

## Research Article

# Establish a Digital Footprint for Your Publication by Using Twitter

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Twitter is a social media site created in 2006 that gives you a chance to share quick thoughts using not more than 140 characters in a post. It's a great way to share your current research, publications and links to achieve maximum publicity. Twitter assist you to stay current with the literature and new developments in your field of interest. Here is my suggestion for improving your research impact and visibility by utilizing Twitter.

## Introduction

As citation counts and H-indexes become increasingly important to external funding councils and internal promotion procedures within universities, disseminating research output by utilizing social media getting more attention [1]. Twitter is a microblogging social media site with 560 million active users, and more than 1 in 40 researchers are reportedly active on the site [2]. Scientists who use Twitter tend to be effusive in their praise. Twitter helps them stay on top of news in their field, find new publications, get speaking and publishing opportunities, communicate their research directly to the public, and—perhaps most importantly—find a sense of community. In fact, among researchers who use social media in a professional context, 83% declared Twitter to be the most useful tool they use [3]. According to Dr Melissa Terras from the University College London Centre for Digital Humanities, “Prior me to blogging and tweeting about the paper, it was downloaded twice (not by me). The day I tweeted and blogged it, it immediately got 140 downloads” [1].

## Tips to compose a tweet

- Get started: Make a profile on twitter.com and personalize your account, add a photo to your “avatar” and add a short bio.

- Use hashtags (a word or phrase that follows the “#” sign, like #ResearchTools or #ResearchVisibility) to make your tweets more interesting to others and thus more likely to be shared via a retweet [4].
- Find your community on Twitter: Find users who share your interests and to “follow” them to start receiving their updates.
- Create a list to follow: “@” people, journals, programs; “#” hashtags for topics of interest [5].
- Attach a photo to your tweet: When composing a tweet, click the “Add photo” camera icon and upload a picture from your computer.
- Measuring your success: Twitter’s Analytics dashboard can help you measure the success of your outreach efforts.
- Contribute to the online community by joining discussions.
- Keep Tweets conversational: Be professional without being overly formal.
- Post regular content, e.g. links to hot papers, events and conferences.
- Retweet. By promoting other members of your community you are raising your own profile at the same time [6].
- Using the "retweet with comment" feature.
- Avoid being a “Science Kardashians”: Keep your K-Index and MK-Index below than 5 [7].

### **Conclusion:**

Twitter can be used as a professional tool to efficiently stay up-to-date in your area of research. You can also use Twitter to broadcast your own views and interests, disseminate your research outputs, provide links to your research articles, send out information about conferences you are organizing and circulate interesting reference relevant to your research interest.

### **References**

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