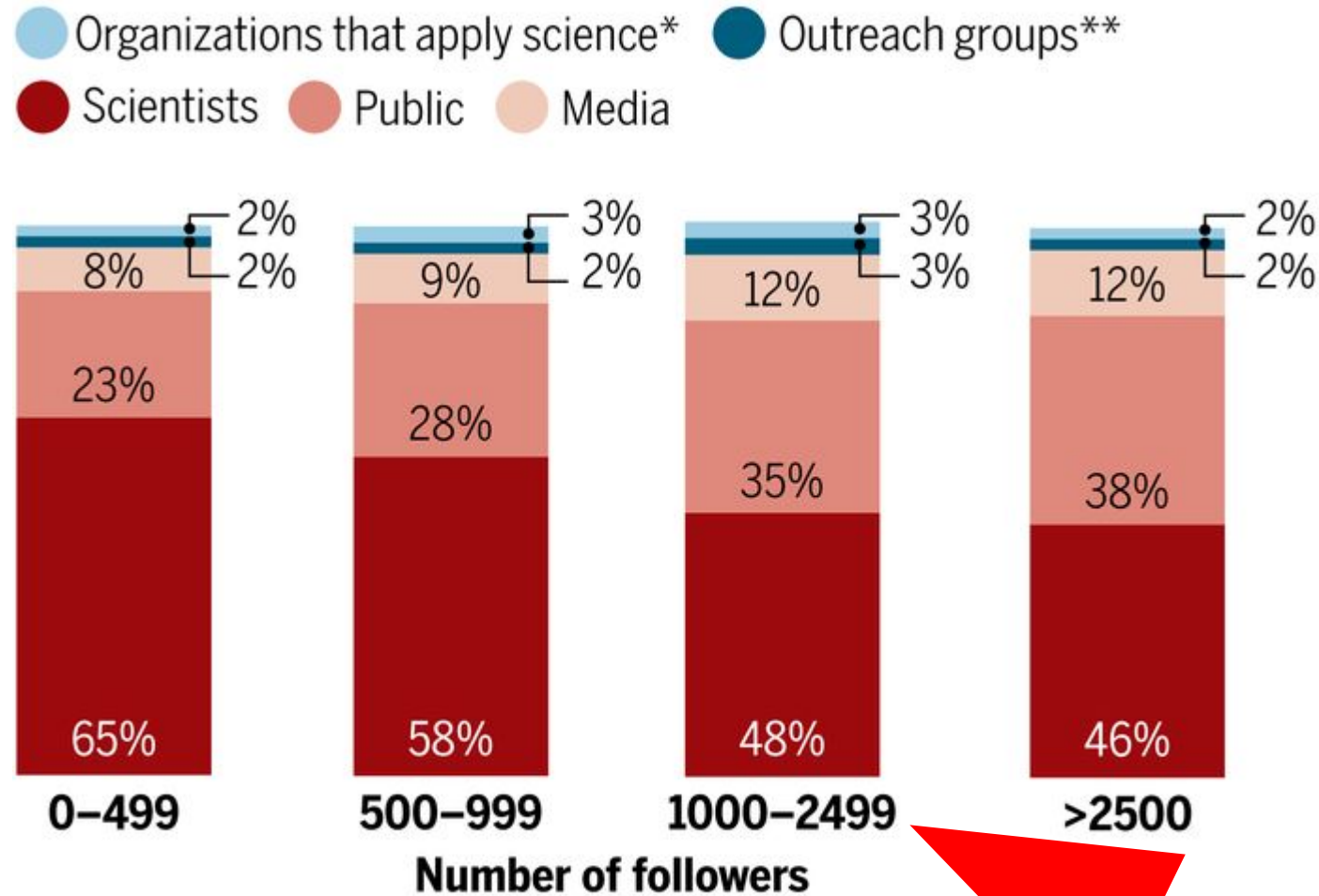


Twitter...and Science Outreach



Pierre Kerner
Maitre de Conférences
Paris VII

An audience that changes with the number of Followers

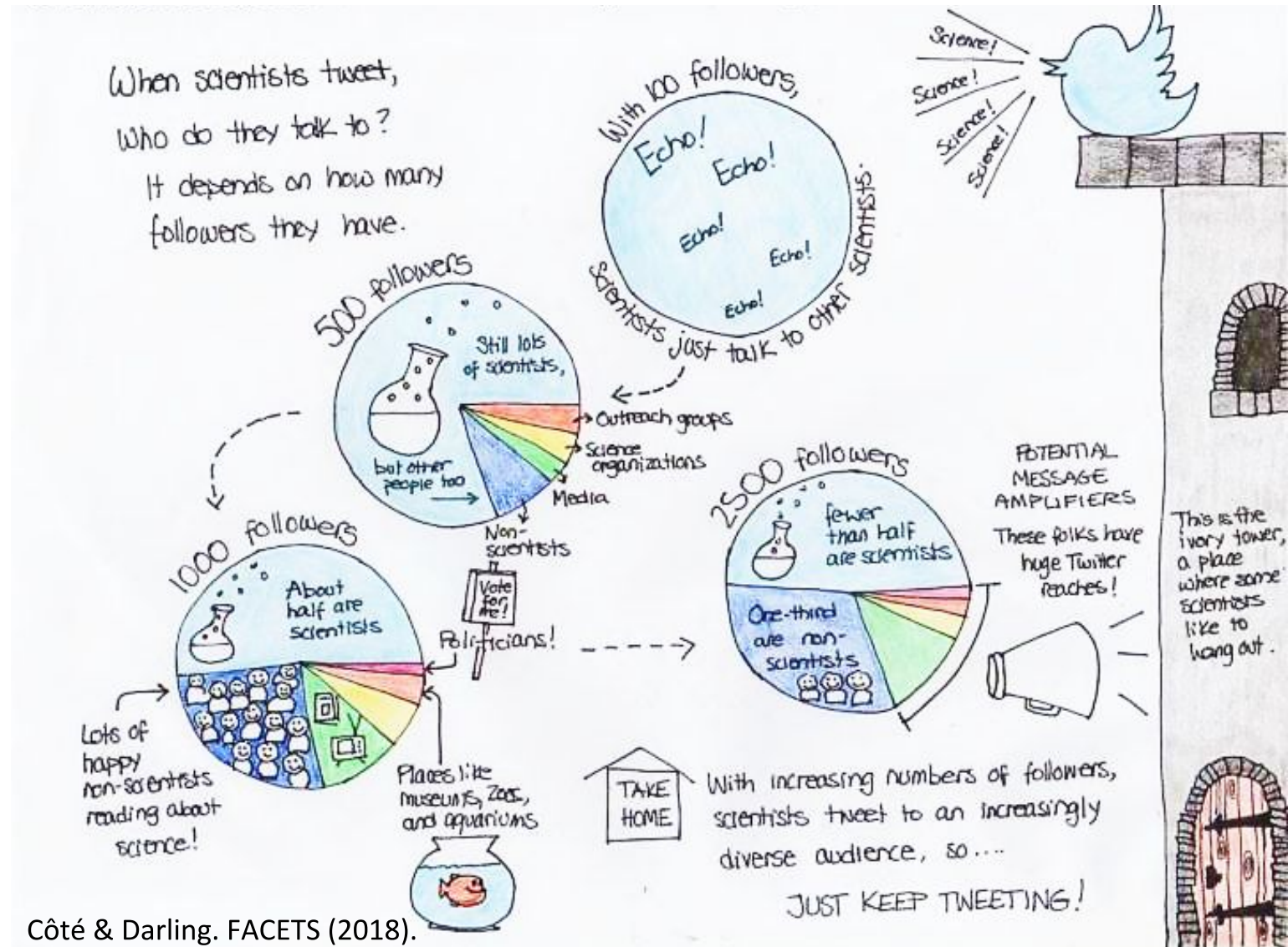


*Nonprofit conservation groups, management agencies, etc.;

**Museums, zoos, science educators; Note: Percentages are rounded.

An audience that changes with the number of Followers

Take Home Message:
More followers =
Diverse audience
>1000 : majority of
non-scientific



Setting up your account



Setting up your account

<https://twitter.com/signup>

Tweet



ANATOMY OF A TWEET



Hashtags - you may use multiple hashtags in a single tweet

mention - we have tagged another user by using their handle

Short URL using custom branded URLshortner

Interact with this tweet (Reply, Retweet to share on your stream, favorite it or do more with this tweet)

Click to see tweets and replies/ favorite/ retweets



The New York Times @nytimes

Follow @NYTimesTheater for live coverage of tonight's #TonyAwards, starting soon nyti.ms/17B8GT6

23h

Expand Reply Retweet Favourite More

Expand to see replies/ favorite /retweets in the same page



Hashtags, Lists, Moments, Stats, aso...



