

Academic Twitter How-To Guide for SCN Members*



**SCN Academic
Twitter Guide**

Do's and Don'ts for Professional Tweeting

Be your professional self

- 1 — Tweets are forever
- 2 — Determine your professional presence
- 3 — Tweet consistently
- 4 — Retweet & Like posts that are professional
- 5 — Follow colleagues with similar interests #NeuropsychTwitter
- 6 — Share your research

research articles shared on Twitter are 11x more likely to be cited

3,800 SCN's Twitter has over 3,800 followers. Join the community!

 Follow us @APADivision40

Table Of Contents:

Glossary of terms	pg. 2
Setting up your Twitter Profile	pg. 3
Digital Etiquette	pg. 4
What do I Tweet?	pg. 4
Rules for Tweeting	pg. 5
Forming your Community	pg. 6
Things to Keep in Mind	pg. 7
Copyright Issues	pg. 8
Digital Media (photos, GIFs)	pg. 8
Lists & Polls	pg. 9
Retweeting & Quote Tweeting	pg. 10
Hashtags	pg. 10
Metrics & Analytics	pg. 11
People & Orgs to Follow	pg. 11
References	pg. 12

**adapted from sources listed in the references*

Created by: Presidential Task Force for Marketing SCN (revised - September 2021)

Glossary

- **Direct message (DM)**: Private messages sent from one Twitter account to another account(s). Direct Messages can be used for one-on-one conversations or between groups. You can limit who can direct message you under your 'Privacy and safety' settings.
- **Follow**: Subscribing to a twitter account. When you follow an account, their tweets will show up on your home page (timeline).
- **Hashtag**: Any word or phrase preceded by the # symbol. When you click on a hashtag, you'll see other tweets containing the same hashtag.
- **Like**: When you click on the heart icon, you 'like' a tweet. Liked tweets show up on your profile under the "likes" section.
- **Mention (@)**: You can mention other accounts by typing that @ sign followed by their username. The mentioned account will receive a notification that you mentioned them in a tweet.
- **Pinned tweet**: You can pin one of your tweets to the top of your page. This way, this is the first tweet people see when looking at your profile.
- **Retweet (RT)**: By retweeting a tweet, you share that tweet with your followers. Retweets always retain original attribution.
- **Thread**: A series of connected tweets from one person. Making a thread allows the user to provide additional context, an update, or an extended point by connecting multiple tweets together.
- **Timeline**: A real-time stream of tweets. Your home timeline is where you see all of the tweets shared by the accounts that you follow.
- **Tweet**: A short (up to 280 characters) message that may contain photos, GIFs, videos, and/or text. Can also be used in referencing the act of sending a tweet.
- **Username/handle**: How you are identified on Twitter, and is always preceded immediately by the @ symbol.

A useful beginner's guide is here: <https://www.wix.com/blog/2016/10/twitter-guide-for-beginners/>

Your Twitter Profile

1 You are able to upload a profile picture as well as a header photo. Your profile picture should be a professional photo that people can easily recognize as you. There is flexibility in your header (or banner) photo, and you can use a picture related to your institution, your values, or your interests.

2 Your handle (or username) is how you're identified on Twitter. Keep it brief and professional. (Appropriate humor or puns are allowed!)

3 Your biography is a short (160 characters maximum) description that appears in your profile that provides a statement of who you are. Some important things to mention include: 1) your affiliation(s)/role(s)/position(s) 2) your role/current level of training 3) your research/clinical interests 4) a disclaimer (e.g., that your tweets are yours, following/liking/retweeting does not signify endorsement). You can also include your location and a link to your professional website.

4 Pinned Tweets are Tweets that stay on the top of your profile. When people visit your profile, the pinned Tweet is the first thing they see, regardless of when you Tweeted it. This gives that tweet prime real estate on a social network that typically moves lightning fast.

