

Bio and header

Use your own photo - especially for conferences

Search Optimisation is important for twitter

Your Profile and your Tweets can show up in Twitter search but also in Google and other search engines

Link TO your Twitter account too

Tweets:

280 characters

Links and link shorteners

Links take 23 characters

Previews

Images/videos

Up to 4 images

Video 140 seconds, 2 mins 20

Tagging Images

Hashtags

Use sparingly, use the right ones

[#ecrchat](#) [#phdcat](#) [#newpi](#)

Threading

Thread your whitepaper

Bite size pieces on Twitter so people will get the takeaways or will favourite for later

<https://twitter.com/gfbertone/status/1154674424257437697>

<https://twitter.com/drmichellelarue/status/1163201526505959424>

Thread on threads!

<https://twitter.com/dsquintana/status/1107939982361153537>

Unroll your thread into a webpage

<https://twitter.com/threadreaderapp/status/934543319962546176>

Connections

Find your contacts

How to use Twitter

Networking

Subject Matter Expert

Solicit input/views

Lead generation - Mailing lists or conferences

Reuse, Recycle - Evergreen content - Save your tweets to Google Docs

Retweet your tweets from earlier in the day

Lists

Have other interests ...

Other content ideas

Twitter takeovers

Take over an account with a wider reach

Conferences

Use the conference hashtag before, during and after

Mention speakers and do exec summaries of what they're saying

<https://twitter.com/alanmrice/status/1214135248428163072>

In advance of your own talk use the hashtag, summarise the talk, say who it might be of interest to and mention the time and the room number

Same for poster presentations, topic, poster number

Put your handle on your badge

Scheduling

Buffer or Hootsuite or whatever works for you

Analytics

<https://analytics.twitter.com/>

<https://followerwonk.com/>

Other tools

IFTTT

<http://ifttt.com> Save Favs to Google Sheets