Thread



Thread



An example of a lab shared account



Tweets **1 091** Abonnements **370** Abonnés **354** J'aime **1 401**

Abonné

StemDevEvo

@stemdevevo Vous suit

Pr Michel Vervoort's team Part of the Institut Jacques Monod (bit.ly/2pY5y2t) Stem Cells, Development and Evolution using *Platynereis dumerilii*

Paris, France

stemdevevo.wordpress.com


Inscrit en mai 2017

Tweeter

Message pr...


Tweets Tweets & réponses Médias

Tweet épinglé

 **StemDevEvo** @stemdevevo · 25 juin

Our first @biorxivpreprint paper is online ! Have a look to our new story on *Platynereis* posterior regeneration. Congrats to all @stemdevevo members especially @AnaPlanques

Traduire le Tweet

**Morphological, cellular and molecular characteri...**

Regeneration, the ability to restore body parts after an injury or an amputation, is a widespread but highly variable and complex phenomenon in animals. While...

biorxiv.org

Suggestions · Actualiser · Tout afficher

-  **Andreas Hejzol** @Hejzol_... ×
Suivre
-  **Srivastava Lab** @acoel_ho... ×
Suivre
-  **Graham Budd** @grahbudd ×
Suivre

Trouvez vos connaissances

Manage multiple accounts with Tweetdeck



Manage multiple accounts with Tweetdeck

<https://tweetdeck.twitter.com/>

Scheduling tweets: Buffer, Hootsuite, dlvr.it,...



buffer



Hootsuite

dlvr.it

Crossposting for experts: IFTTT



<https://ifttt.com/>

Explore papers metrics outside journals

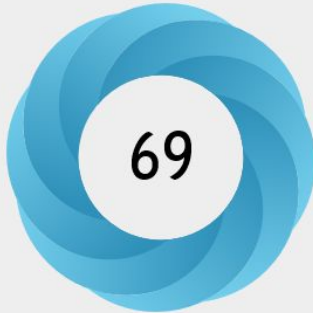


<https://www.altmetric.com/>

Altmetric data

Cell lineage and cell cycling analyses of the 4d micromere using live imaging in the marine annelid *Platynereis dumerilii*

Overview of attention for article published in eLife, December 2017



About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

113 tweeters

Citations

2 Dimensions

Readers on

22 Mendeley

What is this page?

SUMMARY

Twitter

Dimensions citations

So far, Altmetric has seen 150 tweets from 113 users, with an upper bound of 159,178 followers.

Showing items 1-100

 **Igor Adameyko**
@adameykolab

RT @biyolokum: Our new manuscript, many exciting findings! Cell lineage and cell cycling analyses of the 4d micromere using live imaging in...

15 Aug 2018

 **Christy Schnitzler**
@christyschnitz

RT @biyolokum: Our new manuscript, many exciting findings! Cell lineage and cell cycling analyses of the 4d micromere using live imaging in...

28 Jun 2018

 **B. Duygu Özpolat**
@biyolokum

@patrina_pellett As @radikes said, low melt agarose and using an eye lash tool to push them towards the coverslip. We published our methods in detail here: <https://t.co/u3rfDISWDh> (see methods section for figures)

17 Jun 2018

 **Taupo**
@pierrekerner

RT @eLife: Lineage tracing at single-cell resolution reveals diverse cell cycling patterns in a marine annelid <https://t.co/QAfRRBzph1> http...

10 Feb 2018

 **Sarah Elliott**
@SarahElliott_

RT @biyolokum: Our new manuscript, many exciting findings! Cell lineage and cell cycling analyses of the 4d micromere using live imaging in...

