

How to use Twitter?

A crash course for researchers

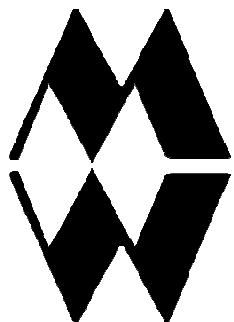


Markus Welin

- Digital Specialist
- Social Media Manager at Almega

almega

VATTENFALL 



communication
by markus welin



What is Twitter?

“Twitter is an online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as “tweets”.

Twitter has been cited as an important factor in the Arab Spring and other political protests.”

Definition on Wikipedia

Politicians



Barack Obama

@BarackObama

This account is run by #Obama2012 campaign staff. Tweets from the President are signed -bo.

Washington, DC <http://www.barackobama.com>

 Följ



5 807 TWEETS

673 373 FÖLJER

19 305 262 FÖLJARE



Carl Bildt

@carlbildt

Foreign Minister of Sweden since 2006. Before that most other things.

<http://carlbildt.wordpress.com>

 Följ

3 032 TWEETS

1 030 FÖLJER

149 781 FÖLJARE



Jens Stoltenberg

@jensstoltenberg

*Statsminister (PM of Norway) og leder av @arbeiderpartiet.
Stort sett skriver jeg meldingene mine selv, noen ganger dikterer jeg til @sindre og @hanskramundsen.*

Oslo, Norway <http://jensstoltenberg.no>

 Följ

1 098 TWEETS

37 396 FÖLJER

167 701 FÖLJARE

Companies



Spotify

@Spotify

The world's music collection. Play, discover and share for free.

<https://www.spotify.com/>

Följ

6 633 TWEETS

17 391 FÖLJER

351 057 FÖLJARE



Scania Group

@ScaniaGroup

The latest news from Scania Group, the leading manufacturer of heavy trucks and buses as well as industrial and marine engines.

Södertälje, Sweden <http://newsroom.scania.com/en-group/>

Följ

467 TWEETS

746 FÖLJER

8 542 FÖLJARE



SAS

@SAS

The largest airline company in Scandinavia, flying to and from Europe, with flights to North America and Asia. Customer service: flysas.com or facebook.com/SAS

Sweden/Norway/Denmark <http://www.flysas.com>

Följ

5 297 TWEETS

73 FÖLJER

13 347 FÖLJARE

Media outlets and journalists



Wired

@wired

*Wired's official Twitter feed. Running the show this week:
Special projects editor @markmcc.
San Francisco/New York - <http://www.wired.com/>*

Följ

14 852 TWEETS

295 FÖLJER

1 604 979 FÖLJARE



Computer Sweden

@ComputerSweden

*Officiellt konto för Computer Sweden-redaktionen.
Stockholm, Sweden - <http://www.computersweden.se>*

Följ

4 363 TWEETS

31 FÖLJER

4 326 FÖLJARE



Emanuel Karlsten

@emanuelkarlsten

*Fristående journalist. Föreläser och konsulterar om internet.
Krönikor i DN varannan vecka. Medgrundare av <http://ajour.se>
Stockholm - <http://emanuelkarlsten.se>*

Följ

64 624 TWEETS

2 127 FÖLJER

13 114 FÖLJARE

Covers everything from entertainment to science



Coldplay

@coldplay

The official Coldplay twitter page.
London <http://www.coldplay.com>

Följ

2 270 TWEETS

2 439 FÖLJER

8 225 726 FÖLJARE



Fredrik Wikingsson

@fwikingsson

Stockholm <http://filipochfredrik.com>

Följ

10 794 TWEETS

628 FÖLJER

120 545 FÖLJARE



Hans Rosling

@HansRosling

Professor Global Health, Karolinska Institutet. Edutainer & co-founder of Gapminder Foundation
Stockholm, Sweden <http://www.gapminder.org>

Följ

1 259 TWEETS

64 FÖLJER

92 936 FÖLJARE

Twitter basics

The screenshot shows a Twitter interface. At the top, there are navigation links: Hem, Anslut, Upptäck, and Jag. Below that is a search bar with a magnifying glass icon and a settings gear icon. On the left, the user's profile for Markus Welin is displayed, showing 18 292 tweets, 380 followers, and 704 following. His bio reads: "Hi everyone. Looking forward to speak at the French-Swedish research day today! #ScienceFrSw". Below his bio is a "Tweeta" button. To the right, a "Tweets" section shows several tweets from other users:

- K 72 This is Anfield @thisisanfield**
Liverpool have signed Celta Vigo forward Iago Aspas for £8million, according to Spanish newspaper Marca.
9m ago
- K 47 Sven Englund (应斯文) @svenenglund**
Lena Ek förvånad över den kinesiska censuren. svd.se/nyheter/utrike ... #facepalm
1m ago
- K 64 James Pearce @JamesPearceEcho**
#LFC have agreed a fee of 9 million euros for Celta Vigo forward Iago Aspas. Full story on Echo site shortly
16m ago
- K 67 Charlotte Naversten @naversten**
I'm at Hudson Hotel - @morganshotels (New York, NY) w/ 3 others 4sq.com/133ol9f
1m ago
- K 46 Jerry Silfwer @jerrysilfwer**
Pelle FTW! RT @Communicare2013: Och ett STORT tack till konferencier @PelleNordin för ett strålande jobb! #communicare13
1m ago

• Tweet

• Feed

• Mention

• Hashtag

What's in it for you?

