



Twitter for Academic & Career Impact

A 15in15 Presentation by Robin DeRosa

Whether you like or hate social media, there are ways to use Twitter professionally that are specific and effective.

In order to make Twitter work for you, you need to use it very regularly. Twitter is a tool that you have to *grow* rather than just *use*.



Here's one path to building your Twitter:

1. Sign up at <https://twitter.com/>.
2. Then use your account to log into Tweetdeck at <https://tweetdeck.twitter.com/>.
3. Open 4 columns to start (a guide on how to do this is here: <https://help.twitter.com/en/using-twitter/how-to-use-tweetdeck>)
 - a. Notifications (for when people interact with your tweets)
 - b. Two hashtags of your choice (to help you follow content in areas that interest you; I follow #HigherEd and #NHPolitics and #OER)
 - c. User: @PSUOpenCoLab (and follow everyone we follow!)
4. Check Tweetdeck a couple of times a day. Read! Learn! Retweet! Follow! Favorite! Reply! Get in there!
5. In a month, evaluate how it's going, and stop into the CoLab to discuss next steps!

A couple of good introductory reads about Twitter:

- Twitter is what you make it
<https://www.insidehighered.com/blogs/just-visiting/twitter-just-alright-me>
- Safety for academics (and everyone else) on Twitter:
<http://prcurtis.com/docs/twitterguide2/>



CCBY Robin DeRosa 2022