

What is Conference, or “Live-Tweeting”?

Any time Twitter users tweet key points or ideas from a conference presentation or workshop they are attending.

Why Live-Tweet?

Live-Tweeting allows the conference attendee’s followers to learn about the information discussed during that conference presentation. This can benefit followers that are simply attending a different session at the same conference, or followers from elsewhere in the country or world. Live-Tweeting posts are often re-tweeted which greatly increases the reach of the presentation’s message.

Tips for Live-Tweeting

- Use the conference hashtag. That way, tweets are compiled in one place for followers and followers know what you’re referring to without having to state it each time. This also allows people only following the hashtag and not your account to see your tweets.
- Use the presenter’s initials, first initial and last name, just last name, or some other way to give them credit. It’s courteous and allows you to cite a source for your followers.
- Summarize the key points. Don’t try to fit the exact phrase into a tweet; paraphrasing is allowed.
- Include a link if applicable. If the presenter includes the link to his website or you can find a link to the scientific article, use it.
- Try to make each tweet a standalone thought. If your tweet is re-tweeted, you want those followers to be able to understand what you’re saying without needing the context of your other tweets.
- Ask the presenter questions you receive from your followers through Twitter. If a follower asks a question about the presentation, try your best to get the answer and tweet it while mentioning the account that asked it.