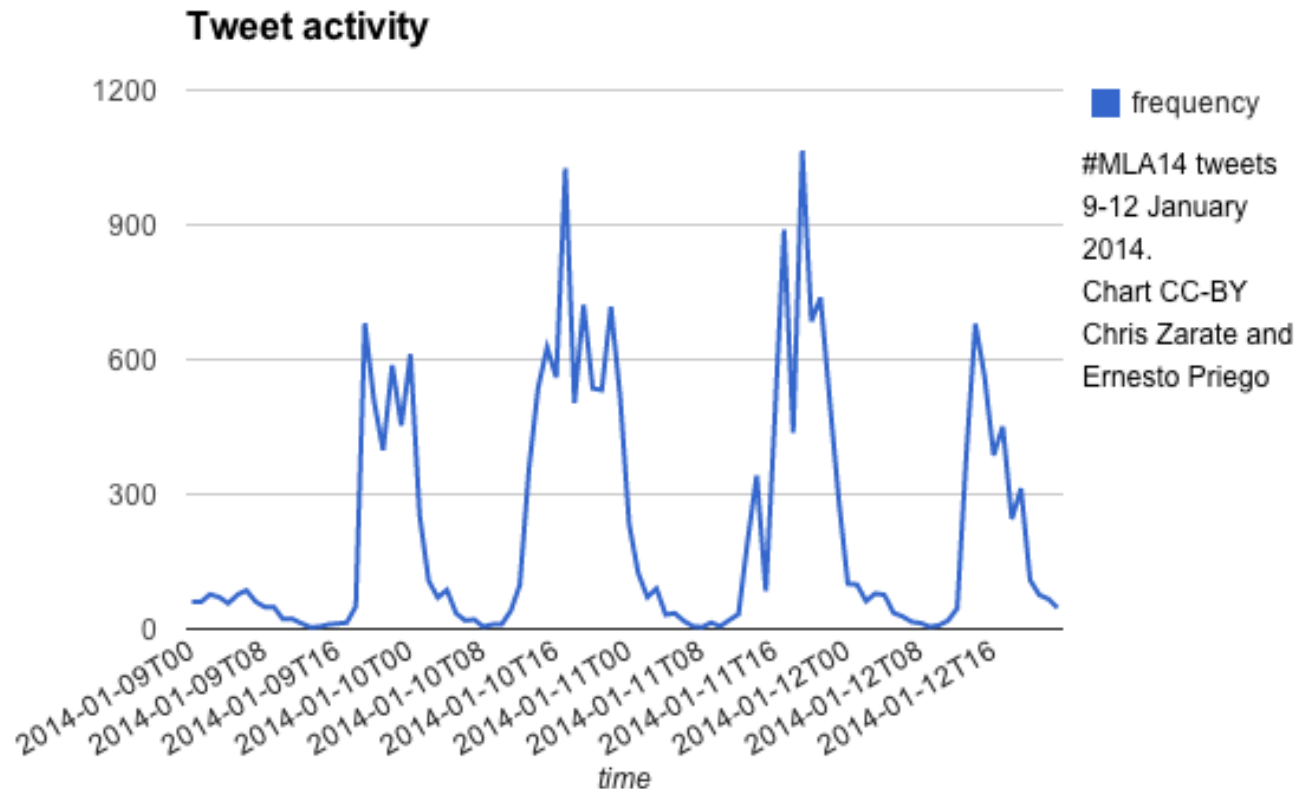
<http://www.theguardian.com/higher-education-network/blog/2012/oct/03/ethics-live-tweeting-academic-conferences>

The Academic Event #Backchannel

- Academic event “amplification”
- Public service to your peers
- Audience as active participant
- Scholar as journalist: amplify the reach of academic events
- Allows you to follow and participate even remotely, become known
- Get a dedicated column for the hashtag using TweetDeck
- Do not RT everything that others are Rting anyway
- Attribute speaker, edit, use proper keyboard
- Find speakers’ Twitter @ handles in advance. Dot prefix so everyone can see
- Be positive; debating on Twitter is time-consuming and can lead to misunderstandings due to de-facto decontextualisation



Twitter in Conferences: Beyond Four Walls



<http://remoteparticipation.commons.mla.org/2014/01/16/mla14-a-first-look/>
Priego, E. & Zarate, C. (2014). #MLA14 Twitter Archive, 9-12 January 2014. [Dataset]
<http://openaccess.city.ac.uk/3083/>