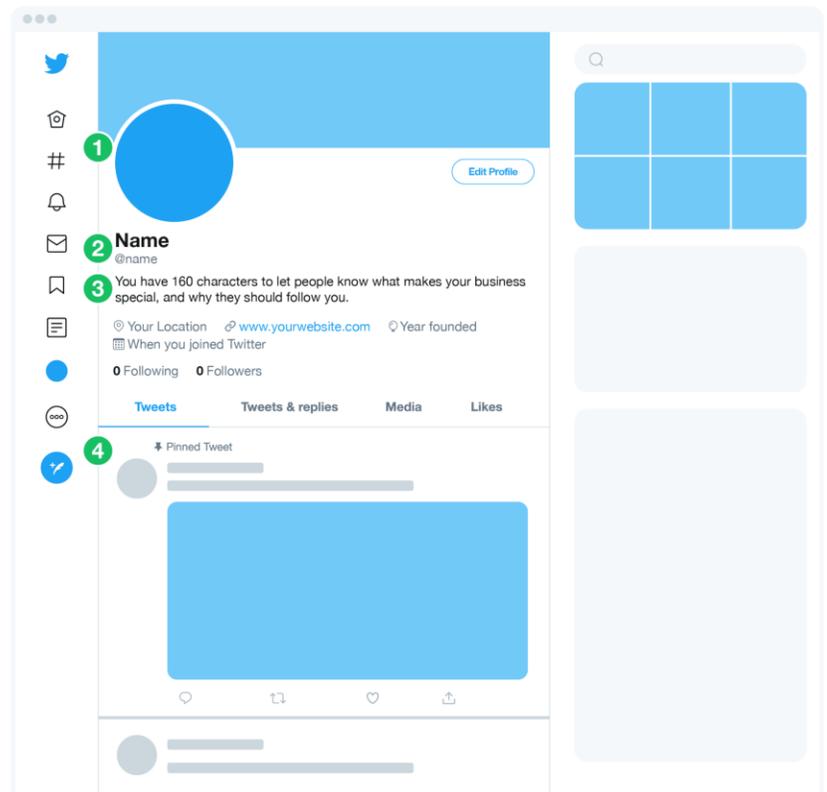
Your pinned Tweet is a place where you can advertise your skills and published works (especially during those transition periods in your career) - a sort of "ad space" that you don't have to pay for. Take advantage of this free advertisement by using your Tweet to push users to take an action. The action could be reading one of your recent articles, an award you received, or a link to your personal website. It can function as a sort of longer bio as well.

Here's how to pin your own tweet:

1. Open up your Twitter.
2. Find the tweet you want to pin.
3. Click on the "..." on the top right corner of the target tweet
4. Choose the option "**pin to your profile page**".

 Pin to your profile

5. Done.



Digital Etiquette

Responding to Tweets

How you respond contributes to your digital presence/reputation, so be mindful. This goes for how you respond to positive *and negative* tweets. (Don't feed the trolls! Easiest to block and move on.)

Mentions

To reference someone in a tweet and/or draw their attention to it, type the @ sign followed by their username. When you respond to a tweet with mentions, the default is to respond to everyone previously mentioned. You have the choice to deselect people so they are not continually mentioned.

Emojis/GIFs

Emoji usage is acceptable (and at times helpful). Usage of GIFs is also acceptable. (But use both of these in moderation!)

Twitter speak

Abbreviated language (e.g., u, w/, b/c) is okay in moderation to help cut down on characters for long tweets!

What do I tweet?

Self promotion

Twitter is a great way to promote yourself and your work. Another way to think about self promotion is self-advocacy. Twitter can help enhance your visibility, expand your network, and help your influence/reputation. Tweeting about accolades such as new publications or new leadership positions helps your visibility and reputation.

Self care/glimpses into your life

Alongside your professional presence, Twitter can be an opportunity to share a glimpse into your life, and what you do in your free time or for self care. (Sharing pictures of pets is always a crowd favorite!)

Seeking mentorship/advice

With the large network/community Twitter has to offer, Twitter can be a great place to seek mentorship and advice from a diverse group of people. Incorporating hashtags and polls is a great way to engage as well. Use Twitter as a way to crowdsource information!

Research

Twitter is a great tool for researchers to utilize and a great way to share and promote your work. In fact, [tweeting articles improves citability!](#) In fact, articles shared on Twitter are [11x more likely to be cited](#). In addition to sharing and staying up to date with research, you have a community of researchers at your fingertips that you can seek advice from and connect with. Twitter can also serve as a platform to recruit research participants.

