Please see below for a link to the webinar recording for the Trials Methodology Research Partnership:

How to win at Twitter

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11 December 2020

On behalf of the UK Trial Managers' Network

The slides are also available below.

For any queries, please contact uktmn@nottingham.ac.uk

https://www.youtube.com/watch?v=G2Oin8pnNAg&feature=youtu.be

NIHR | Applied Research Collaboration West

How to win at Twitter

Zoe Trinder-Widdess

#TMRPtwitter

A bit about me @zoetw

Bristol Health Partners

National Trust

audit commission

NIHR | National Institute for Health Research

PPA The voice of professional publishers

What is Twitter?

Twitter is an **online news and social networking** service where users post and interact with messages, "tweets," restricted to ~~**140**~~ **280 characters**. Registered users can post tweets, but **those who are unregistered can only read them**. Users access Twitter through its website interface, SMS or a mobile device app.

As of July 2019, **Twitter had more than 330 million daily active users**.

Think of it as a game…

"Twitter is a massively multiplayer online game, in which you choose an interesting avatar and then roleplay a persona loosely based on your own, attempting to accrue followers by repeatedly pressing lettered buttons to form interesting sentences."

- Charlie Brooker

How Video Games Changed the World, 2013

- https://vimeo.com/86920129 go to 1:33:00

Some principles

Curate your profile…

…as well as your handle and name, make sure you have a profile picture, description and location.
The more detail you can give, the better

Some principles

Tweet regularly…

…or lurk – but don't expect to get many followers that way!

Some principles

You get out what you put in…

…the more you tweet and interact, the more Twitter rewards you

Some principles

See it as building a network…

…a way to find like-minded people who you wouldn't have come across otherwise

Some principles

Retweets do not = endorsement…

…especially not now there's commenting when retweeting!

Some principles

Turn notifications on…

…though maybe not **all** the time!

Some principles

Be nice…

…don’t say anything you wouldn’t be prepared to say in person

Zappos' social media guide

Be real and use your best judgement.

Some of the jargon

Followers

Retweet (RT)

Lists

Likes

Timeline

Tweet with comment

Share

Hashtags

Moments

Mentions

Trends

Direct message (DM)

Before we start the hands on stuff

If you’re using a tablet or phone, it’s worth installing a Twitter app rather than using a browser-based version

Let’s follow each other

Some accounts to follow:

- @ZoeTW
- @ARC_West
- @BristolBRC
- @NIHRARCs

- Type your Twitter handle into the chat so people can follow you
- Tweet on #TMRPtwitter to show you’re here today
- If you get followed – follow back.

Following people

Exercise!

Now let’s find some other people to follow. Go to Twitter and try some of these:

- Search by keyword
- Use Twitter’s similar accounts suggestions
- Look up hashtags you’re interested in

Lists

A **list** is a curated group of **Twitter** accounts.

You can create your own **lists** or subscribe to **lists** created by others. Viewing a **list** timeline will show you a stream of Tweets from only the accounts on that **list**.

Lists

Exercise!

Create a list for today’s training, and add some of the people here today to it

How to get more followers

- Find relevant / similar accounts
- **Follow their followers**
- Individuals often more likely to follow back than institutions
- There is a cap of how many people you can follow if you're a new user, so this is an ongoing strategy until your account is established

How to get more followers

Exercise!

Find a relevant account and follow a few of their followers

See how many new followers you get, but give it a few days as not everyone is watching their Twitter accounts all the time

But remember to purge

Tools to unfollow people who aren't following you back or are inactive (all have an limit unless you pay)

- Circle Boom - https://circleboom.com/circle/index/nonfollowers
- Tweepi - https://tweepi.com/
- iUnfollow - https://iunfollow.com/unfollow

Sharing other people’s content

- The share button on websites is your friend
- Share news articles, videos, papers
- An easy way to dip your toe into tweeting

Retweeting vs commenting

- Retweet = the tweet will be displayed in your followers' timelines just as you see it, with the original tweeter's avatar

- Tweet with comment = you add a little (up to 280 character) commentary, you can mention other accounts, put in links etc.

  This displays alongside your avatar, and the original tweeter gets a notification.

