

# Science by Twitter



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*(heavily adapted from Meredith Rawls!)*

# What is @twitter for?

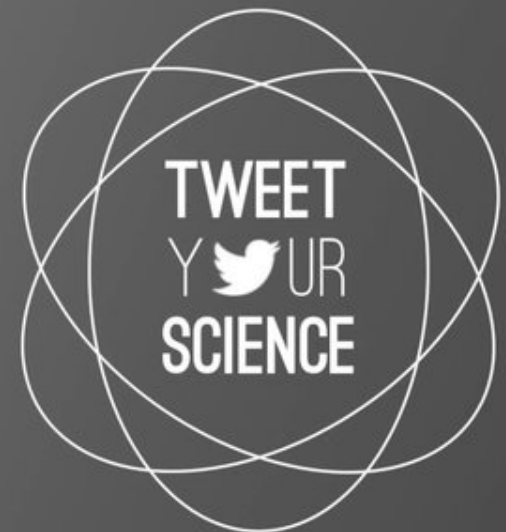
- Cats
- GIFs
- Breaking news
- Celebrity death hoaxes
- starting, spreading, saturating memes
- complaining about your lack of caffeine
- procrastination



\*Tweets about coffee\*

# What is @twitter for?

- finding people with shared interests
- asking/answering science questions
- practicing communication skills
- “attending” conferences from afar
- locating/sharing resources
- publicizing your research
- networking





**Science Isn't Scary**

@sciencenotscary

 Follow

@Summer\_Ash I've gotten more contacts and collaborators through Twitter than LinkedIn.  
(some > none)



**Jennifer Rivera**

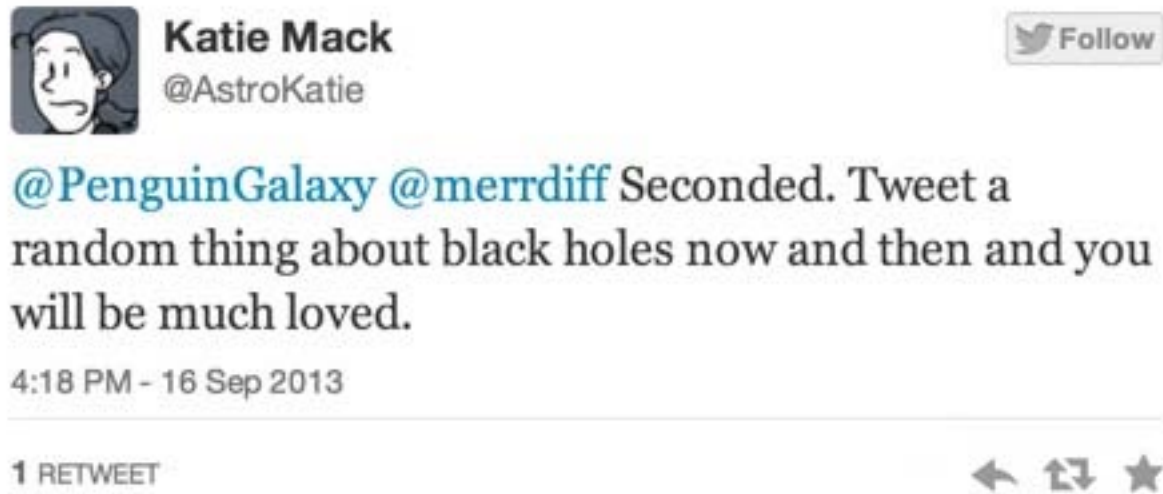
@lasenorarivera

 Follow

@Summer\_Ash Crowdsourcing questions, instant feedback, bringing work to a wider audience, community engagement/introducing others.

# COMMUNICATE BETTER

- Forces you to be succinct; compelling yet brief
- People love science... do easy outreach



# ~~Location, location, location~~

- Geography doesn't matter
- Student / postdoc / professor doesn't matter



**Julianne Dalcanton**

@dalcantonJD



[@merrdiff](#) [@AstroKatie](#) It's a large "astro water cooler" that you have access to, no matter where, or how isolated, you are.

4:54 PM - 16 Sep 2013

# Publicize your work

- Write a paper? Giving a talk?  
Tweet a link!