- Use it to create buzz around your content
- Use it to talk about and discuss topics related to your field of science
- Use it for social networking with people all around the world

I used Twitter to prepare for this speak



Markus Welin

@markuswelin

Någon som har tips på
forskare/forskningsprojekt som varit
framgångsrika på Twitter? Behöver exempel
till en föreläsning.

← Svara Radera ★ Favoritmarkera ⚡ Mer

1
RETWEET



2:30 E.M. - 18 mars 13

- Asked my followers for help to find researchers on Twitter
- “Anyone here who knows about researchers/research projects on Twitter? Need cases for a seminar.”
- Got help to spread the word

I used Twitter to prepare for this speak



JK 36 Mikael Brisslert @Docent_B

@markuswelin Aouch, den blir svårare..... Då är det bättre att du kollar med @Dr_Po! Han vet säker något om detta. @Moniqastweet

[Visa konversation](#)

19h

- Some people gave me names to contact...



JK 36 Mikael Brisslert @Docent_B

@markuswelin Vad letar du efter? @Moniqastweet

[Visa konversation](#)

21h



JK 46 Moniqas Tweet @Moniqastweet

@markuswelin Hör med @Docent_B . Han är forskare och på twitter

[Visa konversation](#)

22h

- ...and then they gave me new names.



JK 57 Mona Firoozpour @moneysister

@markuswelin framgångsrika i vilket avseende? @planckskonstant

@Walleriwall @Technocratista @PerKohler @drbergh @meletislab är

några exempel

[Visa konversation](#)

22h

And got a lot of answers

Erika Wall
@Walleriwall

@markuswelin Forskningskommunikation + nätverkande. Projektet #kobra hade tex inte blivit om ej kontakt med @hoak på twitter! @moneysister

◀ Svara RT Retweeta ★ Favoritmarkerad ⚡ Mer

2 FAVORITMARKERADE

4:20 E.M. - 18 mars 13

"I have used Twitter for research communication and networking. My project "Kobra" was made possible thanks to a contact made on Twitter."

- Erika Wall, Doctor of Philosophy in Sociology at Mid Sweden University

And got a lot of answers

 65 Per Olof Arnäs @Dr_PO
@Docent_B @markuswelin @Moniqastweet Har inte
använt Twitter som spridningskanal. Mer som
nätverksverktyg.
Detaljer

*"Have mostly used Twitter
for networking"*

 42 Markus Welin @markuswelin
@Dr_PO Det är också ett bra användningsområde. Har du
knyttit många nya kontakter här? @Docent_B
@Moniqastweet
Detaljer

Follow up question – have
you got many new
contacts?

 Per Olof Arnäs
@Dr_PO

@markuswelin @Docent_B
@Moniqastweet Mängder ;-)
⬅ Svara ⏪ Retweeta ★ Favoritmarkera ⋮ Mer

"Lots of them ;)"

- Per Olof Arnäs, PhD and
senior lecturer in logistics at
Chalmers University of
Technology

5:59 E.M. - 18 mars 13 från Kungsbacka, Hallands Län

And got a lot of answers

The image shows four consecutive tweets from a Twitter user. Each tweet has a small profile picture of a man with dark hair and a beard. The first three tweets have the same timestamp: "16h". The fourth tweet has a slightly different timestamp: "16h". Each tweet is directed at another user, "@markuswelin". The content of the tweets discusses various topics, including favorite magazines, interesting articles, and a seminar.

Tweet 1: 43 F Jalalvand @Technocratista 16h
@markuswelin jag följer några av mina favorit tidskrift på twitter pga hinner inte alltid läsa igenom alla. > @moneysister
Detaljer

Tweet 2: 43 F Jalalvand @Technocratista 16h
@markuswelin > tidskriften länkade en väldigt intressant artikel, kollade upp det, såg att gruppledaren som var verksam i USA > @moneysister
Detaljer

Tweet 3: 43 F Jalalvand @Technocratista 16h
@markuswelin var från och hade disputerat i Lund (kollade hans hemsida). kontaktade hen. slutade med att jag annordnade > @moneysister
Detaljer

Tweet 4: 43 F Jalalvand @Technocratista 16h
@markuswelin en seminarie med vederbörlande när hen var hemma under julledigheten. hen delade också med sig metoder etc @moneysister
Detaljer

"Thanks to Twitter, I got in touch with the project leader for a interesting project based in USA. Since the project leader was originally from Lund University, I managed to arrange a guest seminar with him when he was home during Christmas."