  A good way to add to the conversation

Writing tweets – tone of voice

- Informal
- Conversational
- Responsive (don’t just broadcast)
- Enthusiastic (emojis are useful here)
- Can be balanced by more ‘informational’ tweets eg research findings

What to include in tweets

- Mentions
- Links
- Images
- Videos
- Hashtags
- Gifs and emojis

Mentions

- Draw someone’s attention to a tweet
- Mention someone or another account that’s somehow involved

Links

- Use a third party link shortening service such as TinyUrl.com, goo.gl or bit.ly
- Twitter does automatically shorten links too though (http://t.co)

Images

- Tweets with images get 313% more engagement
- Attach up to four photos
- Include an alt tag for accessibility – this explains the content of the image for anyone using a screen reader
- You can edit images slightly – cropping, zooming
- Tag people – it doesn’t use up your character count

Sourcing images

- Pixabay.com
- Unsplash.com
- Pexels.com
- Google Images (under ‘tools’, choose ‘usage rights’ and ‘Labelled for non-commercial reuse’)
- Ask your friendly comms person / team

Images

Exercise!

Start writing a tweet, attach an image, write an alt tag and tag some people in it

Videos

- 82% of users watch video on Twitter
- Twitter videos need subtitles ‘baked in’
- Twitter allows you to choose a snippet of a longer video to upload
- You can also share other people’s videos from YouTube, Vimeo

Videos

Video abstract: The impact of policy changes to gluten-free food prescriptions

53 views

1 0 SHARE

Hashtags

A word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify messages on a specific topic.

Use leading capitals to help make them more readable and accessible, #HarmReduction instead of #harmreduction

“Spammers often broadcast tweets with popular hashtags even if the tweet has nothing to do with them"

Hashtags

Exercise!

Find the hashtag #nihr. Retweet anything that grabs your attention

Hashtagify.me

Gives you ideas for other popular hashtags linked to the one you're thinking of…

http://hashtagify.me/

Gifs and emojis

These techniques in action

Taking the sweat out of tweeting

Lots of scheduling tools exist, but the best ones are:

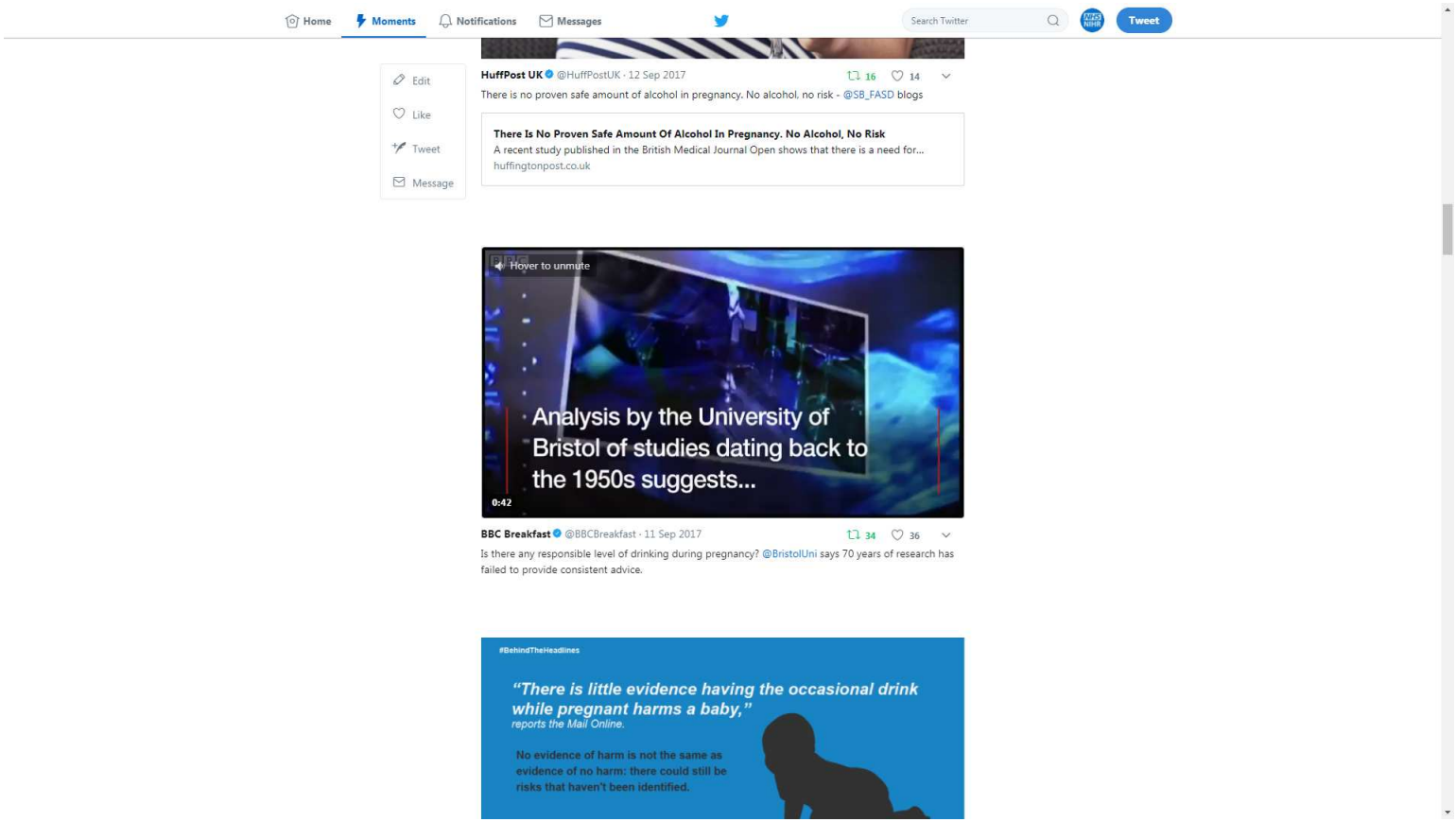
- Buffer
- Tweet Deck

Or use Twitter's inbuilt scheduling function!

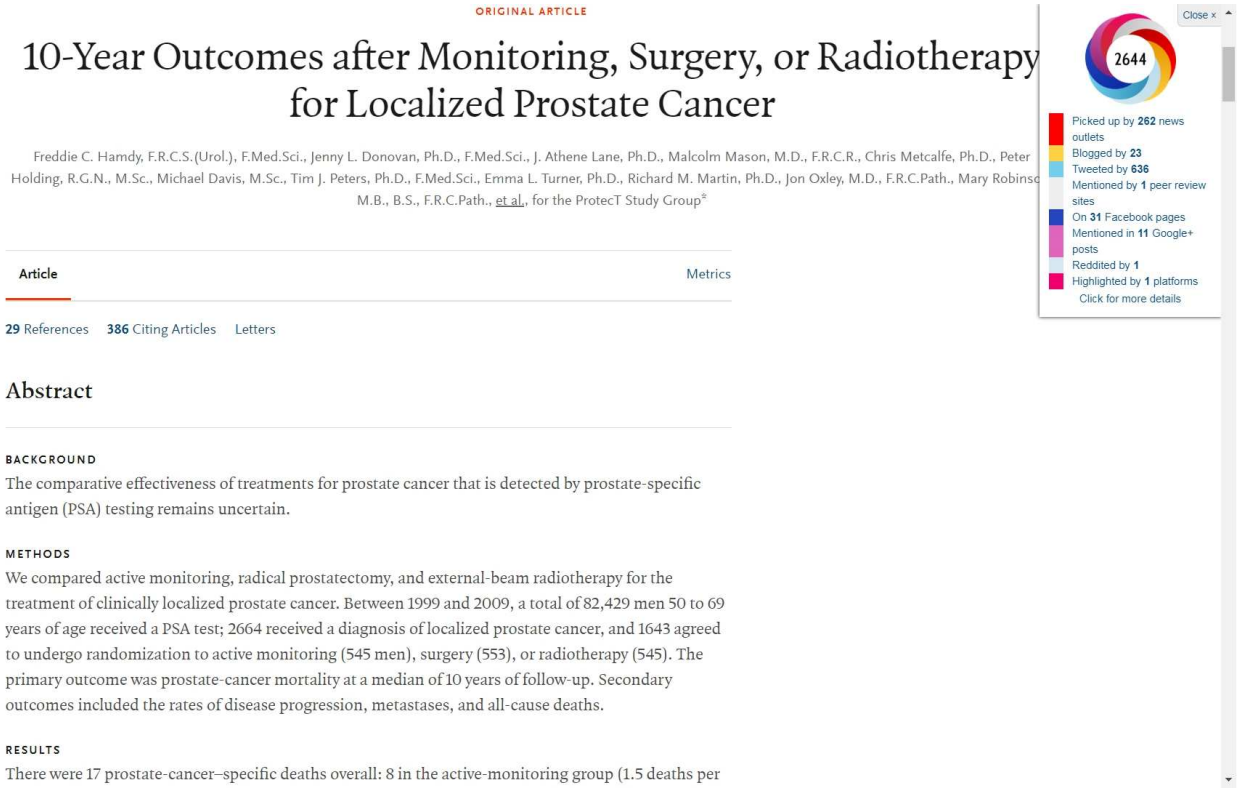
Moments

Twitter Moments enable users to stitch together multiple tweets into slideshow-like stories. When they originally launched, **Moments** were intended to help **Twitter** users keep up with what the world is talking about at any given time without having to follow loads of new people or watch trending topics closely.

