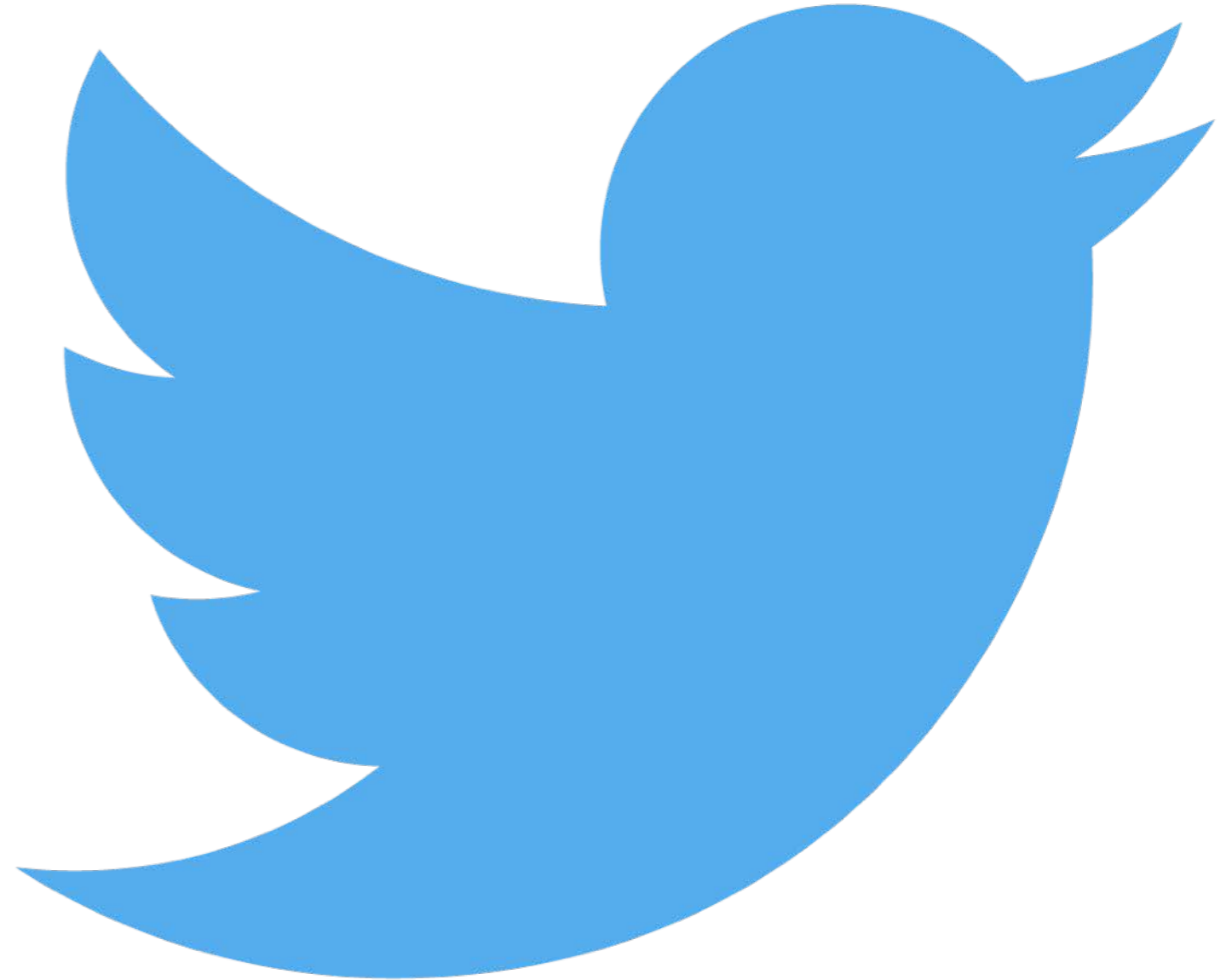




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Heart Lung Innovation
UBC and St. Paul's Hospital

