### Why use Twitter?
- Using Twitter can help you reach new audiences.
- You can use it to build networks with other researchers and students working in your field.
- It can help you promote your blog, articles and books.
- Research has indicated a positive correlation between citation counts and exposure on social media*.
- Its fast-moving nature makes it a great place to see breaking news as it happens.
- Being forced to communicate in 280 characters will train you to write for broader audiences.
- You might like it!

### What you need to know
- A handle is your Twitter name and always starts with an @ symbol, eg @joebloggs.
- Twitter moves fast, tweet and tweet again to ensure your audience reads what you have to say.
- Use Tweetdeck to manage multiple accounts, track conversations, and to schedule your tweets.
- Tweets with pictures get more likes and retweets.
- The more active you are, the more followers you’ll attract, but beware, some accounts are fake.
- You can use Twitter to send direct, private messages to others you follow but everything else you publish is public.
- Use hashtags (#) to categorise your tweets and join debates.

### Your profile
- Describe your area of expertise and interests so people know what you tweet about.
- Add a profile picture.
- Pin one tweet to the top of your page so that it’s always at the top – use this function to promote your latest publication.

### Who to follow
- Friends, colleagues, other researchers in your field.
- Your research stakeholders.
- Speakers and people you meet at conferences.
- Relevant politicians, parliamentary committees and Whitehall departments.
- Think tanks and research institutions.
- Journalists writing about your subject.
- Just keep connecting…
What should you tweet about?
- You are positioning yourself as an expert – stick to your subject and don’t dilute your message.
- Your research findings and publications.
- Publications and events relating to your area of expertise that interest you.
- Share the work of others, always including their handles.

Writing a top tweet
- Write as if you are writing a headline, grab people’s attention.
- Ask questions to encourage interaction and discussion.
- It’s not a megaphone, don’t just talk at people, engage people and organisations by including their handles.
- Use short URLs when using hyperlinks.
- Check your tweet before publishing, you cannot edit it once it’s published.

Retweets and responses
- Consider carefully before you retweet. You are displaying your editorial judgement to the world.
- Respond politely and respectfully to comments but sometimes it’s best to ignore.
- If someone is abusive or offensive don’t engage. Block, mute or report them.

Remember it’s public
- Don’t share anything confidential or sensitive.
- Don’t publish anything you wouldn’t want your students or colleagues to see.

Don’t forget
- You don’t need to let it rule your life for Twitter to be useful – take a break once in a while.