

# **THINK BEFORE YOU TWEET**

A CASE STUDY FOR TWEETING IN ACADEMIA

# DISCLAIMER:

I love Twitter. I use it almost everyday. But I don't know everything.



## Claire Sturgeon

@ClaireSturg FOLLOWS YOU

Science writer at [@IGBillinois](#). Farmer's daughter, [#AgComm](#) graduate, and 5th generation [#ILLINI](#). Generally tweeting science news, [#longreads](#), and [#scicomm](#) tips.

 Champaign, IL

 [igb.illinois.edu/news](http://igb.illinois.edu/news)

 Joined September 2010

# WHAT IS TWITTER, ANYWAY?

OVERVIEW OF THE POPULAR MICRO-BLOGGING WEBSITE

# REVIEW OF A REAL LIVE TWITTER PROFILE

**CARL R. WOESE**  
**INSTITUTE**  
**FOR**  
**GENOMIC**  
**BIOLOGY**

**Genomic Biology**  
@IGBllinois

The Carl R. Woese Institute for Genomic Biology (IGB) drives health, food, and energy advances through collaborative #genomic research at @Illinois\_Alma.

Urbana, Illinois  
igb.illinois.edu

314 Photos and videos

**Tweets**   Tweets & replies   Photos & videos

**Pinned Tweet**  
**Genomic Biology** @IGBllinois · 6h

We're celebrating Carl R. Woese and renaming our Institute in his honor.

Free registration: [bit.ly/1dKM6wR](http://bit.ly/1dKM6wR)

Univ. of Illinois, U of I News Bureau, College of LAS at IL and 3 others

**Who to follow** · Refresh · View all

- Natalie Cooper** @nhcooper...  
Follow
- March4ElesAndRhinos** @EL...  
Follow
- Rachel Armstrong** @living...  
Follow

Find friends

**Trends** · Change

- #hometovote**  
Irish abroad explain why they came #hometovote on marriage equality  
69.7K Tweets about this trend
- #MemorialDayWeekend**  
Twitter Chat: What are your Memorial Day weekend safety tips?  
36.4K Tweets about this trend
- #FossilFriday**  
1,685 Tweets about this trend
- #CSKvsRCB**  
IPL 2015 - Qualifier 2 - CSK vs RCB

# WHAT MAKES A TWEET SUCCESSFUL?

## Purpose.

Be sure to include:

1. Link
2. #AllTheHashtags
3. Mentions
4. Picture(s)/Video
5. Tag photo
6. Leave 10 characters free?



Genomic Biology @IGBllinois · May 28

Register for **#PollenPower**, a day camp for middle school girls to learn about **#climatechange**. [bit.ly/1i3IBhj](https://bit.ly/1i3IBhj)

👤 Andrew Leakey, A-maize-ingO3, Setaria Project and 2 others



[View photo](#)

## MORE ON THE #

**2X**

Tweets with hashtags receive 2X more engagement than those without hashtags.

**21%**

Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.

**17%**

Tweets that use more than two hashtags actually show a 17% drop in engagement.

# BUT SOMETIMES, SIMPLE IS BETTER.




**Barack Obama** ✓  
@BarackObama



Following

Bees. [ofa.bo/j5fb](https://ofa.bo/j5fb)



 Washington Post



**How the White House plans to help the humble bee maintain its buzz**

By Juliet Eilperin @eilperin

The president is a little obsessed with the insects, in part because they are so crucial to the food supply.

[View on web](#)

RETWEETS  
**1,530**

FAVORITES  
**2,698**



12:21 PM - 19 May 2015

# TWITTER TACTICS

- Follow/support each other! <http://illinois.edu/ds/socialMedia>
  - “Favorites are like virtual hugs,  
you can never give out too many.”
- Search for news release headlines
  - RT/reply to tweets that comment on the news piece
  - Favorite every tweet that tweets about it
- Relate recent news to your unit’s news
  - “Travertine reveals ancient Roman aqueduct supply”
- In lieu of courtesy tweets, engage!