TweetDeck: Beyond the Twitter Web Client/App



<https://tweetdeck.twitter.com/>

Panel from *Watchmen*
© DC Comics



Apps

- <https://twitter.com/settings/applications>
- <https://support.twitter.com/articles/76052#>
- Services that connect to your account
- They use the Twitter API
- They need access to your account to work
- Keep an eye on them as you can lose track of what they can do for you, i.e. send automated DMs or tweets
- Third-party apps appear and die everyday
- You can create your own apps; this will allow you to tap into the API directly, for example to harvest tweets and create datasets



#HigherEd

- Hashtags vary, live and die; they can be useful, but require filtering, curating, care
- Hashtags are nodes for communities
- Conferences and academics should check a hashtag is not being used for something else (#UCL – UEFA Champions League)
- Hashtags can get spammed; abusers need to be blocked and reported
- Each hashtag can get a search URL so you can link to it for a limited time
- #PhDchat <https://twitter.com/search?q=%23phdchat>
- #ECRchat <https://twitter.com/search?q=%23ECRchat>
- #MLA15 <https://twitter.com/search?q=%23MLA15>
- #DH2014 <https://twitter.com/search?q=%23DH2014>
- <https://support.twitter.com/groups/53-discover#>



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Building: The Basic Set-Up



★ Facebook is popular but...

<http://epriego.wordpress.com/>

★ The essential Social Media Engagement set-up is a blog/
dynamic content site and a Twitter account.

★ Go for Wordpress. Easy to learn, open source, great
development community.

★ Then everything else....



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Building

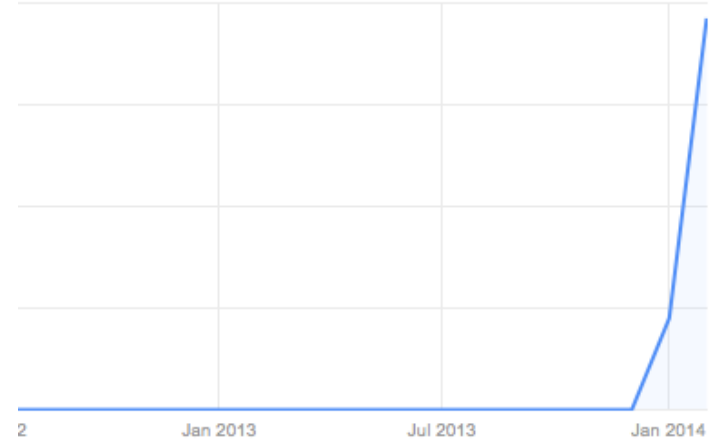
- ★ Twitter first, with it you can create other accounts
- ★ Multi-account services like TweetDeck (Desktop) or HootSuite (mobile and desktop) can prove essential
- ★ Decide what content and what tone works for which platform whilst being consistent
- ★ Your home site must be linked from your bio
- ★ Setting up a project blog within your home site remains vital, with brief but frequent (not too frequent) posts



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Clicks for the past: [two hours](#) | [day](#) | [week](#) | [month](#) | [all time](#)



Launching

- ★ Plan in advance. You can schedule some content, but do not fully automate the postings; be prepared to reply to feedback
- ★ Analyse how your followers react and when (Google Analytics, [KissMetrics](#))
- ★ Get your friends, colleagues, connections to help you share. Thank those who help you and/or inspire you.
- ★ Tap into current trends through hashtags, news items, etc., without being opportunistic or spammy (be sensible!)



Optimising

- ★ Listen for feedback. Watch and learn.
- ★ Remember: no one sees Twitter in the same way; every Timeline is different.
- ★ Twitter is not only conversational, it's your main distribution centre, so link, link link.
- ★ Study what hashtags people use. Participate if appropriate. Create your own hashtag(s) but check before if it's being used already.
- ★ Track and study your links, use [Bit.ly](https://bit.ly) and/or goo.gl to shorten links, track them and make comparisons, spot patterns





Wdidgets: Make It Shareable



- ★ To add Twitter widgets and customise them go to <https://about.twitter.com/resources/buttons> and <https://twitter.com/settings/widgets>
- ★ Increase your shareability with customised share widgets and buttons on your home site and blog, with widgets on each post (try out [ShareThis](#) or [Shareaholic](#)).




Twitter as Scholarly Output: Cite!

Tweet2Cite

Reference Tweets with the quick, easy, and free Tweet citation generator that converts Tweets into, properly formatted MLA, APA and Wikipedia, citations. Paste the [URL](#) of the Tweet you want to cite in the field below, tap 'Convert!', and you're on your way!

Convert!