“Rules” for Tweeting

When maintaining a professional Twitter presence, consider how a patient or patient’s family, colleague, lay-person, etc. might interpret the things that you post (i.e., often sarcasm doesn’t work well via text/Twitter formats). With professional Twitter accounts, you may decide to keep the personal sharing to a minimum and just share research and academic interests (that’s totally fine!). Others may choose to share more personal things on their professional Twitter (i.e., welcoming a new pet or child to the family). Whichever direction you choose to go, consider the following rules in maintaining a consistent and professional Twitter presence.

- 1.) Be your (best) self. Let your personality show but maintain professionalism digitally.
- 2.) What’s said online doesn’t stay online, and what’s said online stays there forever (even if posts are deleted).
- 3.) Quality over quantity. This rule goes for tweets, followers, mentions, and hashtags.

For a helpful commentary on social media and virtual networking in neuropsychology see:

<https://knowneuropsych.org/social-media-and-networking/>



Red Light Tweets

Things you might not want to share

- **Patient information** (even de-identified info can be seen by patients who may not want any of their information shared, de-ID’d or not).
- **Overly personal information** (sharing your interests is fine, but think twice before sharing potentially controversial weekend activities, identifiable home landmarks, children’s pictures, etc.).
- **Negative comments** (posting snide or negative remarks on spam posts, or posts you do not agree with)



Yellow Light Tweets

Things you might consider sharing depending on your values and comfort level

- **Unpublished research or clinical data** (different organizations & journals have different policies regarding sharing pre-prints or clinical data).
- **Political ideologies** (different folks have varying levels of comfort with sharing political or religious values via social media. If you would be uncomfortable with patients or colleagues reading it, consider not posting it).
- **Clinical recommendations** (consider the implications of sharing your personal opinion regarding a diagnosis or treatment to a very wide and public audience).



Green Light Tweets

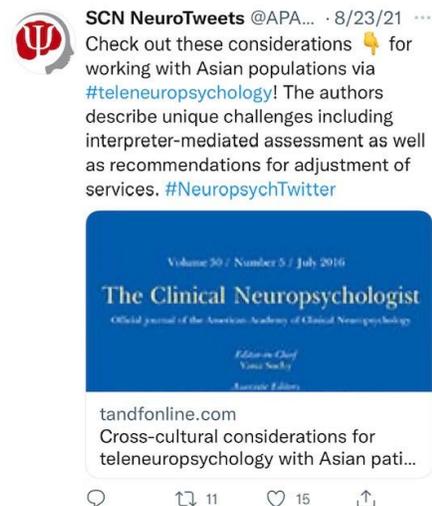
Things you definitely feel comfortable sharing

- **Career accomplishments** (yours or colleagues - e.g., publications, promotions, awards).
- **Job postings** (if your institution allows this, you can post information about a job or retweet others that share job info).
- **Sharing/Retweeting articles** (whether it is a news article, research, article, etc. just make sure you read the article before sharing; don’t hop on a trend & share information before doing your research on the topic first)

Forming your community

1. Tweet regularly. Give other people a follow. Engage with their content regularly.
2. Be helpful. Give before you ask for help.
3. Search for people you are interested in connecting with (critical during transition periods in your graduate career)
 - a. Like/comment on their tweets.
 - b. This could be a great conversation starter whenever you see them IRL (in real life). Anecdotally, I've done this and people have always been flattered that their tweets have influenced/made an impact on someone.
4. Follow people with high engagement/lots of connections and engage with their tweets.
 - a. If possible, ensure to follow back relevant people and organizations that are following you, unless it is an obvious spam account (block those).
 - b. Be careful how aggressively you are following others. If you are following 100+ accounts a day or using automated services, Twitter could possibly limit your account features and if you are following well more people than follow you could also influence someone's decision to connect.
 - c. Mention others in your tweets!
 - i. Don't be afraid to be a conversation-starter. Ask your existing followers pointed questions about timely topics going on in your field or a recent paper.
5. Leverage existing connections
 - a. Have a friend/mentor that you know who uses twitter effectively. Ask them for advice on how they did it! Let them know you're interested in gaining more of a following. More often than not other academics are welcoming to new twitter users.
6. Build a brand.
 - a. Set personal rules for yourself on what topics you will tweet about and include the topics you're most interested in in your bio.
7. Respond to all @replies - if you're someone who regularly engages in conversations with others on twitter others will see this and may be more inclined to ask for your input on future conversations.
8. Start a hashtag chat and include them in your tweets.

