Social Media Methods

Created: A Windle, 4 Jan 21
Updated:

1- Social Media
   a. **Schedule** for all posts for the issue duration (2-3months) using the first tab of the [SocialMediaSchedule](#).
   b. **Pin** the link to the most up to date issue of ESTS
   c. Find a **photograph** from the authors, or use Flickr open access. Add this to the tweet and add alt-text.
   d. Create **short links** a bit.ly link for the article (to have a shorter url)
   e. Use the **Paramedic Method** (Landham, 1992) for creating tweets by finding the kicking action in the journal's abstract:

   - Circle the prepositions.
   - Circle the "is" forms.
   - Ask, "Where's the action?" "Who's kicking who?"
   - Put this kicking action in simple (not compound) active verb.
   - Start fact – no slow windups.
   - Write out each sentence on a black sheet of paper and mark off its basic rhythmic units with a "/"
   - Read the passage aloud with emphasis and feeling.
   - Mark off sentence lengths in the passage with a "/" Post to twitter (with every post, add a photo, name of the authors, affiliation sometimes, and a short blurb about the article, or a quote from the article).

   f. Add **hashtags** that aren't vague like #STS but like #maintainers #design, or whatever relates to the topic. They could be # specific to conferences sometimes.
   g. Use **lists** to help (1) readers to access our lists and networks, (2) to be notified about our tweets and a specialised way, (3) build and create positive relationships to our top followers (4) refer declined posts to other journals by making the journals list public. This list can be updated annually the [Social Media List](#)
   h. Check all **notifications** especially for trolling.
   i. **Follow** authors from each issue.
   j. Keep the Twitter lists up to date

   h. Analytics
       i. Twitter: Use [TweetDeck](#) to have columns about different topics, follow conferences when they happen, and schedule posts ahead of time.
       ii. Twitter handle: [@eSTSjournal](#)
       iii. Twitter username: engagingSTS
       vi. Twitter analytics are here: [Analytics](#) to see how tweets are doing. It is not always accurate (sometimes it doesn't see all the tweets). To keep more up to date statistics add them to the [SocialMediaSchedule](#).

Useful Links for Understanding Lists:

References:
https://blog.hootsuite.com/twitter-lists-new-follow/ (Last Accessed: Jan 21)
https://buffer.com/library/twitter-lists/ (Last Accessed: Jan 21)

Lists
For
Against Creating the list might mean followers block us.

From: https://blog.hootsuite.com/twitter-lists-new-follow/
In addition to monitoring tweets, lists offer another way to keep tabs on the competition.

From each competitor's profile page, you can see what lists they're subscribed to, and what lists they're included on. This can give you valuable information about who your competitors are keeping an eye on and interacting with, so you can do the same.

Since a Twitter list is essentially a curated mini-Twitter feed, creating Twitter lists based on topics relevant to your industry is a great way to make sure you're always up-to-date on the most important conversations in your niche. Smartly crafted feeds can be a great tool for social listening.

Regions

You might also have different Twitter accounts for different regions. Or for different functions, like marketing versus social customer service. A list is a great way to connect and share these accounts

Why not take advantage of the work your industry peers have done by subscribing to their lists?

Public/Private lists

Whenever you add someone new to a public list, they will get a notification letting them know you have done so. This is an easy way to get attention from accounts that may not have noticed you on Twitter yet.

But even more important, a Twitter list of influencers or other important people in your industry gives you a great collection of accounts to monitor for engagement opportunities. Open this list when you have time set aside for active Twitter participation, so you can leap in with some responses, retweets, and likes.

Twitter Lists for Conferences

A Twitter list can be a good way to meet some of your fellow attendees even before the event takes place, so you can prioritize who you want to meet during your limited in-person time.

The only way to remove yourself from a list is to block the list's creator.
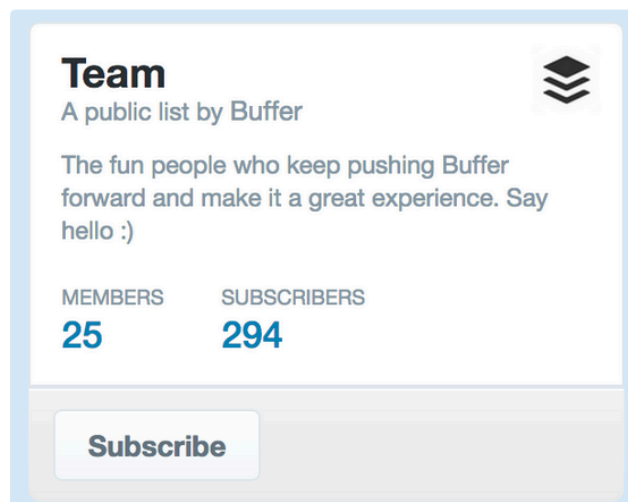
Find all conference participants in each Panel related to ESTS who are on Twitter, and collect them into a list. It's as simple as that!

Frm: https://buffer.com/library/twitter-lists/

Example:

We've put together a twitter list with all the members of the Buffer team. Give the list a follow if you'd like!

Team
A public list by Buffer

The fun people who keep pushing Buffer forward and make it a great experience. Say hello :)

MEMBERS   SUBSCRIBERS
25   294

Subscribe

Event attendees and conference-goers

For those attending live events or conferences—and just as helpful for those who aren't in attendance—these lists collect event goers into one place so you can follow along with what's happening.

Private Lists

You may want to put together a collection of your clients so that you can stay abreast of their activities and what they're sharing to social media. For agencies and marketers especially, it could be very helpful to see the types of updates—both the quality and the content.

For lists like these, you can set them to "Private" if there may be some reason to keep anonymity of who you work with. The privacy setting comes up when you're creating the list, and you can always go back into your list settings later on to edit.

Notice Me Lists

*The idea comes from [Julia Doherty of the Green Umbrella blog](#) who recommends you keep this list to **a maximum of 10 people**. Here's more on how Julia handles her list:*

18. People who retweet you

[Post Planner's Aaron Lee](#) has come up with several neat uses for Twitter lists. One of them is a collection of people who retweet you often. Place them into a list so that you can see their content and share their articles and tweets. The idea is that it might encourage your retweeters to continue sharing your content as well.

Here's the way Aaron recommends to name the list.

To Do
NOW

1. Follow all on our media mailing list.
2. Post and pin main tweet on Backchannels post.
3. Then add lists to bolster traffic to our post.
4. Create an Editorial Collective List on Twitter (public)
5. Create a 4S Council List on Twitter (private)
6. Create a Publications Committee List (private)
7. Create a Notice Us list - 10 people/companies. They are:
   @STSeasst
   @AmericanAnthro

   @AustSTS
   @4sWeb
   @esocite
   @TapuyaLASTS
   @STS_Journal@QueerSTS
   [@interactionsMag](#)
   (4S, STHV, EASST, accessibility, transnational, pedagogy).

LATER (Feb onwards)

8. Create themed lists say for categories: transnational, infrastructure, data, design, diversification, open repositories, publishing?
9. Create a list of retweeters (1 per month) but recall it something like ESTSsidekicks.
10. Create an issue list of authors (in addition to following).
11. I'm not convinced by these two posts, that we need privacy lists.

12. Create a conference list for 4S and the next EASST. Find all conference participants in each Panel related to ESTS who are on Twitter, and collect them into a list.
13. Follow lists. We can create lists until someone follows us, then we take them off the list. This is a completely different way to use lists: to gain followers (limiting a list to 10).