 Tweet 979

 Follow @tweet2cite

<http://tweet2cite.com/>

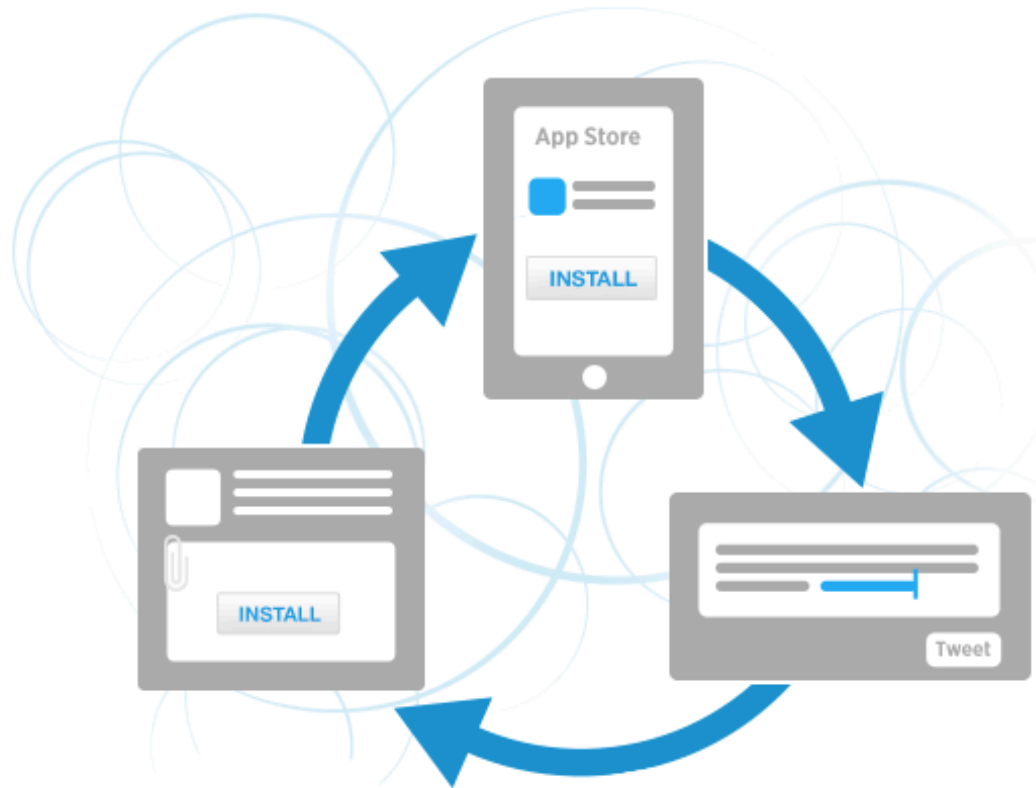


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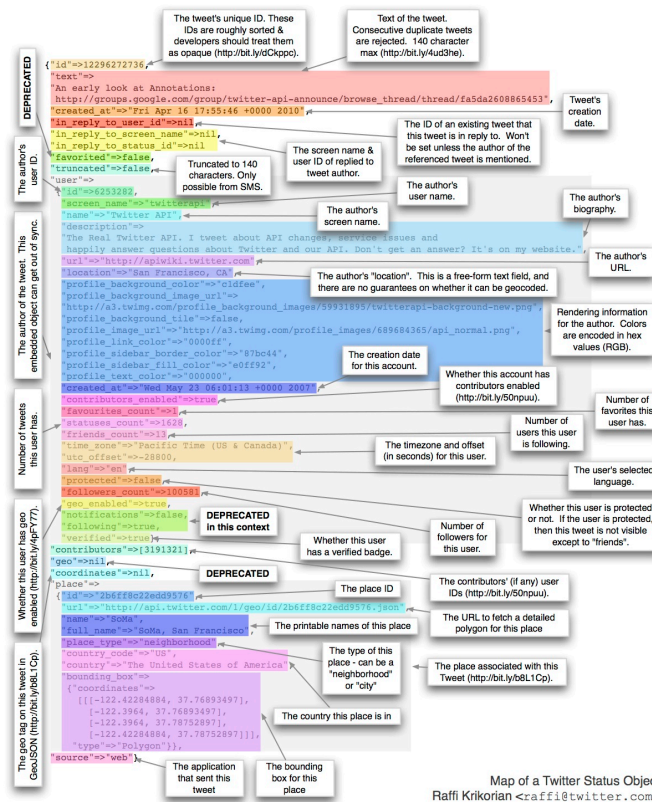
Twitter API

<https://dev.twitter.com/docs/api/1.1>



<https://dev.twitter.com/>

The Naked Tweet: Data, Metadata



Map of a Twitter Status Object
Raffi Krikorian <raffi@twitter.com>
18 April 2010

<http://www.slaw.ca/wp-content/uploads/2011/11/map-of-a-tweet-copy.pdf>

<https://blog.twitter.com/2013/introducing-new-metadata-for-tweets>



Taking it Further: Search and Archive Tweets with Google Spreadsheets: Dig!