- Farshid Jalalvand, PhD-student in microbiology, Lund University

More examples

- Real-time use
- Gather information
- Share your info (and help and encourage others)

Real-time use

Nicholas Kristof (@NickKristof) is a New York Times columnist and Pulitzer Prize winner. His Twitter profile shows 8,444 tweets, 462 followers, and 1,297,443 followees. The timeline displays several tweets from him, including:

- @ByteForByte Absolutely. And as I said, I thought Ann Romney's was with Condi Rice's, 1 of the best at the RNC.
- A great thing about the Michelle Obama speech was that it had none of the nastiness that often contaminates politics.
- Great line in @MichelleObama speech: for her dad, raising kids well: "that's what it meant to be a man" #TrueManhood
- From my floor vantage point: Michelle Obama owned this convention in a way I didn't see anyone own Tampa. She is clearly personally beloved
- When Michelle said that Barack turned down \$\$\$ to work w/ the needy, that spotlighted a Bain exec who chose the opp course.
- Wow! Michelle Obama aced it. Very inspiring—and brilliant at distinguishing her husband from the One Who Cannot Be Named.

Nick Kristof, journalist at The New York Times, covered a speech by Michelle Obama:

Used Twitter to report from the event:

- Dialogue, spoke with followers
- Made comments
- Told us the story
- Shared the opinions of others

Real-time use

Resultat för #ScienceFrSw



Tweets Topp / Alla / Personer du följer



53 AmbaFrance Suède @FranceinSweden 4h
Suivez en direct la Journée franco-suédoise 2013 de la #recherche demain avec le hashtag #ScienceFrSw goo.gl/E6sTZ #science
Visa



53 AmbaFrance Suède @FranceinSweden 10h
Tomorrow is French Swedish #Research Day. Follow this event on twitter with #ScienceFrSw goo.gl/HG5Hj @markuswelin
@MyScienceWork
Visa



32 CampusFrance Sverige @CFSverige maj 28
Jeudi 30 mai ne manquez pas la journée annuelle du chercheur à #Stockholm ! ambafrance-se.org/Journee-franco... #ScienceFrSw
Retweetad av AmbaFrance Suède
Visa



43 Markus Welin @markuswelin maj 28
Will speak at @FranceinSweden's French-Swedish research day on May 30. ambafrance-se.org/French-Swedish... #ScienceFrSw
Visa

Gather information

38 Miriam Nordfors @MiriamNordfors 13 Mar
Idag lärde jag mig att 25% av alla män som är toppar i näringslivet också har en hemmafru. Motsvarande siffra för allmänheten: 2%.
Expand

49 Andreas Bergh @drbergh 13 Mar
@MiriamNordfors Det är superintressant! Var finns det data på detta? jag undrar om man kan fastställa orsakssambandets riktning...
• Hide conversation ← Reply ↗ Retweet ★ Favorite ⚡ More
9:52 AM - 13 Mar 13 · Details

38 Miriam Nordfors @MiriamNordfors 13 Mar
@drbergh Visst är det! Uppgiften kommer från Anita Göransson som forskar vid Linköpings universitet. Hon har säkert data och mer info!
Expand

49 Andreas Bergh @drbergh 13 Mar
@MiriamNordfors Tack!!!
Expand

Andreas Berg, Welfare researcher at Lund university:

- By reading his Twitter, he finds out that 25% of all men with high positions in industry has a housewife

- He starts a discussion with the gatekeeper of the information

- The gatekeeper gives him the source of the information

Share your info (and help and encourage others)

8h
53 AmbaFrance Suède @FranceinSweden
Ambassadör talar live i #Sverigesradio ! #sommarip1 @sr_nyheter
#Frankrike pic.twitter.com/FoHTWs3Bk3
Visa foto

9h
23 Sommar & Vinter i P1 @SommarVinterP1
14/7 pratar Jean-Pierre Lacroix, ambassadör på @FranceinSweden, i
#SommarIP1 om vad en #ambassadör egentligen gör: bit.ly/18tmS0s.
retweetad av AmbaFrance Suède
Visa

9h
53 AmbaFrance Suède @FranceinSweden
Le 14 juillet, l'ambassadeur sera l'invité de la très célèbre émission
de radio #SommarIP1 et s'exprimera en suédois
pic.twitter.com/1BTTsvlyT5
Visa foto

- Shares pictures provided by another Twitter user

French Embassy in Sweden:

- Shares the news about the ambassadeur's summer programme in Swedish public radio

13h
42 KDK @KDKSverige
@FranceinSweden @FrenchSeams Rennes, Bretagne, sans doute - génialle!
retweetad av AmbaFrance Suède
Visa konversation

13h
53 AmbaFrance Suède @FranceinSweden
Waaa!Thanks @FrenchSeams for these amazing pictures! So everybody, which of these places would you like 2visit first?
goo.gl/F7H9a
Visa konversation

Professional vs Personal

Should I only use Twitter in my professional role?

Professional vs Personal

Should I only use Twitter in my professional role?

There is no absolute answer to that.

Just do what feels best for you.

But what if... I mess up?!



Don't worry ☺

After all, Twitter is just another way to communicate.

And you have done that before, right?

So just act on Twitter as you do in any other public communication – by using common sense.



Thank you!