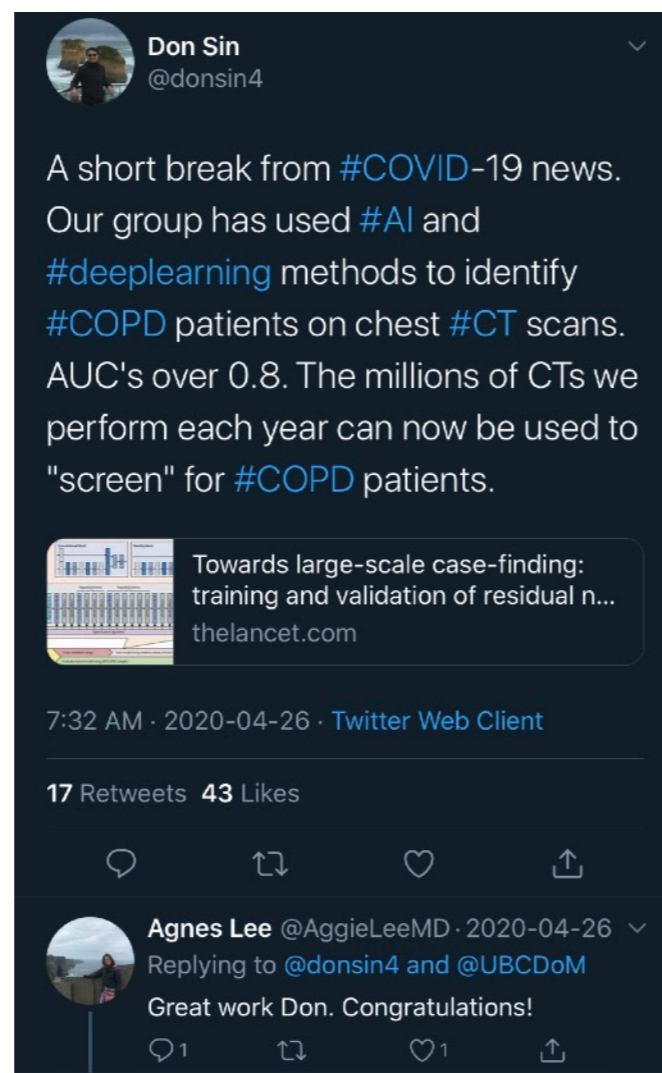
Research Day Twitter Guidelines



What is Twitter?

Twitter is a social networking platform on which users post short messages known as “tweets”.