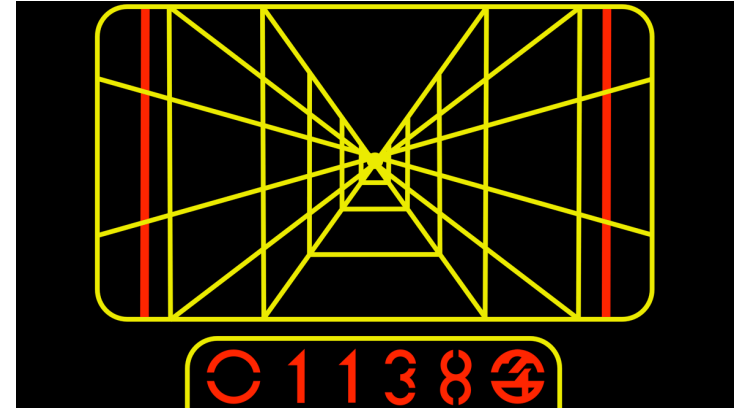
- You need a Twitter Account
- You need a Google Account
- You need to have Google Integrated into your Twitter Account
- You need to register at <https://apps.twitter.com/app/new>
- You will need a “call back URL” (for Google spreadsheets, <https://spreadsheets.google.com/macros>)
- You will get a “Consumer Secret” and “Consumer Key”, codes that allow you to have access to the API
- Find out more at <http://mashe.hawksey.info/2013/02/twitter-archive-tagsv5/>



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Avoid Inertia: Stay on Target



- ★ Aim to provide a service, not just self-promote, broadcast
- ★ Interest your audience
- ★ Be responsive
- ★ Be mindful of diversity and public nature of social media
- ★ Make valuable, sustainable connections
- ★ Adapt to each different setting by watching, learning, copying strategies you like
- ★ Make it fun, but always think before posting



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Final Personal Tips

- ★ Images, images images. Use them to tell a story.
- ★ Post info that will engage a mobile audience (interesting stats, info tapping into current events, easy to read text, graphics and multimedia that can be viewed easily on mobile devices)
- ★ Design posts to be shared, not just read; post shorter tweets (120 characters is ideal); do not post too quickly, less is more.
- ★ Think of your tweets as your public scholarly footprint. You are human too, so not everything has to be scholarly, but be mindful of what you share and what the consequences might be. This vary from user to user and context to context.



Final Personal Tips

- ★ Different platforms are used differently. Do not tweet FB links. Always ask yourself: “Is this the right text?” “Is this going to be interesting and shareable?” “Is this the right image?”
- ★ Have a coherent social media personality. Give your posts a human touch; make them stand out as real, not egotistic, shamelessly self-promotional, etc.
- ★ Tweet links to your publications. If they are open access (for example links to your OA repository) all the better!

Round-up

- ★ Think offscreen, brainstorm. The technical bit is easy, it's adapting to each environment what counts
- ★ One learns from experience. Follow those you admire, research/study and work with
- ★ Twitter is addictive and it takes time
- ★ Twitter enables scholarly networks. The principles of scholarship also apply: attribution, collegiality, peer review.



Round-up

- Do not impose yourself. Do not spam. Become part of communities to create your own. Interest your audience by making them participants.
- Live-tweet from events you attend. Attribute and create networks. Do research in advance.
- Watch your performance with the tools and time you have available and act accordingly.



Further Resources

- Twitter Help Center <https://support.twitter.com/>
- The Official Twitter Blog <https://blog.twitter.com/>
- Twitter Developers <https://dev.twitter.com/>
 - API Documentation: <https://dev.twitter.com/docs>
- University of Cambridge Digital Humanities Network
<http://www.digitalhumanities.cam.ac.uk/training/external>
- University of South Africa OpenUCT Initiative Academics' online presence guidelines
<http://openuct.uct.ac.za/article/academics-online-presence-guidelines>



This deck of slides contains concepts, data, images, and links sourced from the collective Twitter Hive Mind. Every attempt has been made to attribute and link back to the original sources/owners. Third-party content is included here and shared in these slides for research and educational purposes and is copyright its original owners. Unless otherwise stated all third-party content is ©, ® or ™ of their respective owners. No challenge to any owner's rights is intended or should be inferred. Some of these slides also appeared in my previous presentation "Marketing on a Shoe-string Part I. #Impact: Social Media Best Practices for Start-ups." figshare.

<http://dx.doi.org/10.6084/m9.figshare.931745> (2014).

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