

TWEETING TRUTH TO POWER: 5 Reasons to Use Twitter for Professional Practice

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WHAT IS TWITTER?

Twitter is a platform that enables users to connect with others, identify field-specific trends, promote their business or research, and find notable resources for professional development

FIVE REASONS TO USE TWITTER IN YOUR PRACTICE



Connect with colleagues



Opportunities for collaboration



Posing questions for feedback



Sharing research opportunities



Summarizing project/research findings

HOW TO GET STARTED

- Go to www.twitter.com
- Choose "Sign Up"
- Select your interests
- Add a "handle" (e.g., @EvalNerd)
- Upload a photo or avatar
- Insert a brief bio
- Follow @SheilaBRobinson & @DevenWisner
- Subscribe to Sheila's Twitter Evaluation list: <https://twitter.com/SheilaBRobinson/lists/evaluators>
- Tweet your success (be sure to add #EvalTwitter!)

Tips:

- Use Twitter search to find conversations a topic. You can contribute to the conversation with one of the sample tweets, or original content.
- Tweets have a maximum length of 280 characters, including URLs, hashtags and punctuation.
- Use URL shorteners whenever possible.
- Use the event hashtag #Eval18 in your conference-related Tweets.
- Add an active industry hashtag to any tweets to make sure your message gets out in front of more people! For example: #dataviz, #Eval, #Evaluation, #research, #statistics, #bigdata...
- Add AEA's Twitter account to your posts and follow AEA at @aeaweb
- After you find followers sharing relevant content, look who they follow for ideas for more connections!
- Look for #EvalTwitter chats and participate!

Resources:

- How to sign-up for Twitter: <https://tinyurl.com/ycjrt28q>
- AEA365 Twitter-Focused: <https://tinyurl.com/ya6djoa9>

QUESTIONS?




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