



The Power of Using Twitter at Conferences

by Gary L. Beck Dallaghan, PhD

Conference-goers are increasingly taking advantage of Twitter, using the website as a way to foster virtual collaboration at events and create a community experience. Let's look at why you should tweet, how to do it, and etiquette to be aware of.

Why Should You Live-Tweet?

Twitter is an invaluable tool that essentially breaks down the wall between a conference and the world. Participating in this online community is a great way to **network** with like-minded peers before, during, and after events. Attendees can **share thoughts, questions, and resources** about presentations that others can read, respond to, and discuss further.

Twitter's limit of **280 characters** per tweet makes it perfect for a conference. As there's no way one could type word-for-word what is being presented, users really have to think about what to say and how to say it in a **concise manner**.

This format is excellent for **taking Twitter notes**, which you can go back and reflect upon, thus creating a sort of **outline and summary** of the event. Furthermore, this process provides an inside look of the conference proceedings.

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How Should You Tweet?

Some great things to live-tweet include:

- » Quotes from presenters
- » Links to resources shared by the presenter
- » Photos of presentation slides
- » Comments, thoughts, and questions about various presentations attended

By settling on a **unique hashtag** for conferences, a sort of melting pot of ideas is born. Using it allows you to see what other users have gleaned from various conference events. **Valuable discussions** erupt through these different perspectives on topics. It is very illuminating to see how others view the information, their thoughts on key points, the collective agreement about key points, and even what they consider to be the "key points."

What Etiquette Do You Follow?

There are some guidelines to keep in mind while live-tweeting a presentation. Adhering to these rules will help keep the conference atmosphere one of respect.

- » Include with every tweet the **conference hashtag**; e.g. #aamc2018.
- » Be sure to give credit where credit is due and **provide attribution** when needed.
- » Know that some speakers provide sensitive research, information, or graphics which they do not want shared, so refrain from doing so.
- » Know when it is and when it is not appropriate to tweet.
- » Before posting pictures of a person, ask **permission**.

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