**Twitter Guidelines**

From: Ross Mounce

The SA Twitter account is: @SystAssn

We think it would be great if we (@SystAssn) sent out more tweets on related topics, job adverts, papers and conferences than we currently do. So, if you've spotted something worth tweeting; go and tweet it yourself from our account.

Go to: <https://twitter.com> and login with username: systassn password: Jul1anTw33t

Upon login, you'll see a screen of tweets sent by people we 'follow' on Twitter e.g. @TAXACOM, @Zookeys\_Journal, @BritishEcolSoc, @BBSRC etc...

To send a tweet from(as) our @SystAssn account, click on "Compose new Tweet..." in the top left hand corner.

TIPS & STYLE:

ALWAYS include a URL link to the thing you're tweeting about.

e.g. The full programme is now up for our event "Collections-based research in the genomic era" <http://www.linnean.org/Meetings-and-Events/Events/Collections-based+research+in+the+genomic+era>

You don't need to worry about long URLs, Twitter automatically shortens most URLs for you, so just chuck the link in the box.

Spend time composing your tweets. 140 characters inc. a link doesn't give you much room to play with so you may have to re-write what you want to say to get it all in and make it coherent & self-contained in 1 tweet

Not much point in tweeting at 6am - few are around to read it. Likewise, tweets sent in the afternoon & evening tend to get read more (US timezones).

Don't be tempted to #write #every #word #with a #hashtag if you're unsure about using a hashtag; don't.

If your tweet contains a link to something that may be behind a paywall for some users, let them know this by putting (£) after the link - people can get very annoyed if they're directed to something they cant access. Likewise if your link directs to a pdf, put (PDF) after the link - mobile users often appreciate this warning - PDFs can be annoying for them, and thus tbh links to PDFs are best avoided if possible.

Happy Tweeting everyone,

Further References:

Dorothy Bishop (2011) A gentle introduction to Twitter for the apprehensive academic <http://deevybee.blogspot.co.uk/2011/06/gentle-introduction-to-twitter-for.html>

Jason Priem (2011) Prevalence and use of Twitter among scholars <http://blogs.lse.ac.uk/impactofsocialsciences/2011/11/21/altmetrics-twitter/>

Mark Reed & Anna Evely (2013) Twitter Tips <http://www.lwec.org.uk/sites/default/files/TwitterTips.pdf>