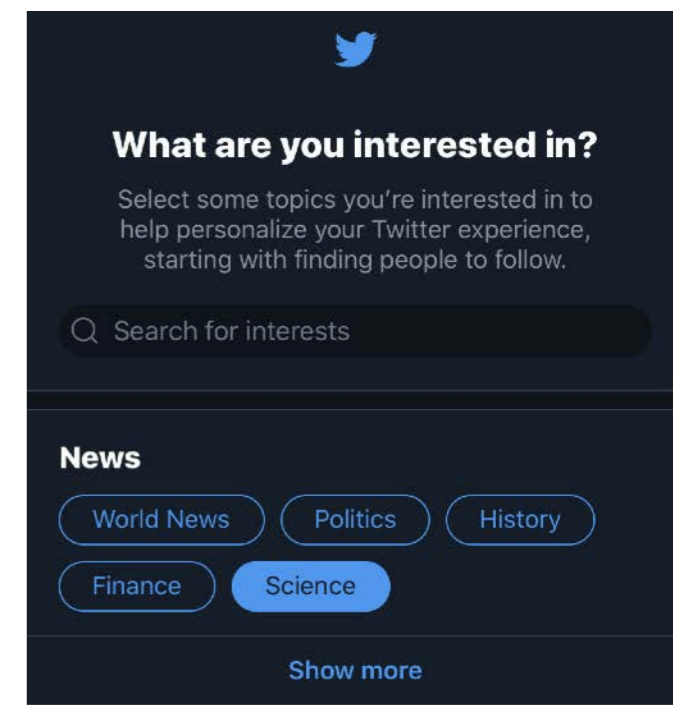
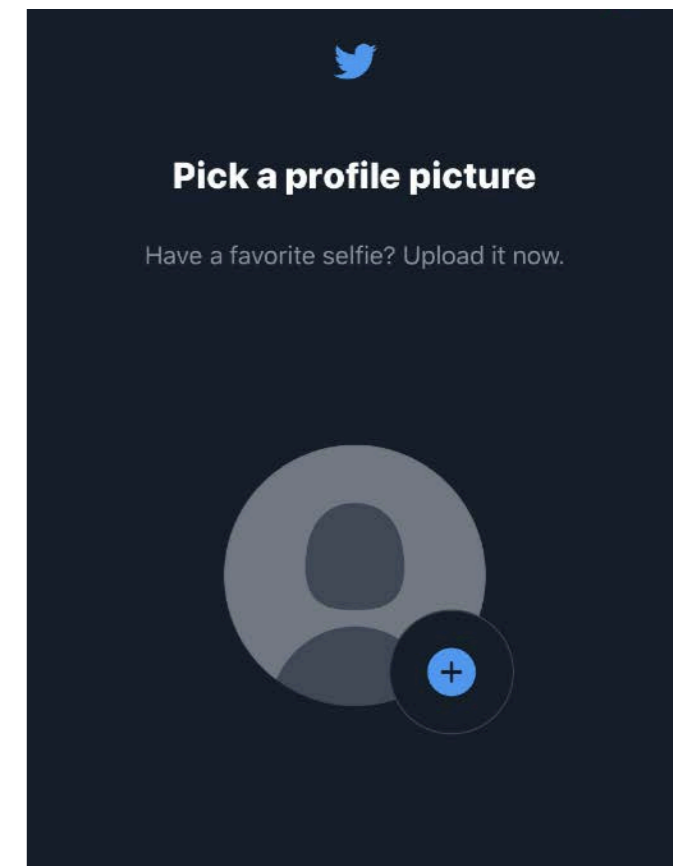
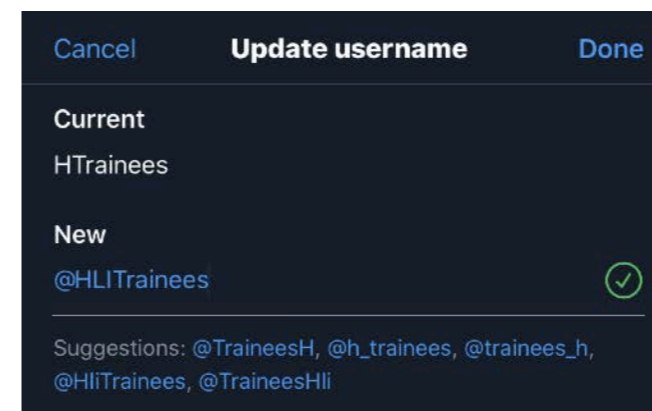
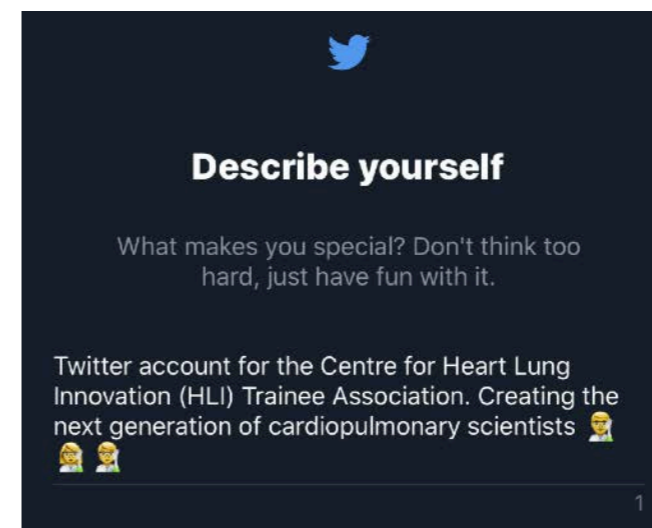
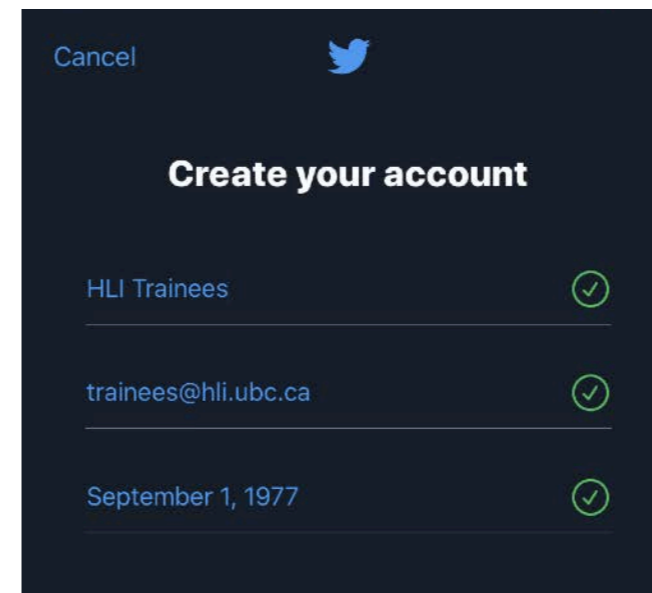
- Each tweet has a 280 character limit that can be accompanied with a hashtag, picture, or video.
- You can like, retweet (share to your followers), or reply to tweets.
- Your Twitter feed (or “timeline”) consists of tweets and retweets from accounts that you are following.
- Tweets can be about anything: science, music, sports, thoughts, politics, etc.
- Certain keywords or themes will be popular topics of conversation on Twitter at any given time. These are "trending" topics and it can be useful to engage in exchanges on these topics to build your Twitter following.

