@UQ_News
Twitter tips for UQ users
WHAT IS TWITTER?

And why should we use it?

- Twitter is used to communicate short, sharp messages (140 characters or less) with a selected audience.

- Not only can we promote the university and its experts/news, it's a tool to seek information.

- Twitter is now seen as a legitimate source of news and information both by journalists and consumers.
WHAT WERE WE DOING?

How was OMC using Twitter, and how could we improve this?

- The major problem: we used Twitter solely as a news distribution service, rather than engaging with our audience.
STRATEGIES

@unimelb – Follows 857, Followers 35.7K, 6879 tweets. Joined May 2008

@Sydney Uni – Follows 239, Followers 27.6K, 10.9K tweets. Joined Feb 2009

@QUT – Follows 111, Followers 7066, 4397 tweets. Joined April 2010

@UniofAdelaide – Follows 2,241, Followers 17.1K, 17.9K tweets. Joined March 2009.


- Stats as at 4 August, 2014.
STRATEGIES

- More engagement.

- They used hashtags and handles to target their audience.

- Limited auto-tweeting.

- A specific voice and tone for Twitter.
APPLICATION:

We didn’t actively monitor Twitter, but we were following over 1200 people. This limited our opportunities for engagement.

- We cut down on the people we followed.

- We used Tweetdeck to create (private) lists of these people.

- We set up Twitter notifications.
EXAMPLES:
APPLICATION:

Twitter was set up to automatically auto-tweet anything uploaded to UQ News, and always autotagged our own handle.

- We stopped auto-tweeting and instead started creating specific tweets for our news stories, being sure to add relevant user handles and hashtags.

- As part of this, we also changed our handle from @uqnewsonline to @UQ_News.
EXAMPLES:

UQ News @UQ_News
More than just a pretty face, #UQ's @GCCITweet building has been awarded a 6 star rating.
[Link](ow.ly/wUikB)
[Image](pic.twitter.com/HxXj5Jfwvk)
Details

UQ News @UQ_News
These superbugs cloak themselves in genetic material to avoid detection - increasing the risk of deadly infections.
[Link](pic.twitter.com/iaeMDgqLUC)
Details

UQ News @UQ_News
Major advance in #schizophrenia research by #UQ's Prof Bryan Mowry @QBI_UQ. [Link](ow.ly/ztvDK)
Details

UQ News @UQ_News
Missed #UQ's Prof Bryan Mowry on @amworldtodaypm talking with @sjsmall abt schizophrenia breakthrough? Listen here: [Link](ow.ly/ztwdT)
Details

UQ News @UQ_News
The GCI building is again a winner when it comes to being green
[Link](tinyurl.com/ltojrqg)
Details

UQ News @UQ_News
#UQ researchers have discovered a 'phantom superbib' in the Middle East
[Link](tinyurl.com/pknscu8)
Details
APPLICATION:

We were only publishing, not replying, re-tweeting or otherwise engaging.

We started actively looking at opportunities for engagement.

Using the notifications and search steams, we started responding and retweeting or MTing to users, growing our followers.

We started using relevant hashtags and handles, as well as inventing our own.
EXAMPLES – TWITTER TAGS:

Karen Zamora @Krenzhita_FM 2d
My future university! unifo4d #uqopenday #uq instagram.com/p/rOD345khmm/
Details

UQ News @UQ_News 2d
MT: @thedoctorsaid: @JACradio
James Jessop, Ashley Hopkins broadcasting live #UQopenday @UQ_News
pic.twitter.com/wCcsFHe29p

Details

John Harrison @thedoctorsaid 2d
@JACradio James Jessop, Ashley Hopkins broadcasting live #UQopenday @UQ_News
pic.twitter.com/LRdjCV3ok8

Details

UQ Medical Society retweeted

UQAntiquitiesMuseum @U... 2d
Come visit the Museum at #uqopenday! #uq
instagram.com/p/rN1FssPSV-/ Details

UQ Medical Society retweeted

JACradio retweeted
Ashleigh Hopkins @Ashleigh... 2d
Talking to @thedoctorsaid about the future of the Journalism and Communication Industries
@JACradio #UQopenday
Details

Thinking of studying law @ #UQ? Head to the student centre for a lecture starting soon. #uqopenday
pic.twitter.com/s5cLM28Za5

Details
EXAMPLES – HANDLE USE/ RTS:

