

# Communicating Your ANR Story



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## Module Two: Twitter Basics

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Agriculture and Natural Resources

## About the Communicating Your ANR Story (CYS) Series:

Communicating our stories as researchers and educators is essential.

Increasingly, this involves digital technologies.





## Upcoming Webinars:

1/3	LinkedIn
1/10	Blogging
1/24	Instagram
1/31	Facebook
2/4-2/8	
Creating a Communications Strategy	

- In the CYS series, you'll learn about tools & social platforms that will advance your work.
- We hope these webinars and resources will help you with **Extension Delivery.**

# Agenda

- Why Use Twitter?
- Twitter Basics/Terms
- A Few Things to Do (or Don't Do)
- More Advanced Things
- Interactive Session: A Quick Tour of Twitter Features & Some Good Examples
- Q&A



# Ideas

- “The stickiness and value of a connected life will be far too strong for a significant number of people to have the will or means to disconnect...”
- Social technologies are levelers. Most are free, which enables broad access. They flatten social and data hierarchies. In their best form, they can democratize information. They are now an integral part of/player in social movements.

“

No product is made today, no person moves today, nothing is collected, analyzed or communicated without some ‘digital technology’ being an integral part of it. That, in itself, speaks to the overwhelming ‘value’ of digital technology.

— LOUIS ROSSETTO, FOUNDER AND FORMER EDITOR-IN-CHIEF  
OF WIRED MAGAZINE

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PEW RESEARCH CENTER

# My Story

- Kellogg Fellowship – focus on digital communications
- Victory Grower & UC Food Observer
- Central to all my work: blogs and social media, particularly Twitter



# UC Food Observer

- Brand platform for UCOP's Global Food Initiative
- Blog and social media presence
- From the institution (but not institutional)
- Provide value-added public service (via curation, contextualization and original content)
- **ENGAGE** with the public, media, UC community and others



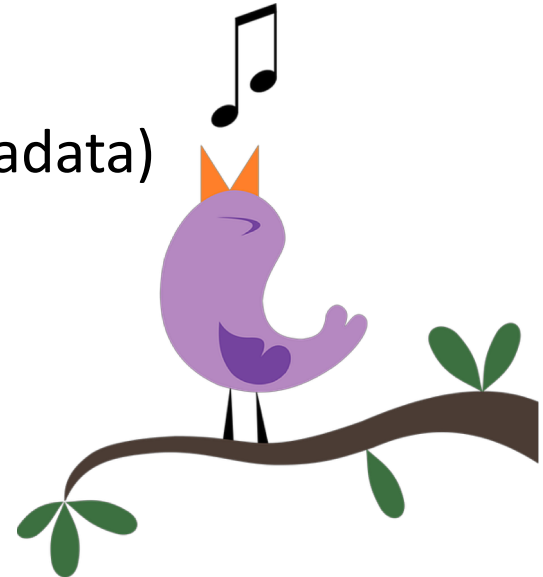
# Twitter...What Is It?

- A highly active social platform that flattens (shatters!) information and social hierarchies
- Interactive...
  - Relies on building networks (communities),
  - Engagement (in conversation)
  - Good listening



# Twitter is short and sweet (or short and Tweet)

- A Tweet is a 280-character message that you send out...a micro-blog
- You can share links, videos, photos, and even conduct surveys
- Indexed by Google search
- Hashtags on Twitter are searchable, too (metadata)



# Twitter Terms

- Tweet – an individual post (280 characters)
- Handle – A person/organization’s “user name” – begins with @
- Follower – On Twitter, they follow you
- DM – Direct message (A message sent privately between users)

# Twitter Terms

- Retweet (RT) – Reposting/sharing a Tweet from someone else
- Mention – Using someone else’s handle (@) in a Tweet
- Twitter Bio – A short bio that appears at the top of your profile
- Pictures – Bio and header

# Why Use Twitter?



- Receive/share real-time news
- Easy to compose and send messages
- Fast and flat
- Ideal for mobile use
- Find your intellectual/programmatic community
- Create targeted contact lists

# Why Use Twitter?

- Flat hierarchy – direct access to influencers
- Customer service portal
- Convene conversations (Twitter chats)
- Call to action
- Broadcast live video
- Surveys
- Invite conversation...ENGAGE