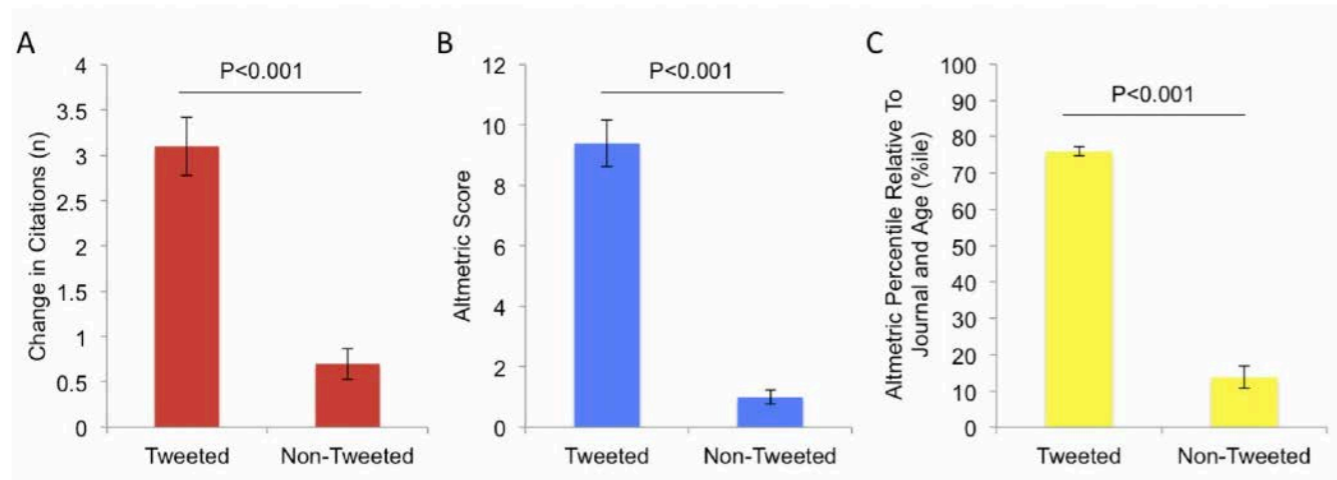


Creating an account

If you don't have an account, download the Twitter app or go to twitter.com and click on the "Sign up" button

- Include a photo of yourself! This makes it easier to remember who you've met at past conferences and tells people that you're not a fake account (a.k.a. "bot").
- Determine the purpose of your Twitter (you may consider making separate personal and professional accounts). Then, write a short bio about your interests so that people know what info you're likely to share.
- "Follow" people, journals, organizations, and topics that you are interested in hearing from (e.g. @BillNye, @nature, @UBC, #science).
- Head to Account → Username and pick a handle (username) that's short and easy to remember (e.g. @HLIStPauls, @donsin4).





Luc, JGY *et al.* (2020) *Does tweeting improve citations? One-year results from the TSSMN prospective randomized trial.* One hundred and twelve publications were randomly selected to be tweeted (n=56) or not tweeted (n=56) to a combined 52,893 followers. At the end of a year, tweeted publications had an increase in the number of citations as well as the Altmetric score (a measure of the article's popularity with respect to social media, news, etc.).

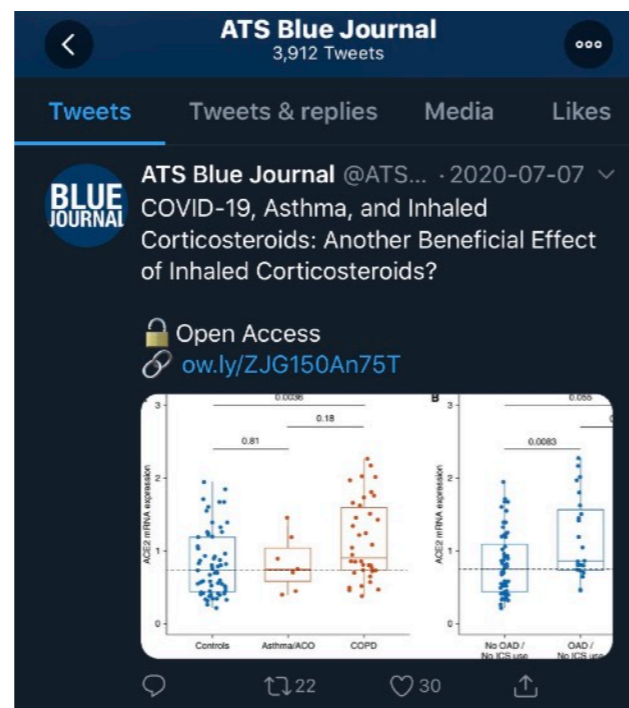
Why use Twitter?