Moments


Home
Moments
Notifications
Messages
Search Twitter
Tweet
Edit
Like
Tweet
Message
HuffPost UK @HuffPostUK · 12 Sep 2017
16
14
There is no proven safe amount of alcohol in pregnancy. No alcohol, no risk - @SB_FASD blogs
There Is No Proven Safe Amount Of Alcohol In Pregnancy. No Alcohol, No Risk
A recent study published in the British Medical Journal Open shows that there is a need for...
huffingtonpost.co.uk
Hover to unmute
Analysis by the University of Bristol of studies dating back to the 1950s suggests...
0:42
BBC Breakfast @BBCBreakfast · 11 Sep 2017
34
36
Is there any responsible level of drinking during pregnancy? @BristolUni says 70 years of research has failed to provide consistent advice.
#BehindTheHeadlines
"There is little evidence having the occasional drink while pregnant harms a baby,"
reports the Mail Online.
No evidence of harm is not the same as evidence of no harm: there could still be risks that haven't been identified.

Research paper metrics



ORIGINAL ARTICLE

10-Year Outcomes after Monitoring, Surgery, or Radiotherapy for Localized Prostate Cancer

Freddie C. Hamdy, F.R.C.S.(Urol.), F.Med.Sci., Jenny L. Donovan, Ph.D., F.Med.Sci., J. Athene Lane, Ph.D., Malcolm Mason, M.D., F.R.C.R., Chris Metcalfe, Ph.D., Peter Holding, R.G.N., M.Sc., Michael Davis, M.Sc., Tim J. Peters, Ph.D., F.Med.Sci., Emma L. Turner, Ph.D., Richard M. Martin, Ph.D., Jon Oxley, M.D., F.R.C.Path., Mary Robinso M.B., B.S., F.R.C.Path., et al., for the ProtecT Study Group*

Article | Metrics

29 References 386 Citing Articles Letters

Abstract

BACKGROUND

The comparative effectiveness of treatments for prostate cancer that is detected by prostate-specific antigen (PSA) testing remains uncertain.