# **USEFUL TOOLS**

TO HELP YOU DOMINATE TWITTER

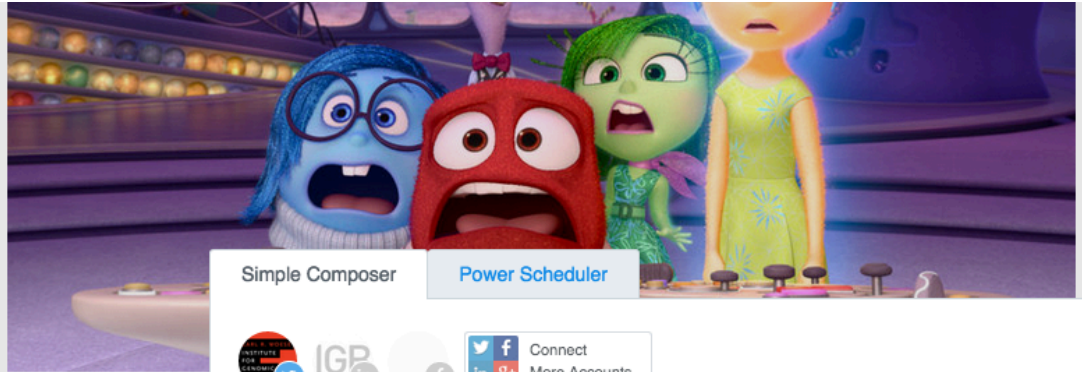
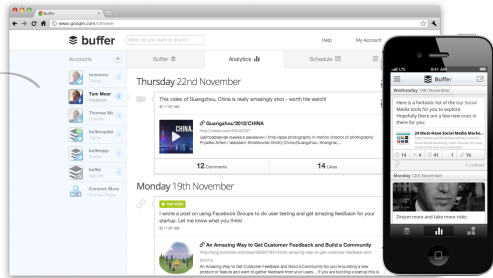
# BIT.LY CHROME EXTENSION

The screenshot shows a Chrome browser window with several tabs open. The active tab is 'www.igb.illinois.edu/news/many-experiments-price-one-gene-regulation-breakthrough-study'. The page content includes the header 'CARL R. WOESE INSTITUTE FOR GENOMIC BIOLOGY WHERE SCIENCE MEETS SOCIETY' and a navigation menu. A Bitly extension popup is centered on the screen, displaying the title 'Many Experiments for Price of One: Gene Regulation Breakthrough Study | Carl R. Woese Institute for Genom...' and the current bitlink 'bit.ly/1Mog0IO'. The popup also features a 'Save' button, a 'Copy Bitlink' button, and a 'Share' button. A notification at the bottom of the popup says 'You're the first to save this long URL! Would your friends like it? Share it!'. The background article text is partially visible, mentioning 'Inside every cell that makes up...' and 'University of Illinois computer scientist Saurabh Sinha (pictured, right) and colleagues, including...'

Great to get a short link quickly or to tweet a picture from a webpage!

# BUFFER

 **buffer**  
Your smarter way to share



Simple Composer

Power Scheduler



It's All In Your Head: Director Pete Docter Gets Emotional In 'Inside Out'  
<http://n.pr/1Gh2COO>



Add to Queue

The new animated Disney/  
emotions, each voiced by a  
*Disney/Pixar*

Why do songs get stuck in  
your head? The new Disney  
worksings of our mind

The film follows 11-year-old Riley, whose  
her father starts a new company in San Francisco. This normally joyful girl becomes  
sad and angry when she's forced to leave the house, the friends and the hockey team  
she loves. Much of the film takes place inside her head, where there's a control room  
operated by five characters who personify her primary emotions: Joy is voiced by Amy

# HOOTESUITE

The screenshot displays the HootSuite dashboard in a web browser. At the top, there's a navigation bar with the HootSuite logo and a search bar. Below this is a tweet composer with a character count (0 chars) and buttons for "Shrink It", "Send Later", and "Send Now". The main dashboard is divided into several columns:

- Featured:** A list of featured tweets, including one from @hootsuite and another from @invoketest/peeps.
- My Blogs:** A section for managing blog posts.
- Facebook Friends:** A section for managing Facebook connections.
- LinkedIn:** A section for managing LinkedIn connections.

At the bottom of the dashboard, there are links for "Streams", "Stats", and "Settings". A footer contains the HootSuite logo, copyright information (©2009 by Invoke), and various utility links like "Feedback", "About", "FAQ", "Contact", "Blog", "Terms", and "Privacy".



# YOUR CELL PHONE



- Engage in conversations during talks/tonferences
- Post pictures/videos in real time
- Know when people are talking about you, and manage it

# ANOTHER TWITTER ACCOUNT.



TWEETS **698** FOLLOWING **406** FOLLOWERS **398** FAVORITES **103** LISTS **2**

Edit profile

**Claire Sturgeon**

@ClaireSturg

Science writer at @IGBllinois. Farmer's daughter, #AgComm graduate, and 5th generation #ILLINI. Generally tweeting science news, #longreads, and

Tweets Tweets & replies Photos & videos



**Claire Sturgeon** @ClaireSturg · 21s

Waiting for #distractinglysexy tweets from @KateClancy and other #girlswithtoys at @Illinois\_Alma.



