

@R-Ladies East Lansing: Curator Guide

Curator Guide for the R-Ladies East Lansing Rotating Curation (RoCur) Twitter Handle

This curator guide utilizes the guidelines and materials developed by Katherine Simeon, *et. al* and @WeAreRLadies.

About @R-Ladies East Lansing

The R-Ladies East Lansing RoCur (RoCur = Rotating Curation) is a rotating curation twitter handle, **@R-Ladies East Lansing**, that will feature an awesome 'R-Lady' each week. This account is run by R-Ladies East Lansing.

Objectives

1. To encourage and maintain Twitter engagement within the R-Ladies East Lansing community.
2. To spotlight female and minority genders (including but not limited to cis/trans women, trans men, non-binary, genderqueer, agender) and their great work in R and data science.

How Curating Works

- Curatorship begins each **Monday at 7:00 AM ET** and ends the following **Saturday at 12:00 PM ET**.
- For the duration of the curatorship, the profile photo will be a photo of the curator.
- The personal twitter handle of the curator will be in the bio (if applicable; you do not need to be a twitter user prior to curating).
- On the Sunday before your curatorship starts, we will post and pin an infographic spotlighting you, the featured curator (see our Github repo for a sample of this). Information in this graphic will be based on your answers to questions we asked when you signed up to curate.
- Tweet throughout the week! We do not require that you tweet a specific number of times. But, we ask that you be as active as your schedule allows during your curatorship. (See the Twitter Tips section for suggestions and guidelines for what to tweet about.)
- Every Sunday, the administrator will update access of the account for the next curator via Tweetdeck.

Curating Agreement

By signing on to be a curator of @R-Ladies East Lansing you agree to the following:

1. Abide by R-Ladies' [Code of Conduct](#) in all activity and interactions you have on the @R-Ladies East Lansing account.
2. Be the sole tweeter of @R-Ladies East Lansing for the week that you are assigned.
3. Don't change the photo, biography, background or theme of the @R-Ladies East Lansing account, unless expressly directed to do so (e.g. changing the profile photo at the start of your week).
4. Provide a profile photo which may be used during your week, and some background information on yourself, including research and interests, for the @R-Ladies East Lansing blog/website.
5. All content posted during your week is your responsibility. That said, the @R-Ladies East Lansing administrators will take action if your posts contain racism, sexism, homophobia, etc.
6. Refrain from using obscene or abusive language.
7. Do **not** promote or advertise any business or receive remuneration from a third party to do so. ***Please see our section on Promotional Tweeting for more information on this.*
8. After your assigned week, remove access to @R-Ladies East Lansing from any applications to which you may have granted access.
9. You may not follow, unfollow, or block any other twitter users from the account. Additionally, you may not interact with individuals via direct messages.
10. A curator's access may be revoked if a disproportionate number of followers report problems engaging with the curator, or if the curator is inactive on the account.

In the event that you receive abuse while contributing, please do block the offender if you feel it necessary. If this does occur, please send the administrators an email at eastlansing@rladies.org or via the R-Ladies East Lansing Community Slack, noting the offender's Twitter handle and a description of the offense.

Please follow the [Twitter Terms of Service](#). The administrators of @R-Ladies East Lansing reserve the right to warn or revoke the access of anyone who violates Twitter's terms of service or breaches any of the above rules.

Twitter Tips

Introducing Yourself

- Your first post should introduce yourself to the account followers. Your first tweet should tell the audience: what you do (your job, hobbies, etc.)
- You can also provide links to other relevant social media such as a blog, website, github page, or etc.

General Tweeting Guidelines

- We do not require that you tweet a specific number of times. But, we ask that you be as active as your schedule allows during your curatorship.
- The content of your tweets is all up to you! But keep it relevant to R and/or R-Ladies. Make the account and its tweets useful for learning.
- Tweet pictures/graphics whenever possible.
 - Posting photos from R-Ladies East Lansing Meetups or other R-related events is highly encouraged.
 - Please properly attribute your photos and graphics by asking permission from the source if it is not you. Tag the source if you are able.
 - Tag individuals who are in the photos if you are able.
- Use hashtags! (See below in *Tweeting about R*) for more information on this)
- Add emojis and gifs when appropriate 😊😊
- Have Fun!

Tweeting about R

- If you are part of the R-Ladies East Lansing Chapter, highlight a project your local chapter is working on.
- Share relevant articles, blog posts, etc. relevant to your work or interests in R.
- Tell us something you just learned about R.

- Tell followers about a current R project you are doing (share a line of code or dataviz, link to a package you use a lot).
- When mentioning a package, add a link to its CRAN/BioConductor/GitHub page.
 - If possible, tag the Twitter account of the maintainer if this person isn't too famous yet (e.g. no need to link and tag Hadley Wickham when mentioning ggplot2).
 - Same goes for courses, books, and etc.
- Use hashtags whenever possible.
 - Use the hashtag **#RLadies** whenever possible and relevant.
 - Use the **#rstats** hashtag when you share something that can be useful for the greater R community (e.g. a cool package); however, don't use it when saying "Oh I'm doing R look at my screen" because this would create clutter in the R hashtag timeline and potentially lead to people blocking/silencing the account which we do not want. 😊😊
- Some other hashtag examples: **#dataviz**, **#rspatial**, **#opendata**
- You can also hashtag: package names, the location of your local chapter, etc.

Interacting with Your Audience

One goal of @R-Ladies East Lansing is to maintain a strong R-Ladies community on Twitter! Therefore, please respond to people who interact with the account.

If someone asks a question, we suggest re-tweeting their question with your response as a comment so that others can see the original question.

Other suggestions for interacting with your audience:

- Ask a question about something you are having trouble with in R (our community is all about helping and supporting each other).
- Ask for recommendations on packages/datasets/features in R for a project you are working on.
- Create a twitter poll for followers to respond to.

Promotional Tweeting

It is not permitted to promote companies and/or businesses through @R-Ladies East Lansing.

On this account, promoting a company, business, or service is broadly defined as any instance where any entity receives financial benefit from the twitter post. This includes:

- If you, the curator, receives remuneration for posting about a specific company, business, or service (including referral links)
- If an organization, company, or individual receives profit from individuals using their service (i.e. users would have to pay for the service)
- If the post actively solicits followers to partake in services where an entity receives financial benefit.

Examples of promotional tweets that are not allowed include:

- “Buy this book about XYZ in R!”
- “Here is an online course that might be useful”

We encourage @R-Ladies East Lansing curators to share free, openly-available resources to our audience **and** share personal experiences about using specific resources without promoting or soliciting on behalf of any particular company, business or service. This includes:

- Discussing an open source package that you use and why it’s helpful
- Discussing what you use R for at your job
- Sharing free, openly-available resources that you used to learn R and explaining what you liked and disliked about this resource.

Examples include:

- “As my job at [company name], I do/learn/use XYZ in R”
- “An awesome package I use for XYZ in R is [package name]. [function name] is especially useful for ABC (includes example)”
- “My first introduction to XYZ was this blog post: URL”