Twitter can be an effective tool for professional development.

- **Stay up-to-date in your field of research:** By following leading journals and experts in your field, you can be notified of novel research and trending topics.
- **Knowledge translation:** Sharing your research on Twitter is an excellent way of letting peers know about your findings and increasing your citations. Because of Twitter's character limit, it can also be good practice in expressing ideas in a concise manner to the general public.
- **Building a personal brand:** Participating in scientific discussions can increase your visibility as an expert in the field, which may lead to collaboration or media opportunities. Public engagement may also be criteria for faculty appointments, tenure, and other positions in your area of expertise.



Dr. Jennifer Gardy was previously an Associate Professor at UBC and is currently the Deputy Director of Surveillance, Data, and Epidemiology at the Gates Foundation. She has extensive experience appearing as a science communicator in news media and has authored numerous children's science education books.



Keep up-to-date with new publications by following some of your favourite journals. Tweeting about articles you find interesting can also be a good way to generate discussion amongst peers.

Do's and Don't's of Twitter

There are many benefits to using Twitter, but one needs to be cognizant of the risks!



Do:

- Observe before engaging. Find an active user in the field to learn how to navigate through the medium.
- Share your work! Summarize it in a concise manner so that others are inclined to read it.
- Share other people's work! Talk about what you found interesting, and talk with them (they may follow you too!).
- Use effective hashtags. For example, if you're tweeting about COPD, be sure to include "#COPD" at the end of your tweet so that people who are interested in the topic can find it.

Don't:

- Spend too much time on Twitter. Like other forms of social media, spending too much time can harm your research productivity. Unless you're engaged in thoughtful discussion, consider limiting your usage to under an hour a day.
- Create division. Avoid engaging in discussions surrounding divisive topics (such as politics) where emotions can run high. These arguments are unproductive and things you tweet may negatively impact future career options. If someone is harassing you, feel free to block/mute them. And be kind!

HLI Research Day Twitter Conference

In lieu of a poster competition, we will be hosting a Twitter conference!

- The purpose of the Twitter conference is to provide a space for you to present a short, concise version of your research in the form of a thread consisting of 8-10 tweets.
- Your first tweet should be the title of your 'presentation' along with the conference hashtag #HLIResearchDay2020. Use of other relevant hashtags is encouraged.
- To create a tweet thread, hit "Reply" or click on the "Add Tweet" button under the *most recent tweet*.
- Plan your tweets ahead of time in a Word document!
- Each tweet can be text-based and/or accompanied by one image/graph. Remember that descriptions are helpful for audiences to understand your images.
- **Note:** If you use a figure that has been published already (even if you created it), the journal likely has copyright ownership over that image. If you plan to use a figure in an upcoming submission, some journals may decide not to accept your manuscript because the figure exists in the public space already. You can, however, post your preliminary findings in text format. We strongly recommend that you create new images for your tweet thread (get creative!).
- Feel free to include links at the end of your thread to relevant resources (especially if this is previously published work).



Evaluation criteria

Each judge will evaluate tweeters based on the following criteria:

- **Content (background, objective, methods, results, conclusions):**
 - Absent (0pt), Vague (1pt), Satisfactory (2pt), Clear (3pt)
- **Creativity:**
 - Repetitive (0pt), Pedestrian (1pt), Original (2pt), Revolutionary (3pt)
- **Communication:**
 - Difficult to understand (0pt), Vague (1pt), Scientific (2pt), Generalizable AND Scientific (3pt)
- **Twitter Engagement:**
 - Did not participate (0pt), Some activity (e.g. only likes) (1pt), Moderate activity (likes and retweets) (2pt), Commented on, retweeted, and liked numerous posts (3pt)
- Awards will be given to the two participants with the highest average scores (Best Twitter Presentations) as well as the participant with the highest number of retweets/likes (People's Choice).

Helpful resources:

Websites:

<https://www.insidehighered.com/advice/2016/10/19/how-academics-can-use-twitter-most-effectively-essay>

<https://www.insidehighered.com/news/2016/09/08/sociologists-discuss-how-departments-should-consider-social-media-activity-and-other>

<https://www.sciencemag.org/careers/2014/10/tweet-or-not-tweet>

Examples of Twitter Conferences:

<https://jessicamdewitt.wordpress.com/2018/02/12/aseh2018tweets-presenters-guide/>

<https://niche-canada.org/2020/03/17/so-you-want-to-host-a-twitter-conference/>