Hashtag chats are a cool way to learn from people who you have shared interests with. You can choose a topic #HealthDisparities #SDOH (social determinants of health), and participate in a chat with like-minded folks. [#NeuropsychTwitter](#) is also a good one to use in your posts or search to find other neuropsychologists on Academic Twitter.



Things to keep in mind when on Twitter

Online presence (patients can see you, creating a paper trail)

- Do not post things that you would not want your employer or patients to see if you are using your twitter account for professional purposes (AcademicTwitter). What is considered “unprofessional” online behavior can not only compromise a provider’s credibility, but also the profession generally. Below are some general guidelines to consider and reflect on:
 - [Physician Tweet Thyself: A Guide for Integrating Social Media into Medical Practice](#)
 - [Social Media and Health Care Professionals: Benefits, Risks, and Best Practices](#)
 - [Social Media and you: what every physician needs to know](#)

Privacy concerns

- Social media has the potential to blur boundaries! You cannot regulate what your patient learns about you if you do not have private social media accounts. Content posted on social media can easily be shared due to privacy settings.
- **Do not post patient information/interactions on Twitter. Just don't.**
 - [Can I Tweet This? Social Media and HIPAA Violations](#)
 - [Guidance Regarding Methods for De-identification of Protected Health Information in Accordance with the Health Insurance Portability and Accountability Act \(HIPAA\) Privacy Rule](#)

Thread by RetroAlleyCat (she/her) (@RetroAlleyCat), 26 Jun

Pls watch this video of a patient who was able to ID her lungs on Twitter. Let's use this as a #MedEd / #MedTwitter teaching moment about...



In a transition period (e.g., applying to programs, internship)?

Applying Grad School

1. Follow PIs whose labs you are interested in working with
2. Follow Twitter accounts geared towards post-bac students/folks applying for grad school:
 - a. [@PsychinOut](#)
3. Follow Professional Organizations such as ANA, HNS, SBN, and QNS and sign-up for mentorship programs (applies for all career stages)

Internship

Hashtags to Follow:

#APPICMatch
#APPIC

Postdoc

1. As when applying to graduate school, be sure to follow people who are at the institution you're interested in applying to.

Hashtags to Follow:

#postdoctoral

Applying for jobs/changing jobs

1. Consider keeping your current institution in your bio until your transition is complete. You can also keep your bio more general when between positions (i.e., neuropsychologist versus neuropsychologist @InsitutionName).

Copyright issues (be careful what you share)

Can I post copyrighted material on Twitter? The easy answer is **NO**.

If you use copyrighted material for any purpose on your Twitter feed, you are subject to action for infringement. To avoid this, you need one of a few things to be true: The material is either in **the public domain or has been released to the public with an appropriately free license**.

Do not screenshot copyrighted material. If in doubt whether something is copyrighted, just don't do it. If it has a paywall, don't share that material.

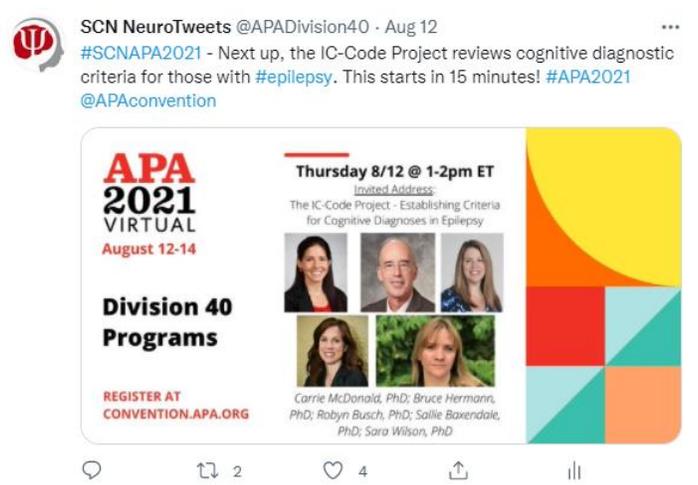
Including Digital Media in Tweets (photos, GIFs, videos)

Digital media is a great way to help your posts get some attention. Adding a photo, video, or GIF can highlight your Tweet in people's timeline by making it visually pleasing to look at or making it stand out. Here are some things to consider when using digital media on Twitter.