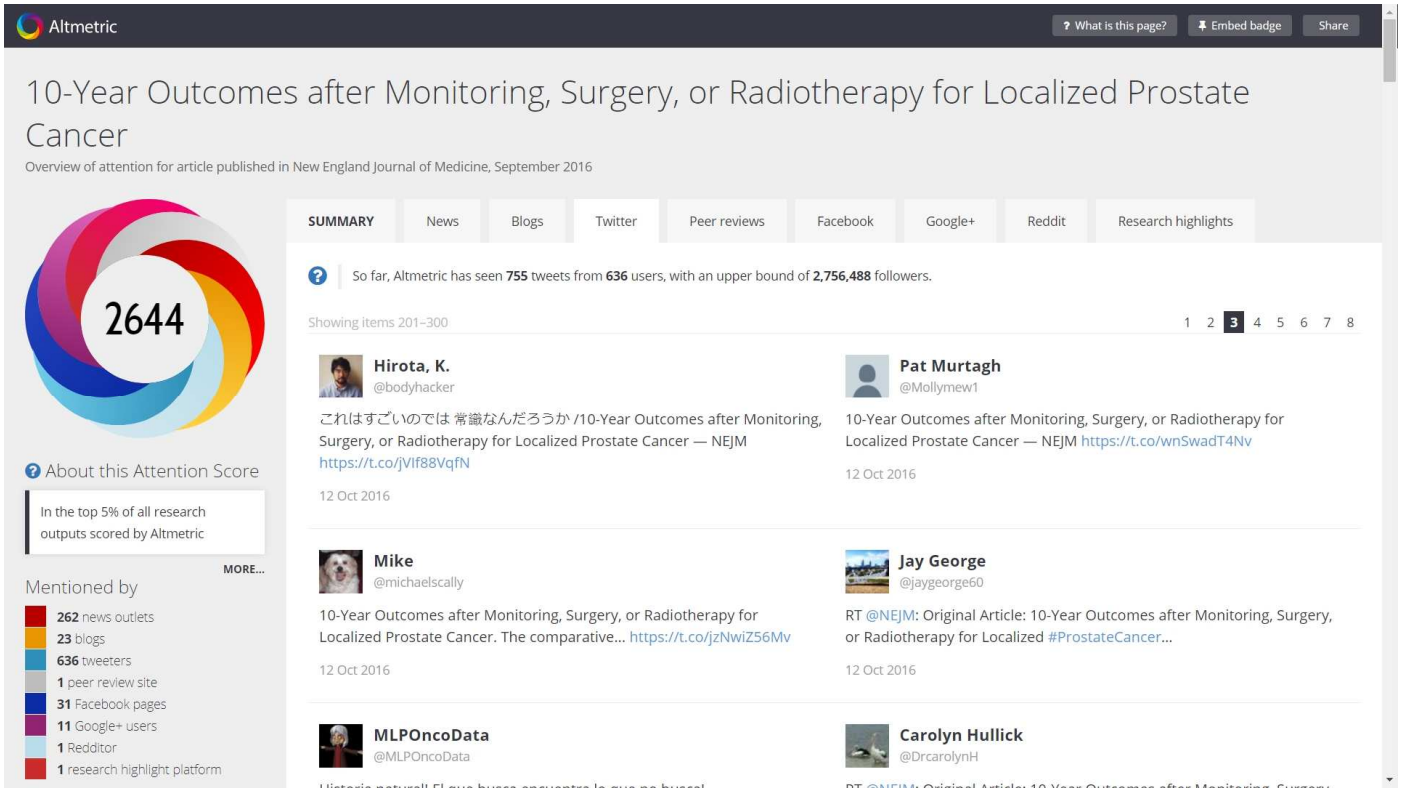
METHODS

We compared active monitoring, radical prostatectomy, and external-beam radiotherapy for the treatment of clinically localized prostate cancer. Between 1999 and 2009, a total of 82,429 men 50 to 69 years of age received a PSA test; 2664 received a diagnosis of localized prostate cancer, and 1643 agreed to undergo randomization to active monitoring (545 men), surgery (553), or radiotherapy (545). The primary outcome was prostate-cancer mortality at a median of 10 years of follow-up. Secondary outcomes included the rates of disease progression, metastases, and all-cause deaths.

RESULTS

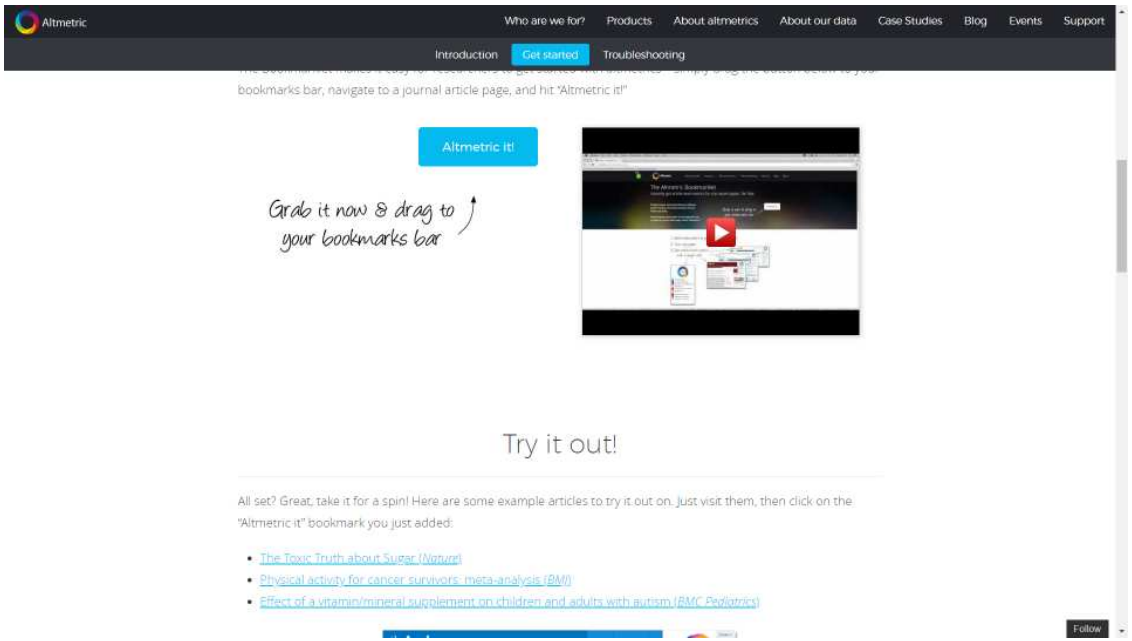
There were 17 prostate-cancer–specific deaths overall: 8 in the active-monitoring group (1.5 deaths per

Research paper metrics



How to get Altmetric

- Go to www.altmetric.com/products/free-tools/bookmarklet/
- Fill in the form with your contact details



And finally…

This is a shortened version of a 2 hour ARC West course

Get in touch if you would like me to run the full version for you and your wider team

Any questions?

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Thank you!

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