

# *INSIGHTS skills training II: Twitter for researchers*



## **Timetable**

09.30 a.m. – 11.00 a.m.

### **Introduction and Twitter basics**

- Welcome and general introduction
- Basics and small Twitter terminology: What are followers, timeline, hashtags, lists & co.? (The terminology will be adjusted to the entry level of the participants.)
- Efficient Twittering: Correct timing, helpful Twitter tools and their use
- Specifics of collaborative or institutional tweeting

11.00 a.m. – 11.10 a.m.

SHORT BREAK

11.20 a.m. – 12.30 p.m.

### **Twitter strategy**

- Using Twitter as a strategic tool: Research and networking, self-representation and reputation building
- Developing a personal communication strategy: Who and what do I want to reach with my science communication? What are my communication goals? What are my topics, who are they interesting for, how do I reach my target or interaction groups?

12.30 a.m. – 12.50 p.m.

LONG BREAK

12.50 p.m. – 2.00 p.m.

### **Twitter practice**

- Planning your next months on Twitter: finding topics, creating content, formats, visualizations & time management
- Pitfalls: dealing with discussions and (critical) comments