

SCIENTISTS:

Five tactics to help you win with Twitter

1. Tweet about lots of things:

- Publications, website updates or blog articles,
- Invite feedback on new ideas,
- Tweet about new developments in your area – i.e government policy change, a think tank report, or a new journal article,
- Tweet quotes from speakers at conferences using the conference hashtag,
- Is your research area in the news? Post something you published a while ago, it's still relevant and could pick up a few retweets. Recycling content can give you so many more opportunities to engage with your community.

2. Don't just tweet a link to your paper:

- Name of journal or twitter handle,
- Finding in laymen's terms,
- Your institution's Twitter handle,
- A direct link to your paper,
- A relevant image, video or animation,
- No more than two hashtags.
- Or simply celebrate!! "WE PUBLISHED A PAPER! Yay! <http://jmir...>"

3. One tweet is not enough, keep up the momentum:

- Ask your colleagues to share your tweet, ask your institution to retweet.
- Repost your tweet, redevelop your content, pick out different aspects of your paper to communicate.
- Use a tool like Tweetdeck or Hootsuite to schedule your posts in advance.

4. Boost your audience reach with hashtags:

- Using #hashtags can help you to reach broader audiences, and research shows hashtags receive on average twice as much engagement as those without.
- But don't get too hashtag happy, tweets that use more than two hashtags show a 17% drop in engagement (source <https://blog.bufferapp.com>)
- Stuck for a hashtag? Check out the Healthcare Hashtag Project www.symplur.com/healthcare-hashtags

5. Always try to include an image (or animation/video):

- Tweets with images are retweeted 35% more than text-only tweets. They also show up bigger on feeds, so are more visible.
- You could simply include a photo of the researcher with a quote from your paper; develop an infographic of your results (if you have identified these are appropriate for your intended audience), or an image from your research.
- If you are using images from the internet, ensure these are royalty free or you have permission to use them.