

Twitter 101



Jamie Mitchell, PhD

Why Use **Twitter** to Share Your Research?

- ✓ Connect with scholars, funders, organizations and media around your area of expertise
- ✓ Disseminate findings and follow research trends
- ✓ Successfully & appealingly communicate with lay audiences
- ✓ Craft and share the narrative or “story” of your research!



Academic Examples for:

Audience: Academic, activist & lay

Purpose: Share/inform & connect

Sustainability: Free, integrated, stable



Jamie Mitchell, PhD @ProfessorChic · May 4

My colleague @DrJocelynSmith new article on trauma associated w exposure to homicide affecting black men in Baltimore
ajph.aphapublications.org/doi/pdf/10.210...



Daphne Watkins, PhD retweeted



Desmond U. Patton, PhD @SAFELab · Mar 12

Should flashing gang signs on @facebook send you to prison? Check out our blog post: safelabumich.tumblr.com. #socialmedia #criminaljustice



[View summary](#)



Daphne Watkins, PhD @WatkinsResearch · Feb 4

Got summer plans? Sign up for my #socialwork certificate program in #mixedmethods research! Register here ssw.umich.edu/offices/contin...
100% online



Breakthrough Twitter Tips

- ☑ Follow before you can build a following
- ☑ Don't be an egg, Don't engage with trolls
- ☑ Engage authentically & promote sparingly
- ☑ Use retweeting & favorites
- ☑ Tweet from outside platforms & add commentary!
- ☑ Use #hashtags to join the conversation!
- ☑ Use direct messaging and @ "mentions" to introduce yourself and your work



Resources for Maximizing Twitter



Powerful Use of Academic Hashtags

- #ScholarSunday
- #PhDChat
- #AcWri
- #ShutUpAndWrite
- #ECRChat (Early Career)
- #WithAPhD
- #GetYourManuscriptOut
- Conference Hashtags
- Field specific discussions
- Current Events

- [12 Hashtags that Changed the World in 2014](#)
- [10 Commandments of Twitter for Academics](#)
- [Using Twitter in University Research & Teaching: A Guide for Academics](#)
- [Twitter for Academics: A Five Part Guide](#)

Thank You!!!



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Questions???