FLARE Network Twitter Conference

#FLARETC20

How to create a Twitter presentation

What is a Twitter conference?

Based on the social media platform Twitter, a Twitter conference is an event where people can showcase their work to a broader audience. Presentations consist of a series of tweets (280 characters each). The event is **free**, and anyone with a twitter account can see your presentation! The FLARE Network Twitter Conference presentations will consist of **five tweets** in **five minutes** (one minute per post). Each presentation will be followed by a Q&A session with tweeted questions. Each presenter uses the hashtag **#FLARETC20** and observers simply follow the hashtag to engage with conference presenters. Since the tweets and hashtag remain online, you can also view the presentations at a later time. Presentation guidelines developed specifically for a Twitter conference will be shared with presenters and available on our webpage: http://www.forestlivelihoods.org/twitter-conference/

Rules for your presentation

You should have **five** pre-drafted tweets (280 characters per tweet) for your entire presentation.

Each tweet must be numbered and threaded together.

Ideally, each tweet must include some supporting media. This could be image with text, data visualisations, photographs, memes, a GIF animation or even a video! The media should relate to the point in the tweet. Don't forget you can post links in your tweets too.

You will have a five-minute time slot to do the presentation, so aim to post one tweet every minute.

For five minutes afterwards, attendees will be able to ask questions, and get responses by posting in the same presentation thread.

At least the first tweet in the presentation should include conference hashtag **#FLARETC20** to help wider audience search, recognise and promote your presentation. Ideally, you should include **#FLARETC20** in every tweet.

Suggestions for presenting at a twitter conference

- *Prepare ahead of time!* Get the text and media ready for your tweets well before your time slot. You can use a Word document or PowerPoint slides to do this. Then just copy and paste your text into Twitter and upload your media.

- A picture is worth a thousand words! Use images, videos and animations to make your tweets stand out.

- Ideally, the first tweet in the presentation must be a broad statement on your research. Think of it as tweet-size abstract. This will help people to retweet it, and latecomers to identify threads that are interesting.

- Multiple long sentences in a tweet are easier to read if each sentence has its own line.

- Hashtagging (#) a keyword is a great idea to get attention and wider engagement. Try sticking to one or two hashtags per tweet.

- Emojis could help to limit character usage, if used creatively- like animal for your focal species, or to make bullet/numbered points. For the sake of collegiality, avoid negative emojis.

- Don't forget you can tag collaborators or people who might be interested in your work by using their @TwitterHandle!

- Remember to complete/update your twitter bio with your current affiliation, website and any other interesting information you would like to share (your networks, hobbies, aspirations, etc.)

- You can make your own animations or GIFs to post on your tweets. The easiest way is to create a series of "still" images and then use software (such as Giphy or MS Powerpoint) to link them together as an animation. This GIF file can be uploaded to your tweet in the same way you would add a picture.

Twitter Terminology

To actively participate in this conference, you only need to have a basic understanding of the 'Twitterverse'. Here are some things that may help you to start getting familiar with Twitter:

What is a Tweet?

A tweet is the 280 characters message on which Twitter is based. Having 280 characters force us to be succinct. For the FLARE Twitter Conference, your tweets can also be accompanied by a 'slide' with images, infographics, figures, photos or animations to help you explain your work.

What is a Twitter handle?
Your @TwitterHandle is your Twitter name. For example, the Twitter Handle of the FLARE Network is @FLAREglobal.

What is a hashtag '#'?
Hashtags are short links introduced by the number sign, or hash symbol, #. The hash symbol turns any word or group of words that directly follow it into a searchable link. This allows you to organize content and track discussion topics based on those keywords. Make sure you are following the # for the conference **#FLARETC20**

What is a Twitter thread?
A thread on Twitter is a series of connected Tweets from one person. With a thread you can provide additional context, an update, or an extended point by connecting multiple Tweets together. For the FLARE Twitter Conference, your presentation will be a thread of five tweets. You could expand on points in your thread after your presentation is complete and we enter the conversational Q&A portion. To add tweets to a thread, click the plus (+) symbol when writing your tweets.

Mentions and replies
Mentioning and replying to someone is how we engage in conversation with each other. You can mention other people in your tweets by typing their Twitter handle. To reply, simply click on the reply (the message bubble) button from a tweet.

Pinning a Tweet
During the conference, "pinning" a tweet might be useful to allow people to find out about your presentation or discussions. "Pinning" a tweet means that whenever someone visits your Twitter profile, the first tweet they will see in your timeline is the one you chose to pin.

Helpful links
Link to the #FLARETC20 webpage
http://www.forestlivelihoods.org/twitter-conference-2020/

Find info on creating GIFs here:
http://blog.cdnsciencepub.com/science-communicators-get-your-gif-on/

Links to other Twitter conference guides:
American Society for Environmental History
https://jessicamdewitt.wordpress.com/2018/02/12/aseh2018tweets-presenters-guide/
World Seabird Twitter Conference

https://blackbawks.shinyapps.io/WSTC6/
World Bat Twitter Conference
- https://worldbats.wordpress.com/blog-