Photos/Videos: Similarly, make sure that any photos you share are either your own (you took them) or are public domain. There are several resources for open-access stock photos that are available for use. Examples include: [Unsplash](#), [Pixabay](#), [Creative Commons](#). Videos are less commonly shared on Twitter, but when they are the same rules should apply as if they were photos or GIFs.

GIFs: Twitter has an option to add pre-made GIFs to your post using the GIF button. These are open-access through Twitter so you don't have to necessarily worry about copyright issues. However, you do want to keep in mind the context of where the GIF came from (i.e., a funny GIF of an actor from a famous TV show shaking his head might have a more sinister context than what the GIF makes it seem like). When in doubt, pick a GIF that you either know the context, or you have little doubt that it might be controversial.

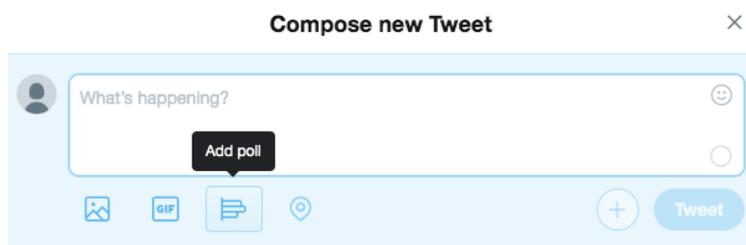
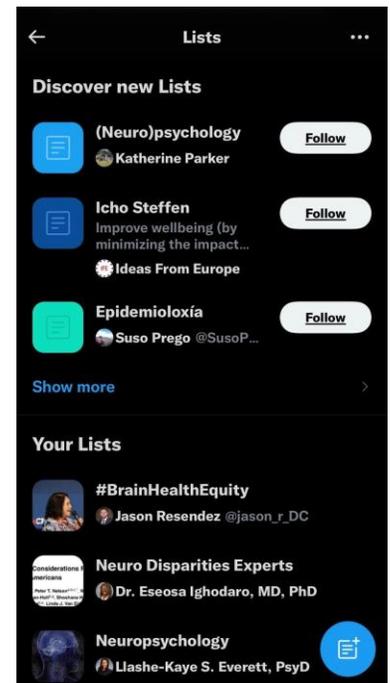
Examples from SCN



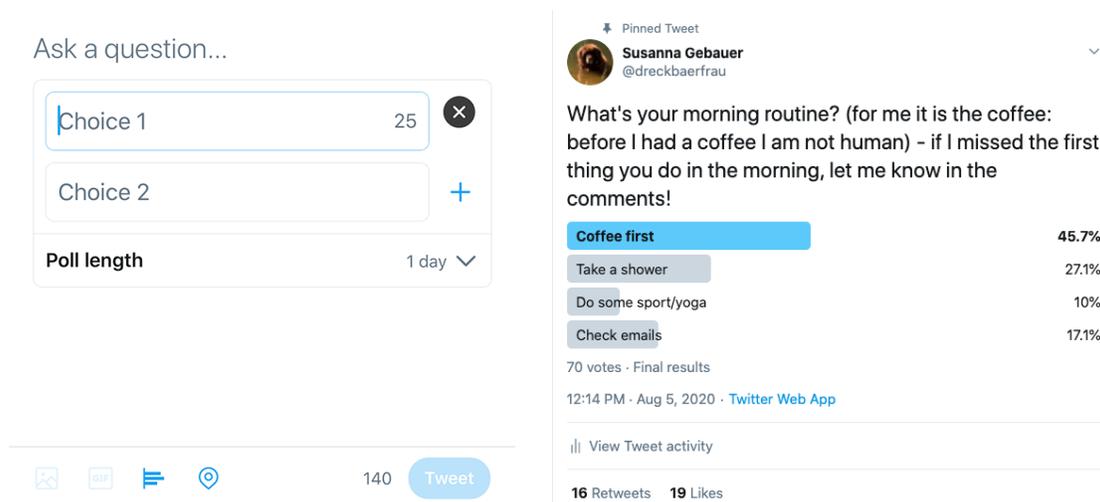
Community & Conversation on Twitter (Lists & Polls)