Who to follow · Refresh · View all



**Michael Marshall** ✓ @m\_c... ✕

Follow



**Rowan Hooper** ✓ @rowhoop ✕

Follow

# OTHER TWITTER TOOLS:

- Tweriod
    - When should I tweet?
  - Hashtagify
    - Do I use #genetics, #genome, or #DNA?
  - Hashtags.org
    - What hashtags to use and when to use them.
  - TwitterCounter
    - Compare Followers verse Following
    - See trends over time
  - JustUnfollow, now CrowdFire
    - Manage your nonfollowers, fans, recent followers and recent unfollowers
  - ManageFlitter
    - Need to downsize your following?
- 
- 19 free social media analytics tools
    - Other good tools, for more than just Twitter

**TWITTER HAS NO TONE**

WHICH MEANS SARCASM CAN BE MISINTERPRETED



# THINK BEFORE YOU TWEET.



**Joyce Carol Oates** ✓

@JoyceCarolOates



+ Follow

So barbaric that this should still be allowed...  
No conservation laws in effect wherever this  
is?



**Chris Tilly** @TillyTweets

This guy thinks it's cool to kill defenceless animals then take a selfie. Jerk.



RETWEETS

**3,350**

FAVORITES

**2,250**



11:52 AM - 9 Jun 2015

# #EVERYDAYSEXISIM

THAT TIME MPI-CBG DUG A HUGE HOLE, AND THEN DUG DEEPER

# PIPETTING ROBOTS > BETTER THAN WOMEN?



**InfoSec Taylor Swift**  
@SwiftOnSecurity



Follow

Stupid women employees, continuing the human race by getting pregnant. But there's good news. (Via @engineeradvice)



**MPI-CBG Dresden**  
@mpicbg



Pipetting robots don't get tired, don't need any vacation, and they don't get pregnant :) Meet one during #ObscuraDay [bit.ly/1FqkbeK](http://bit.ly/1FqkbeK)

RETWEETS

101

FAVORITES

64



9:58 AM - 22 May 2015

# THEIR RESPONSE:



**Michael Doube** @mdoube · May 21

Ill-judged justification, the pregnancy one, @mpicbg... @EverydaySexism. What about the dads & the Ausländer?



**MPI-CBG Dresden**

@mpicbg



Follow

@mdoube @EverydaySexism hey, we put a smiley there! actually, it's quite bad that these expensive robots can't procreate.



RETWEETS

3



12:08 PM - 21 May 2015

# TAKE TWO.



**MPI-CBG Dresden**  
@mpicbg



 **Follow**

We are sorry about the unreflecting pipetting robot tweet. We did not intend to hurt anybody's feelings. #everydaysexism



RETWEETS

**14**

FAVORITES

**19**



9:05 AM - 22 May 2015

# TRY AGAIN.



**Katherine Crocker** @cricketcrocker · 3h

@mpicbg It's not about "hurt feelings". It's about glib exclusionary sexism and then excusing gaff as 'unreflecting' instead of wrong.



**MPI-CBG Dresden**

@mpicbg



+ Follow

@cricketcrocker yes, the tweet was wrong.



FAVORITES

2



9:49 AM - 22 May 2015



Reply to @mpicbg @cricketcrocker



**Katherine Crocker** @cricketcrocker · 2h

@mpicbg Thanks for the unflinching acknowledgement--I respect that a lot.



# FINALLY.



**MPI-CBG Dresden**  
@mpicbg



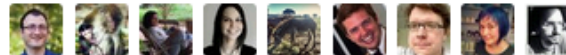
 Follow

We deleted the offensive pipetting robot tweet. We apologize for the sexism it conveyed. #everydaysexism



RETWEETS  
**20**

FAVORITES  
**17**



10:15 AM - 22 May 2015

# TWITTERSPHERE RESPONDS, SO DOES MPI-CBG.

 **Terry Wheeler** @ta\_wheeler · 3h  
That RT shows how much work we still have to do before science has equality. Sexism is never funny. Think before you tweet, @mpicbg

← ↻ 4 ≡ ★ 12 + 👤 📧 ⋮



**MPI-CBG Dresden**  
@mpicbg



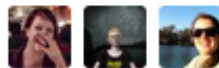
+ 👤 Follow

@ta\_wheeler we know #everydaysexism isn't funny. we learned our lesson.



FAVORITES

3



9:54 AM - 22 May 2015



# #GIRLSWITHTOYS

WHEN KATE CLANCY "GOT ANGRY" AND TOOK TO TWITTER

# #GIRLSWITHTOYS REACHES CRITICAL MASS

Astronomer Shrinivas Kulkarni told NPR that many scientists are...

“boys with toys”

Which prompted female scientists to post photos with scientific equipment.

