How to Tweet

You can access the Twitter account in two ways, through Twitter itself, or through Hootsuite. For the passwords and access to these accounts please ask Gina Maffey.

Tweets are short updates consisting of 280 characters. Twitter is a conversational, network medium, so can be used to engage with particular audiences, or on particular topics that are being discussed in real time. JIVE uses to twitter to share information on recent publications and events, as well as to engage with events or discussions remotely.

Tweets should be polite, semi-formal, clear and concise. JIVE tries to maintain a positive, supportive voice.

***Twitter***

To send a tweet:

* Log in to twitter.
* Write the tweet in the ‘What’s happening?’ box at the top of the news feed. In the news feed you can see recent tweets from other users that JIVE is following.
* To **add media** (eg. a photo or a video) click on the left hand image icon under the ‘What’s happening?’ box. Photos and videos will increase the amount of engagement with a tweet.
* Using **hashtags** can also increase engagement – clicking on a hashtag will show all the tweets with the same hashtag, this is useful to follow discussions at events or on particular topics. For example, #PulsarWeek, #Hackathon #EWASS2018
* To **tag** a person or an organisation/institution in a tweet use their Twitter handle, this is an @ symbol followed by their name. For example: @JIVEVLBI @ASTRON\_NL @SKA\_telescope. You can also use these handles on images to tag others.
* To **respond** to a tweet, either click on the tweet, or the speech bubble underneath the tweet and fill in the ‘Tweet your reply’ box.
* To **share or retweet** someone else’s tweet click on the retweet symbol (two arrows) underneath the tweet. You will also be given the option to add your own commentary on the tweet – if you do not want to add anything, just press ‘retweet’.
* To **like or favourite** someone else’s tweet click on the heart symbol underneath the tweet.
* To **follow** a new account, go to the account page by clicking on the user handle (e.g. @jivevlbi) and then click ‘follow’ – this account’s tweets will now appear in your news feed.
* **Lists** - it is possible to create lists of users that may be interesting, for example conference attendees. Currently JIVE has two lists, one of these is compiled of EVN organisations and individuals – this is useful for when sharing EVN press releases to tag other organisations, or to see what is being discussed around a news piece. Lists can be found at: <https://twitter.com/jivevlbi/lists> (or by clicking on ‘lists’ on the home page).

***Hootsuite***

Hootsuite provides some powerful tools that are not available in Twitter directly. The main reason for using Hootsuite over twitter is to be able to schedule tweets to be shared at a particular time – this is useful for press releases that are embargoed. It is also possible to autoschedule tweets for when the majority of your audience is online. At the moment the JIVE account is set to autoschedule three tweets a day – this means if you upload tweets and press autoschedule up to three tweets a day will appear.

To schedule tweets:

* Log in to Hootsuite.
* Click on ‘publisher’ - the paper aeroplane icon on the left hand side.
* In the top left hand box, titled ‘send to’, click on the jivevlbi Twitter account (the other account is the JIVE Facebook account).
* In the box next to this, titled ‘Compose message’, write your tweet and add on any other media as you would in twitter.
* Schedule your tweet, either by pressing ‘autoschedule’ or by selecting a particular time that you want the tweet to appear (you will need to deselect autoschedule to do this).