UQ News @UQ_News
MT @ConversationEDU: #UQ’s @AlastairBlan asks - Instead of wanting Hercules’ body, should we aim for his virtues? bit.ly/1rWH57n
Details

UQ News @UQ_News
MT @666canberra: How are #snakes and #drugs linked? Fascinating research from #UQ’s Dr Brian Fry @Science_Academy blogs.abc.net.au/canberra/2014/… Details

UQ News @UQ_News
Hear #UQ’s Classics Head @AlastairBlan being passionate & intelligent abt Latin @abcgoldcoast w/ @nicoleadyer here ow.ly/yfjBv
Details

The Economist @TheEconomist
Which MBA offers the best return on investment? Find out via our interactive chart: econ.st/1glfK0f
Details

UQ News @UQ_News
MT @TheEconomist Which MBA offers the best return on investment? #UQ ranks well. econ.st/1oroDn8
Details
APPLICATION:

We were only using Twitter/ the UQ News site to publish on Twitter.

- We started using Tweetdeck again. This allowed us to monitor twitter better through lists, increasing our opportunities for engagement.

- It also let us pre-schedule Tweets.
EXAMPLES – PRE-SCHEDULED TWEETS:

Scheduled for: 9:00am · 6 Aug 2014
Want to see internationally recognised @TinalleySQ perform? August 10 @UQArtMuseum, RSVP today to concerts@uq.edu.au. http://ow.ly/zigK2

Scheduled for: 3:28pm · 7 Aug 2014
@UQGattonUpdate's #UQopenday is coming up on 17 Aug. Find out about the specialist agriculture & vet science courses on offer.

Scheduled for: 10:12am · 9 Aug 2014
@UQGattonUpdate's #UQopenday has talks on agriculture, equine science & veterinary technology. Plan your day online http://ow.ly/zfVEg

Scheduled for: 2:08pm · 13 Aug 2014
@UQGattonUpdate's #UQopenday is coming up this Sunday. Find out what this great campus has to offer.

Scheduled for: 10:09am · 15 Aug 2014
Considering a career in agriculture? Want to be a vet? Experts @ @UQGattonUpdate's #UQopenday can help.
VERDICT:

Is it working?

There are limitations to Twitter reporting.

- However, we recently cracked the 10K followers are now gaining between 80-100 followers a week.

- We are seeing much more use of our handle, through news organisations pointing to us, and the general public.

- We’re seeing increased re-tweets, replies and favourites of our Tweets.
@UQ_News Stats:

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<td>n/a</td>
<td>10K</td>
<td>n/a</td>
<td>10.3K</td>
</tr>
</tbody>
</table>
TWITTER TIPS:

- Beware: people will target your handle to gain attention for their own issues.

- You must be more than a publisher.

- Consider if you have the capacity to be active on Twitter.

- Don’t feed the trolls.
TWITTER TIPS:

- Keep your tone Twitter appropriate.

- Try for 120 characters, not 140, so you can be easily retweeted.

- Use handles and hashtags, and always check them.

- Use links and always shorten them.

- A picture costs about 22 characters.

- Use RT or MT, and keep the original Tweeters handle.

- Tweet regularly, but avoid spamming your followers.
EXAMPLES:

UQ News @UQ_News · Aug 13
#UQ’s #Qld @Aus_ScienceWeek launch will take you from the science of beer brewing to agricultural robotics. Reg @ bit.ly/QldNSWk2014

UQ News @UQ_News · Jul 22
#UQ researchers need volunteers for a study on the benefits of intense exercise for #mentalhealth @UQHealth ow.ly/zqcCK

UQ News @UQ_News · Jun 25
#UQ’s @UQCCR superbug expert @HZowawi has won an award for his research battling #antibiotic resistant #superbugs ow.ly/ypOTM
EXAMPLES:

UQ News @UQ_News · Aug 3
#UQOpenDay is on @ #StLucia - welcome to our visitors! ow.ly/zSLOD

UQ News @UQ_News · Jun 23
Join @kaythaney from @MozillaScience at #UQ #StLucia today @ 2pm for a talk on science, research & technology. ow.ly/yeV46

UQ News @UQ_News · Jun 20
Work or study in #science? Make the web work for you @ a #UQ lecture with @kaythaney from @MozillaScience, 23/6. ow.ly/yeV46

UQ News @UQ_News · Jun 23
MT @physorg_com: #UQ researchers have simulated #timetravel in a #DoctorWho meets Professor Heisenberg study phy.so/322457965

View summary