#GirlsWithToys



**BBC Trending** @BBCtrending · May 18

Female scientists react to an astronomer's comment with nearly 17,000 tweets using [#GirlsWithToys](#) in 48 hours



1K



728



# ORIGIN OF #GIRLSWITHTOYS



**Kate Clancy**  
@KateClancy



Following

#girlswithtoys



RETWEETS  
**7**

FAVORITES  
**23**



8:55 AM - 16 May 2015

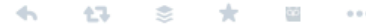


**Kate Clancy**  
@KateClancy



Following

My student Paige Jamieson presenting her research. #girlswithtoys



RETWEETS

**16**

FAVORITES

**49**



8:57 AM - 16 May 2015



Reply to @KateClancy



**@\_ColinS\_ · May 16**

@KateClancy I dunno if that hashtag gives quite the impression you're going for



**Kate Clancy @KateClancy · May 16**

@\_ColinS\_ Do you know the context and previous tweets about boys with toys?

# #GIRLSWITHTOYS

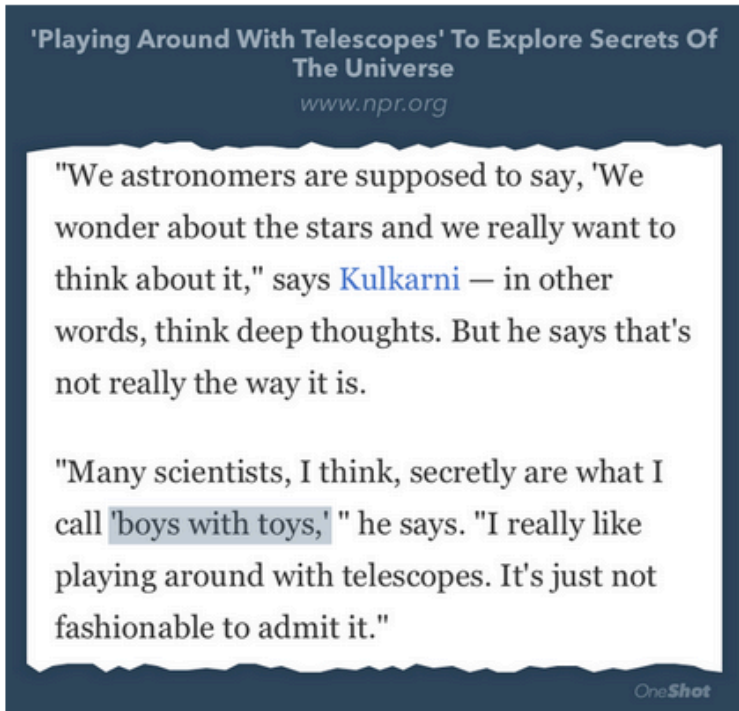


**Katie Mack**  
@AstroKatie



Following

No. Really. We're not. (HT @kateklancy)  
[npr.org/2015/05/16/406...](http://npr.org/2015/05/16/406...)



RETWEETS 155 FAVORITES 171



9:01 AM - 16 May 2015



**Janet D. Stemwedel**  
@docfreeride



+ Follow

How hard would it have been for @joepalca & @nprscience to interview some #girlswithtoys about why \*they\* study astronomy?



RETWEETS 35 FAVORITES 63



11:20 AM - 16 May 2015



**Nicole Gugliucci**  
@NoisyAstronomer



+ Follow

I bet we can expand beyond astronomy. Ladies in science! Do you love your instruments? Tweet it with #GirlsWithToys



RETWEETS 57 FAVORITES 64



11:32 AM - 16 May 2015

# THINK. THEN TWEET.

## JE-'NŌ-MIKS\

GENOMICS [JE-'NŌ-MIKS\]:

THE STUDY OF THE STRUCTURE AND FUNCTION OF AN ORGANISM'S COMPLETE SET OF GENETIC MATERIAL, AND HOW IT DEFINES LIFE.

HEALTH ENVIRONMENT ENERGY

The Institute for Genomic Biology is an interdisciplinary genomic research facility at the University of Illinois that advances life science research and stimulates bioeconomic development.

INSTITUTE FOR GENOMIC BIOLOGY



Genomic Biology  
@IGBllinois

#GirlsWithToys

@neurobeegirl reads RFID tags on bees, and found 20% do 50% of the work.

[bit.ly/1LfQXR0](http://bit.ly/1LfQXR0)

Urbana, IL

Claudia Lutz, MCB Advising and Univ. of Illinois



RETWEETS 8 FAVORITES 13



10:03 AM - 21 May 2015

AGRICULTURE

**YOUR TURN.**

BUT REMEMBER, THINK BEFORE YOU TWEET.

# RECAP: WHAT MAKES A TWEET SUCCESSFUL?

- **Purpose**

1. Link
2. #AllTheHashtags
3. Mentions
4. Picture(s)/Video
5. Tag photo

- Leave 10 characters free?



Genomic Biology @IGBillinois · May 28

Register for **#PollenPower**, a day camp for middle school girls to learn about **#climatechange**. [bit.ly/1i3IBhj](https://bit.ly/1i3IBhj)

👤 Andrew Leakey, A-maize-ingO3, Setaria Project and 2 others



[View photo](#)