Lists: Twitter Lists allow you to customize, organize and prioritize the Tweets you see in your timeline. You can choose to join Lists created by others on Twitter, or from your own account you can choose to create Lists of other accounts by group or interest (e.g., Alzheimer’s researchers, Neuro besties). Viewing a List timeline will show you a stream of Tweets from only the accounts that are on that List. You can also pin your favorite Lists to the top of your Home timeline so you never miss a Tweet from these accounts. Others can also add you to their lists. To see lists that you are on, select the three dots on the top right of the Lists page and click “Lists I’m On”. To remove yourself from someone else’s list see [these instructions](#).

Polls: Twitter Polls are a great way to get the opinion/insight of the Twitter community on a topic. Responses to polls are anonymous, and all you will see is the total number of people who voted in the poll and the percentage breakdown for each response. To create a poll, click on the bar chart icon.



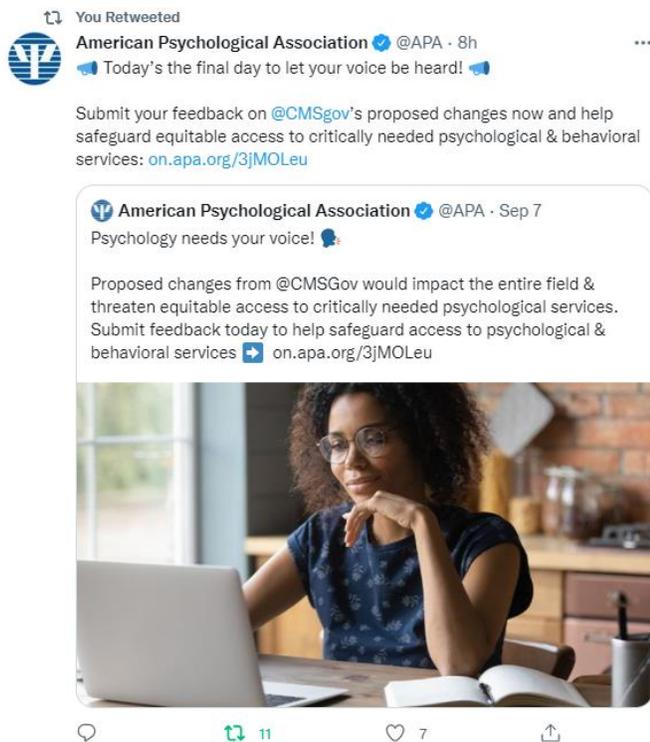
Next, you have the option to add up to four choices, and each choice has a 25 character limit. To add a choice, click on the plus sign. You also have the option of poll length, or how long the poll is active. The maximum amount of time a poll can be active is 7 days.



Retweeting & Quote Tweeting

Twitter allows you to “share” (called Retweet) things that you agree with or want to highlight on your feed. To retweet, click the circle of arrows on the post. You can also add a comment to the Retweet with your own thoughts about it.

Retweeted post



Quote Tweeted Post



Hashtags

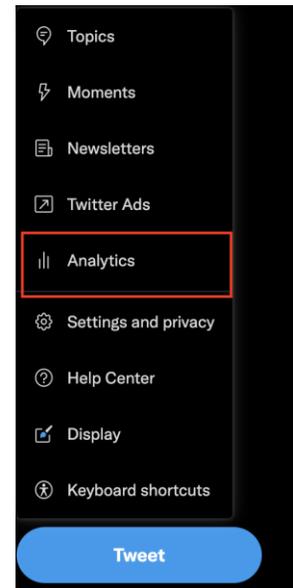
Hashtags are a great way to highlight some key themes/topics in a tweet. A hashtag is anything following a # sign. When you click on a hashtag, you will see other tweets with the same hashtag. You can also search hashtags to find conversations/Tweets about things you might be interested in. Hashtags that you include in your posts become searchable along with the other posts using the same hashtag. Consider including some of the following if they are appropriate to your message and/or audience:

- [#NeuropsychTwitter](#)
- [#Neuropsych](#)
- [#AcademicTwitter](#)
- [#AcademicChatter](#)
- [#PhDLife](#)
- [#PhDChat](#)
- [#PostDocs](#)
- [#PsychTwitter](#)

Metrics/Analytics:

Twitter Analytics shows you how your audience is responding to/interacting with your content. You can use this data to optimize your future Twitter campaigns and get better results.

