

Getting Started with Science Twitter

Background:

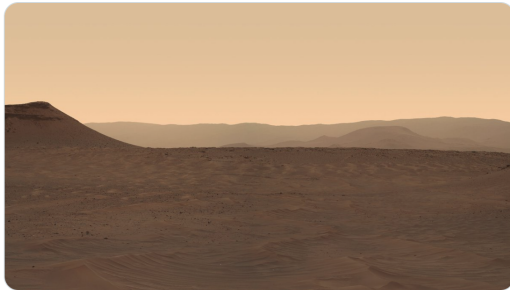
Why should I use twitter?

- Twitter is a great tool for staying up to date on the latest research, being active in a specific community, building a professional network, finding jobs and resources, and promoting your own science to a broader audience
- Also it's fun! People post about life, jokes, memes, news, and popular culture - Tweets can inspire wonder or just give you a moment of laughter

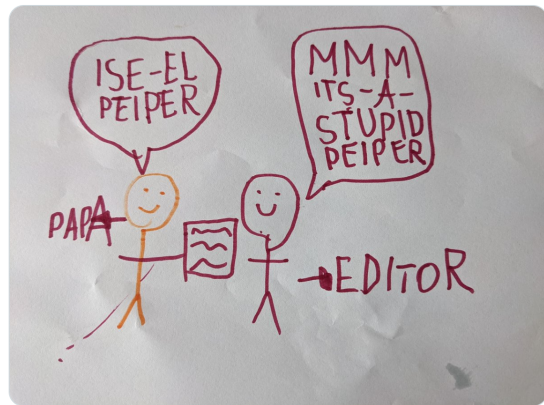


It's still incredible to me that this photo can be taken on the surface of Mars and, only a few hours later, we can see it on our phones.

This is Jezero Crater, Mars, at a mean local time of 12:09 pm Tuesday, 31 May 2022.



This is my son's (6 y.o.) perspective on my job



How is it different from other social media?

- Tweets are very short (280 character limit), which forces you to practice succinct science communication
- Twitter is more interactive than other social media platforms and less photo/video based - it's also less about your own network and more about the network of your network!

Tips:

1. Set goals

- Take time to reflect on what you are hoping to accomplish using Twitter - is it to find job opportunities? To learn about data science? To communicate to non-scientists? Make sure your actions on twitter align with your goals
 - If your goal is to gain followers, check out our [other guide](#) for more tips

2. Follow communities that interest you

- A good place to start is following [people at NCEAS](#) and browsing their pages for who they follow and retweet - take note of what you like or dislike
- To connect with fellow data scientists, check on hashtags like #rstats (for questions and comments about R) - although you can't follow hashtags

directly, you can find bot accounts like [R Tweets](#) that automatically retweet posts with given hashtags

- Follow data science accounts like [R Ladies](#), [R Open Sci](#) and [R Bloggers](#)

3. *Start simple*

- Start with some simple actions like asking a question, replying to tweets, offering a resource, promoting another paper or retweeting existing content
- Don't feel afraid to interact directly with people in replying to tweets or sending direct messages, that is why they are on twitter!

4. *Tweet about your papers*

- A study of >1500 ecology papers found that Twitter activity was a more important predictor of citation rates than journal impact factor!
- Some specific tips for tweeting about your papers: add an image, include a link to the paper, add a quote, tag coauthors, use humor, and avoid jargon

Mark Torres
@Dr_Mark_Torres

New Paper - Organic sulfur fluxes and geomorphic control of sulfur isotope ratios in rivers

The spatial structure in river solute concentrations (& isotopes) we see absolutely blows my mind.
[sciencedirect.com/science/articl...](https://www.sciencedirect.com/science/article/...)

Dr. Guy Prochilo
@GuyProchilo

I'm excited to announce my first first-author paper - published in @Meta_Psy!

"An Extended Commentary on Post-Publication Peer Review In Organizational Neuroscience": open.lnu.se/index.php/meta...

Coauthored by @WLouisUQ, @DLabMelbourne, @HannesZacher, & @Social_Neuro_M#fOpsych

Dr. Rebecca Tarvin
@frogsicles

I am really excited to share our preprint "A set of principles and practical suggestions for equitable fieldwork in biology" ecoevorxiv.org/uszd7 1/6

Halley E. Froehlich
@DocFroehlich

Our new @SeaGrant funded paper on "Piecing together the data of the U.S. marine #aquaculture puzzle" is out! We conducted the 1st multi-state synthesis & comparison of marine US aqua data, across the 23 marine coastal states. [sciencedirect.com/science/articl...](https://www.sciencedirect.com/science/article/...)

"Sustainable aquaculture is severely handicapped where there are insufficient data or where the data are unreliable. In fact, data are essential for informed decision-making in aquaculture, yet, this aspect is often overlooked."

Hishamunda et al. 2014 "Policy and Governance in Aquaculture: Lessons Learned and Way Forward." FAO Fisheries and Aquaculture Technical Paper, no. 577.

5. *Tweet about the research process*

- It's good to tweet about papers, but you can also tweet about science as it's happening - this will help to build a connection with your audience!

- Some ideas for tweeting about your science is when you... are doing fieldwork, are at a conference, have a question, made a breakthrough, hit a block or problem, read a cool paper, found a great resource, found something amusing, or met with a colleague



6. Add personal elements

- Studies have found that pictures of faces get high engagement - consider posting photos of yourself doing science, when you get a new headshot, or selfies while at a conference
- Use hashtags that relate to your identity, for example: #WomeninSTEM, #NativeinSTEM, #DisabledinSTEM

7. Engage with diversity, equity, and inclusion (DEI)

- Engage with and amplify tweets from marginalized voices by following accounts specific to your field like [Black in the Environment](#), [Black in Data](#), [Geolatinas](#) or within all of STEM like [500 Women Scientists](#), [SACNAS](#), and [500 Queer Scientists](#)
- When posting photos, add “alt text” for accessibility for visually impaired people - see tips on best practices for alt text [here](#)

8. Take care of yourself

- Take advantage of tools like [muting words](#) or phrases that might be triggering or blocking people that are trolls or harassers
- Like many forms of social media, twitter can be addicting - consider setting time limits for using it, silencing notifications, restricting it to your work computer, or taking breaks

References:

Bakhshi, Saeideh, David A. Shamma, and Eric Gilbert. "Faces Engage Us: Photos with Faces Attract More Likes and Comments on Instagram." In *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*, 965–74. Toronto Ontario Canada: ACM, 2014.

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