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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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
A bit about me @zoetw
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

Lists
Timeline
Moments
Trends
Share
Followers
Likes
Hashtags
Mentions
Retweet (RT)
Tweet with comment
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
NIHR CLAHRC West @CLAHRC_West · Aug 2

The impact of policy changes to #glutenfree food #prescriptions: in this #videoabstract Dr Myles-Jay Linton explains our latest research published today in @BMCMedicine #glutenfreeprescribing #gprescribing
bit.ly/2M2IVO8

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

Tweet
Zoe Trinder-Widdess @zoetw · Mar 5
Ready to run my How to Win at #Twitter workshop at the Society for Academic #PrimaryCare Conference
#socialmedia
@sspcarcuk @capcbristol

Tweet
NIHR Applied Research Collaboration (ARC) West @ARC_west · Mar 5
Replying to @AdaPager @zoetw and 2 others
Stop it I’m blushing

Tweet
Adrian Clarkson @AdaPager · Mar 5
Love @ARC_West sessions - they’re the best

NIHR Applied Research Collaboration West
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

There is no proven safe amount of alcohol in pregnancy. No alcohol, no risk.

Analysis by the University of Bristol of studies dating back to the 1950s suggests...

"There is little evidence having the occasional drink while pregnant harms a baby," reports the BBC Today.

NIHR | Applied Research Collaboration West
10-Year Outcomes after Monitoring, Surgery, or Radiotherapy for Localized Prostate Cancer


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 60 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?
Thank you!

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NIHR ARC West and Bristol BRC

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