29 Jun 2018

 **Patrina Pellett**
@patrina_pellett

RT @biyolokum: @patrina_pellett As @radikes said, low melt agarose and using an eye lash tool to push them towards the coverslip. We publis...

17 Jun 2018

 **Nat Prunet** 🌸 📄
@Nat_Prunet

RT @the_Node: For #WormWednesday - embryogenesis in the marine annelid *Platynereis* revealed by FUCCI and EGFP-caax! From @biyolokum @Balavo...

27 Feb 2018

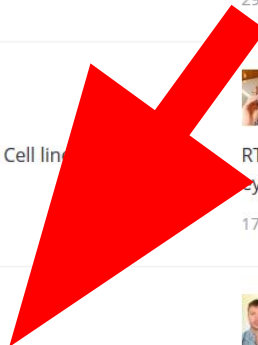
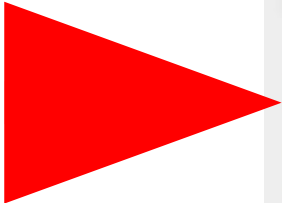
 **StemDevEvo**
@stemdevevo

RT @eLife: Lineage tracing at single-cell resolution reveals diverse cell cycling patterns in a marine annelid <https://t.co/QAfRRBzph1> http...

09 Feb 2018



Altmetric



Altmetric bookmarklet

Quick and easy

The Bookmarklet makes it easy for researchers to get started with altmetrics – simply drag the button below to your bookmarks bar, navigate to a journal article page, and hit “Altmetric it!”

Altmetric it!

*Grab it now & drag to
your bookmarks bar*

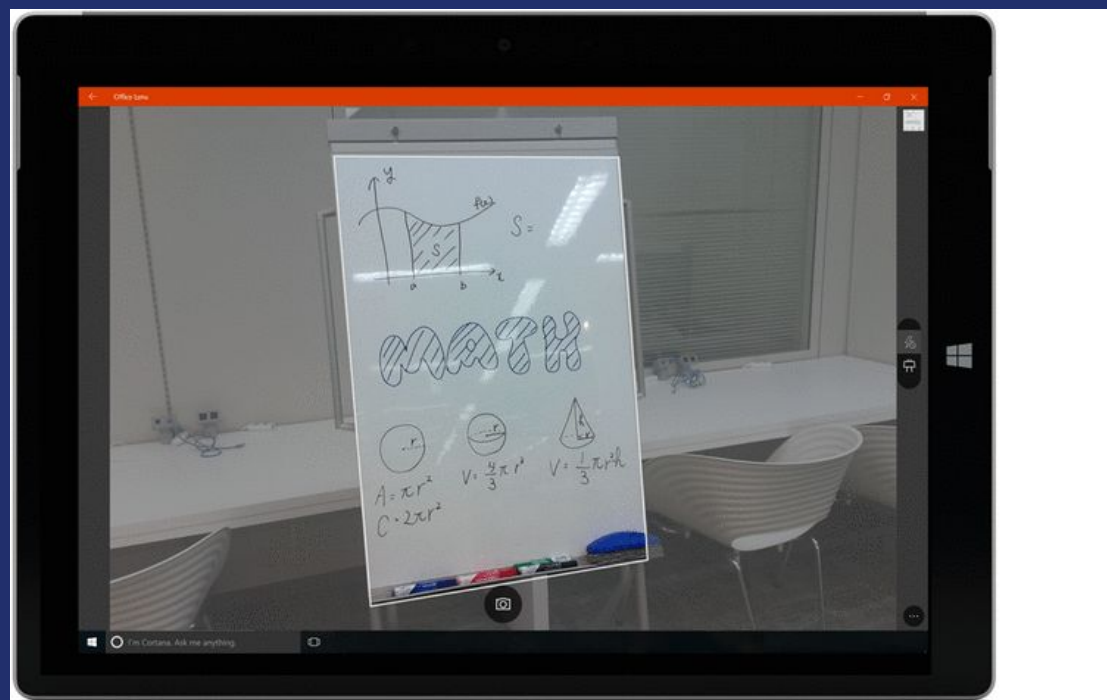


<https://www.altmetric.com/products/free-tools/bookmarklet/>

On how to LiveTweet (LT)



Install Office Lens (or similar)



Congratulations