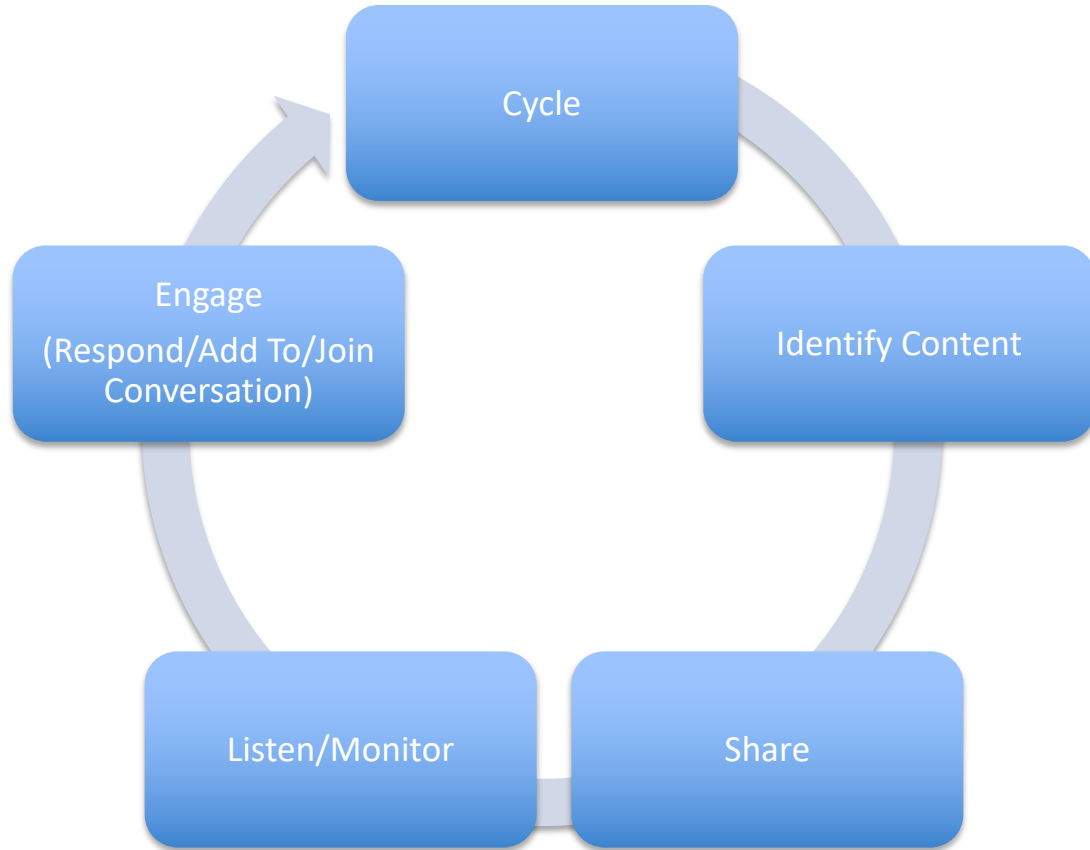


# Questions to Ask Yourself...

- Why am I doing this?
- What do I want to communicate/share?
- How much time do I have to devote to this?







# Do



- Optimize your bio (I'll show you how in the interactive session)
- Be authentic
- Be informative...add value
- Listen and engage
- Share the work of others (rule of 1/3rds)

# Do

- If you RT, try to add a comment
- Use hashtags, but don't hashtag every single word
- Be consistent in posting and drip content out

# Do

- Represent UC well – be factual, be kind, be professional
- Consider having different accounts for personal and work
- Use good visuals

# Do

- Remember: this is a community engagement model, a conversation...we're not talking "at" people
- Use Twitter analytics (Rose can answer questions)
- Be patient...it takes time to build up a following

# Don't

- Be scared to share your expertise, even if it's a controversial topic. The info you provide may provide clarification and/or add value.
- Bludgeon people with facts...it doesn't change minds.
- Be impolite.
- Focus too much on # of followers.

# More (fun!) Things to Do With Twitter

- Twitter Chat
  - UCFO/UCANR Value of Public Science
  - 286,752 Twitter accounts reached; 1,686,048 impressions
- Live Tweeting
- Surveys
- Social Takeover



# Before We Go Explore Twitter Together...

- Resources:
  - Lynn and Rose's PowerPoints are in PDF on the ANR Learning & Development page, along with a bibliography and a tip sheet
  - Call, text or email Rose at 805.794.1665 or email at [rhsmith@ucop.edu](mailto:rhsmith@ucop.edu) with any questions. **I can help. I want to help you!** You can also Tweet me or DM me on [Twitter @ucfoodobserver](https://twitter.com/ucfoodobserver).
  - Follow @ucanr and @ucfoodobserver. We will follow back.