Joshua Drew @Drew\_Lab

7 Aug

Ever wonder how weaponized shark teeth can help us understand shifting baselines? Check out my talk Thursday #ESA2012

[pic.twitter.com/h44oV9EC](http://pic.twitter.com/h44oV9EC)

[View photo](#)

nature

International weekly journal of science

[Home](#) | [News & Comment](#) | [Research](#) | [Careers & Jobs](#) | [Current Issue](#) | [Archive](#) | [Audio & Video](#) | [For Authors](#)

[News & Comment](#) > [News](#) > [2014](#) > [April](#) > [Article](#)

NATURE | NEWS



## Shark-tooth weapons reveal lost biodiversity

Three shark species once found in the central Pacific Ocean are now missing.

SCIENCE FOR THE CURIOUS  
**Discover**



# Finding the **signal** in the noise

- Being a “fly on the wall” is OK
- Ask a science question, get an answer
  - How do I do this one thing in **python** / **LaTeX**?
  - Could you see a meteor shower on Titan?
- Links! Tweets are short, but info is dense
- Receive news tailored exactly to your interests
  - *E.G., MTA, Yankees, Highline, cronuts*



# Going to a #conference?

- Advice from @drphilmarshall

While listening to a talk, you are a Reporter: good tweets might be quotes from the speaker, or photos

[#tweetingmeetings](#)

After the talk is when you'll feel better able to add value by commenting or questioning: digest it first

[#tweetingmeetings](#)

Keep the meeting hashtag in all your tweets, so that people can follow along. It's good to follow the other reporters too [#tweetingmeetings](#)

Twitter is a conversation: Q&A with people outside the conference helps everyone understand, and adds more value [#tweetingmeetings](#)

Posting links to things referred to by the speaker is often very helpful, and obeys Rule No. 1 of Twitter: Add Value!

[#tweetingmeetings](#)

Lastly: don't let twitter be a distraction. Try and tweet in order to be MORE present at the conference, not less! :-)

[#tweetingmeetings](#)

DPS, Oct 2013 **#dps13**

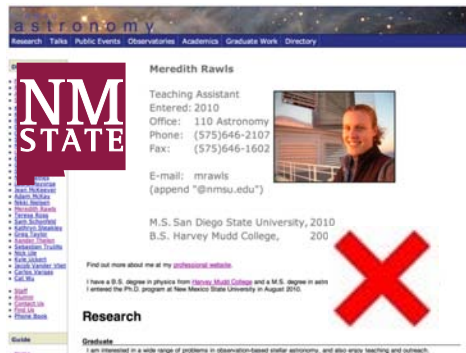


AAS, Jan 2014 **#aas223**



# Want a job? Twitter can help

- “All of the jobs I’ve had since finishing my PhD I’ve found through announcements on twitter.”  
—Australian postdoc in planetary science
- Get invited to give a talk or write a blog post
- People know you when you have an online presence



# Getting Started (1/5)

- Pick a short username
- Use your 140 characters wisely
- Replies (@ vs .@), mentions, retweets, oh my
- Care and use of **#hashtags**

# Getting Started (2/5)

- Follow people!
  - Search Twitter by topic (default search is for text in tweets, but can also search for text in usernames/bios)

The image shows a screenshot of the Twitter search interface. On the left is a navigation sidebar with categories: 'Everything' (selected), 'People' (indicated by a red arrow), 'Photos', 'Videos', 'News', 'Timelines', and 'Advanced Search'. Below this are sections for 'All people' (with 'People you follow') and 'Everywhere' (with 'Near you'). The main content area is titled 'Results for astronomy' and shows three tweets. The first tweet is from James R A Davenport (@jravadavenport) about starspots on Kepler 186. The second is from Irawan Pujirestyan (@irawantyan) about moon and sky observations. The third is from blobrana (@blobrana) about an asteroid close pass. Each tweet includes an 'Expand' button and interaction options like Reply, Retweet, Favorite, and Pocket.

✓ Everything

People ←

Photos

Videos

News

Timelines

Advanced Search

✓ All people


People you follow


✓ Everywhere


Near you

Results for **astronomy** Save

Top / All

 **James R A Davenport** @jravadavenport · 21s  
New on If We Assume: Starspots on Kepler 186 [goo.gl/fb/0HGhu](https://goo.gl/fb/0HGhu) #academia #astronomy #visualization  
Expand Reply Retweet Favorite Pocket More

 **Irawan Pujirestyan** @irawantyan · 29s  
#moon #sky #daybreak #subuh #bulan #telescope #celestron #powerseeker #astronomy #astronomi #observasi... [instagram.com/p/m6EQ22mdhL/](https://instagram.com/p/m6EQ22mdhL/)  
Expand Reply Retweet Favorite Pocket More

