FENS Guide to Twitter
For FENS Members & FENS Member Societies

Getting Started
Step 1 • Sign-up
Step 2 • Find & Follow
Step 3 • Like, RT or comment
Step 4 • Start Tweeting

Why use Twitter?
Connecting
Disseminating
Promoting
Eventing

Why not follow...
FENS, FENS Organisations & FENS Member Societies
Neuroscience Organisations, Journals & News Sites
Colleagues & Collaborators
Universities & Research Centres

Getting Started
Like
Retweet
Comment

Top Tips

Enhance your Tweets
Consider the audience for your Tweet. National, European, international?
Consider the audience for your Tweet. Your team, students, university, society?

Tip 1 • Think
Tip 2 • Tag
Tip 3 • Upload
Tip 4 • Hashtag

Use hashtags to build networks with other organisations.
Use hashtags to highlight your Tweet to other users and organisations.
Photos and videos are more visual and you can tag more. Use to highlight your members.
Photos and videos are more visual and you can tag more. Use to highlight your team.

Enhance Your Tweets
Use screenshots to create instant photos for upload.
Use society and conference hashtags (#FENS2020).
Use awareness hashtags (#BAW2020).
Hashtags can reach a wider audience. Use to draw attention to your Tweets.

Members
Societies

Why not follow...

A FENS Guide to Twitter
For FENS Members & FENS Member Societies

20,000 Members
43 Societies
33 Counties
1000s of Networks
1 Purpose
Advancing European neuroscience research, education & engagement

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Let's get started

Step 1  • Sign-up at Twitter
Step 2  • Select a username
Step 3  • Find and follow

Follow the instructions on the sign-up page.

This is your @ name on Twitter (aka your "Twitter handle").

You’ll see the tweets of organisations and people you follow on your home timeline.

Let’s start Tweeting

Step 4  • Start with a like and/or a RT
Step 5  • Join a conversation
Step 6  • Compose a tweet

If you see something you like, why not like and/or retweet it.

If you see something you’re interested in, why not tweet a comment.

When you’re ready, compose your own tweet and tweet to your followers.

Why use Twitter

Tip 1  • For connecting
Tip 2  • For disseminating
Tip 3  • For promoting
Tip 4  • For events

Use Twitter to connect to scientists you admire, to expand your network and to foster new collaborations.

Use Twitter to share news, meetings, activities and achievements within your society.

Use Twitter to promote the activities and achievements of your members – students to scientists.

Use Twitter to draw national, European and international attention to your national meetings and conferences.

Use Twitter while at conferences to share your presence, comment on talks and connect with collaborators.

Tip 1  • Think before you Tweet
Tip 2  • Use tags
Tip 3  • Use photos & videos
Tip 4  • Use hashtags

Consider the purpose of and audience for your Tweet – National, European, International audience? Construct the Tweet accordingly.

With your audience in mind, use tags to build networks and relationships with other national, European or international organisations.

These make your content more visual AND you can tag up to 10 others in a photo. Use these to highlight activities and achievements of your members.

Hashtags can reach a wider audience than your follower network.

Tip 3  • Use photos & videos
Tip 4  • Use hashtags

Consider the purpose of and audience for your Tweet – your Society, your research field? Construct the Tweet accordingly.

With your audience in mind, tag organisations and people who may be interested in your Tweet, and who may increase your reach by liking or Retweeting.

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Making the most of your Tweets

Enhance Your Tweets

Use hashtags

Top Tips

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• Use tags
• Use photos & videos
• Use hashtags

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Use Twitter to connect to societies on Twitter, Universities & Research Centres, Neuroscience organisations, Neuroscience Journals and neuroscience news sites.

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43 Societies
33 Counties
1 Network

Advancing European neuroscience research, education & engagement