Turn on analytics by going to the “More” section on your home dashboard > Analytics



Now that you know how to use Twitter, follow us:

SCN Division 40 Twitter	@APADivision40
SCN ANST	@Div40ANST
SCN WIN	@SCN_WIN
SCN ECNPC	@Div40ECNPC

Other Professional Organizations on Twitter

International Neuropsychological Society ([@INSneuro](https://twitter.com/INSneuro))
 American Psychological Association ([@APA](https://twitter.com/APA))
 Queer Neuropsychological Society ([@QueerNeuroPsych](https://twitter.com/QueerNeuroPsych))
 Society for Black Neuropsychology ([@SoBlackNeuro](https://twitter.com/SoBlackNeuro))
 Asian Neuropsychological Society ([@AsianNeuroPsych](https://twitter.com/AsianNeuroPsych))
 Hispanic Neuropsychological Society ([@HispanicNS](https://twitter.com/HispanicNS))
 Sports Neuropsychology Society ([@SportsNeuroSociety](https://twitter.com/SportsNeuroSociety))
 Navigating Neuropsychology ([@NavNeuro](https://twitter.com/NavNeuro))
 KnowNeuropsychology ([@KnowNeuropsych](https://twitter.com/KnowNeuropsych))

Presidential Task Force Team (#InnovatingSCN)

SCN President: Cynthia Kubu ([@CynthiaKubuPhD](https://twitter.com/CynthiaKubuPhD))
 Julia Maietta ([@JuliaMaietta](https://twitter.com/JuliaMaietta))
 Abel Steven Mathew ([@AbelSMathew](https://twitter.com/AbelSMathew))
 Kara Eversole ([@KaraEversole](https://twitter.com/KaraEversole))
 Molly Split ([@MollySplit](https://twitter.com/MollySplit))
 Nicholas Kavish ([@NickKavish](https://twitter.com/NickKavish))
 Stephanie Torres ([@StephTorres91](https://twitter.com/StephTorres91))

References:

- <https://medium.com/@smojarad/a-beginners-guide-to-academic-twitter-f483dae86597>
- <https://www.apa.org/science/about/psa/2020/05/academic-twitter>
- <https://help.twitter.com/en/using-twitter/create-twitter-account>
- <https://www.insidehighered.com/advice/2016/10/19/how-academics-can-use-twitter-most-effectively-essay>
- <https://danarehn.com/2020/01/07/getting-started-on-academic-twitter/>
- <https://theacademicdesigner.com/2018/academic-twitter/>
- <https://www.womeninresearch.com/news/using-academic-twitter>
- <https://www.dummies.com/social-media/twitter/twitter-for-dummies-cheat-sheet/>
- <https://help.twitter.com/en/resources/glossary>
- <https://sproutsocial.com/insights/pinned-tweet/>
- <https://www.digitalgyd.com/pin-a-tweet-guide/>
- <https://help.twitter.com/en/using-twitter/twitter-lists>
- <https://www.adweek.com/performance-marketing/build-community-twitter/>
- <https://bcmj.org/mds-be/physician-tweet-thyself-guide-integrating-social-media-medical-practice#a16>
- <https://pubmed.ncbi.nlm.nih.gov/23373164/>
- https://www.hopkinsmedicine.org/fac_development/documents/course-offerings/Twitter%20Best%20Practices.PDF
- <https://knowneuropsych.org/social-media-and-networking/>
- https://twitter.com/docblock_neuro/status/1227300518948724737?s=21
- <https://www.wix.com/blog/2016/10/twitter-guide-for-beginners/>