Running an IOM3 Technical Group Twitter – dos and don’ts

DO:

- Only start a Twitter account if your community has time to run it, namely you have at least one person affiliated to your group who has the time and enthusiasm to maintain the account properly. This includes sending out tweets and responding to any replies. As long as the person can check on the account for a few minutes at least a couple of times a week, this is enough.

- Share the workload between two or more people if you like, but if so make sure they communicate with each other to ensure tweets are not duplicated, and one of them still takes responsibility for tweeting at any one time.

- Aim to tweet at least once every 1-2 weeks. If you/your Twitter account manager doesn’t have at least this much time (a few minutes per week) then it is better not to have an account at all, as it will go out of date very quickly and look neglected.

- Tweet every few days or even every day if you can! But be aware that you can go too far the other way – overposting can be annoying to your followers!

- Keep the account on topic and remember your tweets will be seen as representative of your technical group/community/discipline/IOM3.

- Feel free to tweet anything relevant, whether it is IOM3 content or not, but if not from IOM3 do make sure the source is reliable, e.g. a reputable news or industry/academic website etc.

- Follow @iom3 and optionally other IOM3 accounts and staff which you can find listed at www.iom3.org/social-media

- Let us know that you have set up the account so that we can follow you back from @iom3 and include it in the above list.

- Mention in your bio that you are a technical group of @iom3 and link to your microsite from the “website” field in your profile.

- Use appropriate artwork for your profile picture and cover image. Make sure you have the copyright owner’s permission to use these images. If you need artwork please contact the IOM3 design team.

- Sign up for notifications on your device so that you will be alerted when someone replies to your tweets, or new people follow you.

- Engage with replies to your tweets, even if it’s only to click “like” on these – this shows that person that you are paying attention to their interest in your tweets.

- Reply to any tweets that may ask you questions about the Institute and its services by mentioning @iom3 – Institute staff will see these tweets and respond asap.

- Mention @iom3 in your own tweets if you’d like these to be picked up by Institute staff quickly for retweeting, or to send us information or otherwise get our attention.
• Please contact richard.cooper@iom3.org / @iom3webmanager or natalie.daniels@iom3.org / @natalieiom3 if you have any queries.

DON'T:

• Just retweet anything you see, especially if you have doubts about it. Check out the account’s bio and their other tweets if you’re not sure who they are before engaging or retweeting them, to make sure they are reputable and not sharing “fake news” – even if they engage with you first.

• Neglect the account. Should the person or people running the account no longer be able to do this, please source someone else from the community willing to take it over as soon as possible. IOM3 staff are regrettably unable to run your account for you.

• Sign up for free services which tell you e.g. how many users followed/unfollowed you in the previous week as these tend to automatically tweet this info from your account.