

COMMUNICATING RESEARCH ONLINE: TWITTER

How to use it effectively to
support research and impact

2 November 2017 / Wolfson 3, Research Exchange/ Alex Buxton and Katie Irgin, R&IS



The workshop

- Identifying and engaging with key stakeholders
- Increasing engagement and building communities online
- Evaluating and evidencing activity
- Resources available

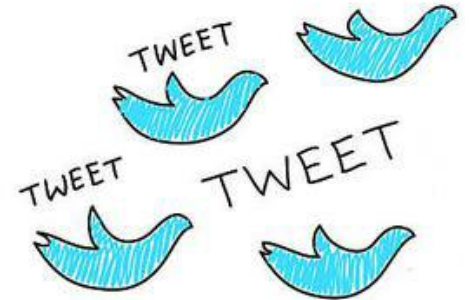
How can Twitter enhance the impact of your research?

- Feedback on research ideas
- See who is talking about your subject area
- See what discussions other people are having
- Find out about news and events
- Find research funding opportunities
- Use it to promote your research activity
- May be helpful for REF impact case studies



Growing your following

- Link to your Twitter account from your university bio page and project webpage.
- Every time you do a presentation or conference include a slide with your Twitter handle and let people know they can follow you
- You could upload the slides to SlideShare and tweet them
- Every time you get a paper published, tweet a link to the paper – Warwick WRAP hosts all published university research and is open access. <https://www.altmetric.com/details/1053708>
- Tweet quotes from other speakers at conferences you attend and join in event or conference hashtags
- Set up google news and google scholar alerts for your subject area and tweet them if relevant – establish yourself as a ‘go-to’ source for the latest news
- Include your twitter handle in your email signature



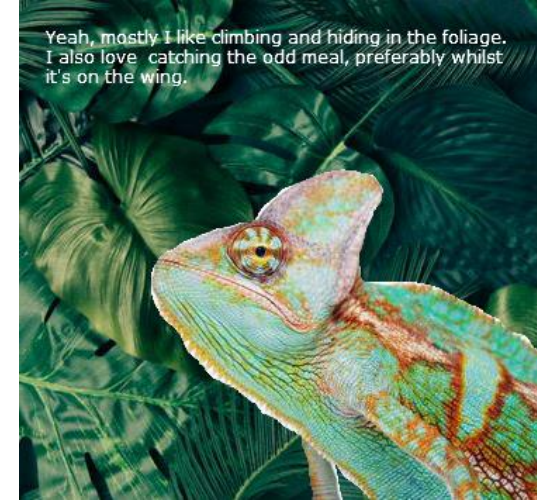
Activity:

- As a group list potential opportunities for promoting your Twitter account (10 mins)
- Write on a piece of flip chart paper, after 10 minutes will ask each group to read their ideas



Identifying and engaging with stakeholders

- Make sure you have an effective biography on your Twitter page
- Use a high quality profile picture
- Who are the people you most frequently retweet?
- Use twitter as part of a wider social media and communications strategy:
 - What are you trying to achieve through communicating your research?
 - Set goals and monitor progress
- Ask stakeholders if there is scope for promoting each others messaging
- Could you create a network in your department?
- Link in with departmental and university accounts



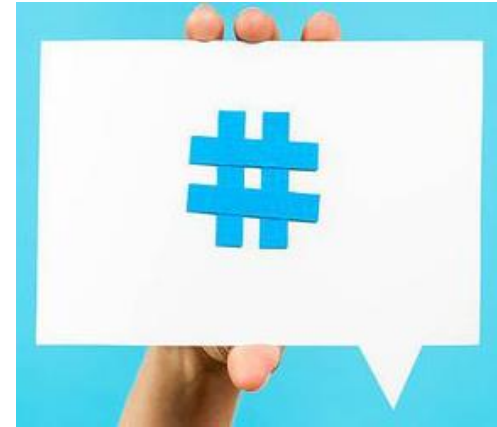
Increasing engagement and building communities online

- Consider how useful each tweet you are thinking of sending is to your followers
- Use hyperlinks to further information
- Use images: tweets with images are 35% more likely to be retweeted. Tweets with video get a 28% uplift in potential reach
- Avoid using too many acronyms and abbreviations
- Timing is key – tweet at times your followers are active – use hootsuite for scheduling



Increasing engagement and building communities online

- Don't tweet in bursts, space your tweets out over the day
- Use hashtags for specific issues or topics – first search to see if a hashtag exists already, if it doesn't start a new one but communicate with others to get them using it
- Look back at your tweets and see which ones work well – formula for success
- #FF Follow Fridays use @ mentions to remind others to follow you



Activity

- Using the materials provided, list your stakeholders (10 mins)
- Review your twitter account, are you happy that your last 3 tweets accurately reflect the type of content you publish – If so – follow them right now! (5 mins)



Evaluating and evidencing activity

- Twitter analytics: Click on your picture in the upper right hand corner, select analytics from the drop down menu. Analytics broken down into 3 elements:

Home

Tweets

Audiences



Evaluating and evidencing activity

- Impressions: Number of times your tweets have appeared in someone else's timeline
- Engagements: Link clicks, retweets, favorites and replies
- View tweet details for specific metrics – who has engaged, where are they from
- Top tweets – Use this data to inform future content and posting times
- Impressions and Follower growth – are there any spikes? What did you do to cause that, could it be replicated?



What other communications support is available to researchers?

- Internal Communications support: InternalComms@Warwick.ac.uk
- Digital signage adverts on campus TV screens: DigitalSignage@Warwick.ac.uk
- Social media training: a.howes@Warwick.ac.uk
- Social media policy <https://www2.warwick.ac.uk/services/externalaffairs/marketing/digital/social/policy>
- Media training: press@Warwick.ac.uk
- Help organising and running public events: public-engagement@warwick.ac.uk

What other guidance is available

- Fast Track Impact – Social media strategy template <http://www.fasttrackimpact.com/single-post/2016/12/15/Introducing-the-all-new-Fast-Track-Impact-Social-Media-Strategy-Template>
- Fast Track Impact – Top Twitter tips for research impact <http://www.fasttrackimpact.com/single-post/2015/10/4/Top-Twitter-Tips-for-Research-Impact>
- LSE Impact blog - Twitter provides proof of real-time engagement with the public <http://blogs.lse.ac.uk/impactofsocialsciences/2012/12/11/brown-twitter-monitor-real-time-responses/>

QUESTIONS?