 **blobrana** @blobrana · 43s  
The 56 - 120 metre wide asteroid 2007 TV18 will make a close pass (0.0190 AU) on the 18th April @ 00:02 UT ±00:01. [astronomy.activeboard.com/t57206763/aste...](https://astronomy.activeboard.com/t57206763/aste...)  
Expand Reply Retweet Favorite Pocket More

# Getting Started (3/5)

- When in doubt, explore “Who to Follow” and “Trends” on your home page

Who to follow · Refresh · View all

 **Barack Obama** ✓ @Barack... ×  
[+ Follow](#)

 **United Nations** ✓ @UN ×  
[+ Follow](#)

 **Zach Weinersmith** ✓ @Zac... ×  
Followed by Ben Lillie and o...  
[+ Follow](#)

Popular accounts · Find friends

Trends · Change

#Transcendence  Promoted

Gabriel Garcia Marquez

Kepler-186f

Earth

Miley Cyrus

#AnnasAfterMovie

#10DaysUntilProblem

#fanficsthatshouldbemovies

Easter

#newsnight



# Getting Started (4/5)

- Look at lists that users you like have created to find more people to follow:

<https://twitter.com/ResearchAtCU/cu-faculty-researchers/members>

**CU faculty & researchers**  
A public list by Academic Commons

Columbia University faculty members, lecturers, and researchers who tweet

MEMBERS: 45    SUBSCRIBERS: 1

[Subscribe](#)

Tweets >

List members >

List subscribers >

### List members

-  **Prof Margaret E Kruk** @profkruk  
My teaching handle for class. Health systems professor at Columbia University's Mailman School. Fan of health financing, good evaluation, running, yogurt. [Follow](#)
-  **John Crary** @jc2892  
Neuroscientist, neuropathologists, focus on tauopathies and dementia including Alzheimer disease. [Follow](#)
-  **Joseph E. Stiglitz** @JosephEStiglitz  
The official account of Joseph E. Stiglitz, Nobel laureate economist based at Columbia University. [Follow](#)
-  **Peter deMenocal** @PdeMenocal [Follow](#)

# Getting Started (5/5)

- Search #hashtags to find content/conversations that interest you:

The image shows a screenshot of a Twitter search results page for the hashtag #LunarEclipse. On the left is a navigation sidebar with categories: Everything (checked), All people, and Everywhere. The main content area shows search results for #LunarEclipse, sorted by Top/All. The first result is a tweet from Eleanor (@ellechip) dated April 16, which is promoted and contains a link to a website. The second result is a video from AuroraMAX (@AuroraMAX) posted 5 hours ago, featuring a rainbow and the text 'VIDEO: A different take on the #LunarEclipse with the #Northern Lights'. The third result is a tweet from Fake Astropix (@FakeAstropix) posted 8 hours ago, featuring a photo of a sunset and text about an astronomy competition.

✓ Everything

- People
- Photos
- Videos
- News
- Timelines
- Advanced Search

✓ All people


- People you follow

✓ Everywhere


- Near you


Results for #LunarEclipse Save

Top / All

 **Eleanor** @ellechip · Apr 16  
Learn what to do - and what NOT to do - between April's eclipses. Reading this could save you a lot of trouble! [visionaryreadings.com/the-meaning-of...](http://visionaryreadings.com/the-meaning-of...)  
Promoted by Eleanor  
Expand Reply Retweet Favorite Pocket More

Favorited by AuroraMAX

 **AuroraMAX** @AuroraMAX · 5h  
VIDEO: A different take on the #LunarEclipse with the #Northern Lights [ow.ly/vTOcL](http://ow.ly/vTOcL)  
View media Reply Retweet Favorite Pocket More

 **Fake Astropix** @FakeAstropix · 8h  
Tim Green entering? [500px.com/photo/67131193...](http://500px.com/photo/67131193...) MT @ROGAstronomers #LunarEclipse pics. Why not enter them: [rmg.co.uk/whats-on/exhib...](http://rmg.co.uk/whats-on/exhib...)

# Further Reading

- Why aren't more researchers tweeting?:  
<https://www.linkedin.com/today/post/article/20140410160137-3091133-why-aren-t-more-university-researchers-tweeting>
- Can Twitter make Scis better communicators?  
<https://www.linkedin.com/today/post/article/20140414153018-3091133-can-twitter-make-scientists-better-communicators>
- Why physicists should get on twitter:  
<http://physicsfocus.org/jude-dineley-why-physicists-need-to-get-on-twitter/>
- Tweeting at conferences:  
<http://www.astrobetter.com/tweeting-the-aas223-meeting-and-introducing-aasviz/>