Twitter for Researchers 101
The people you want to reach are on social media.

Congressional staff are more likely to use social media than other insiders for personal and professional purposes.

Social Media Platform Usage
PERCENTAGE OF RESPONDENTS USING PLATFORM IN LAST SIX MONTHS, 2017

Capitol Hill Usage for Work in Washington

What is Twitter?

- A “real-time information network”
- Users post 280-character updates, or “tweets”
- Not just text: Links, images, videos, and more!
Urban Institute
@urbaninstitute

Elevating the debate on social and economic policy since 1968.
(Links/RTs/likes/follows/etc. ≠ endorsements.)

- Washington, DC
- urban.org
- Joined December 2008
- 3,432 Photos and videos

Your Tweet activity
Your Tweets earned 31,579 impressions over the last 24 hours

Who to follow
- First Focus on Children
- Proj 4 Public Spaces

Gender gap in mobile ownership

- South Asia: 28%
- Sub Saharan Africa: 15%
- Middle East & North Africa: 9%
- Latin America & Caribbean: 1%
- East Asia & Pacific: 1%
- Europe & Central Asia: -2%

Altas Data: AATMA
What is Twitter actually good for?

- NOT for telling the world what you had for lunch
- Connecting with reporters, peers, and other influencers
- Keeping up with news and info from your field
- Positioning yourself as a curator of interesting, relevant content and analysis
- Promoting your own content
- SEO!
What about Facebook (or LinkedIn, or...)?

- Facebook isn’t going to help you build a public profile or reach new audiences, but feel free to talk about and share links to your work with family and friends.
- Formerly a “set it and forget it” network, LinkedIn has been shifting more toward engagement.
Joshua Holland @JoshuaHol  ·  Mar 8

All 12 states mentioned in this piece are governed by Republicans. Is it really that they can't adequately fund their social services, or refuse to because of their ideological priors?

Richard C. Auxier @richardcauxier  ·  Mar 8

After reading @dylanmatt analysis of the "heartland" study, worth considering @urbaninstitute report on state fiscal capacity. In short: poorer states need more services but they can't adequately fund them b/c they're poor. vox.com/2018/3/8/17093...

Show this thread

1 4 10

Richard C. Auxier @richardcauxier  ·  Mar 8

Policy decisions obviously play a huge role in outcomes. But the @urbaninstitute study is about "relative" resources & needs. Massachusetts has a lot of resources & little need. Mississippi is the opposite. If they made same policy choices. MA could do more.

2 4

Joshua Holland @JoshuaHol  ·  Mar 8

Replying to @richardcauxier @urbaninstitute

Thanks.

2:51 PM · 8 Mar 2018
I’m not sure that I ever suggested that the racial wealth gap was esoteric. I did, tho, suggest that it’s not being discussed in public as it should. Either way, I love this analysis:

Nine Charts about Wealth Inequality in America (Updated)

These nine charts illustrate what’s behind growing wealth disparities, particularly the racial wealth gap, in America.

https://apps.urban.org

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This is some of the clearest evidence we have yet that Republicans’ politically-motivated health care sabotage is driving up health care costs for families. urban.org/research/publi...
Black homeownership is as low as it was when housing discrimination was legal

By Michelle Singelary  April 5  Email the author

I was scrolling through my Twitter feed and was stopped cold by a tweet about black homeownership rates.

The tweet said the gains made since the passage of the Fair Housing Act in 1968 have all been erased.

That tweet took me to a blog post by Margery Austin Turner, senior vice president for program planning and management at the Urban Institute. She was putting into perspective how far we’ve come in housing discrimination in 50 years.
Getting started on Twitter

- Create an account on twitter.com
  - Be yourself: @yourname is a better username than @hockeyfan123
  - Add a profile picture, short bio, & link

- Tweet
  - Share interesting links, add your voice to larger conversations, post visuals
  - Aim to tweet at least 2-3 times per day

- Follow
  - Twitter’s “Who to Follow” recommendations are surprisingly relevant
  - Keep a reasonable followers:following ratio: Don’t follow 5,000 people if you only have 5 followers
Twitter glossary

- Hashtag/#: Like applying a searchable label to your tweet. Can help you catalog your own tweets, or ensure they’re a part of a larger conversation.

- @ reply: A reply to someone’s tweet—use the @ symbol and the individual’s Twitter handle so s/he will see it.

- Mention: Any mention of a Twitter handle (@username) in a tweet.

- Like: Acknowledging a tweet without sharing it with your own network.

- RT/retweet. Sharing someone else's tweet on your profile. Hover over the tweet and select "Retweet," which will copy it verbatim (and give credit to the original tweeter).
  - Make it your own by adding additional commentary.

- Thread: A stream of connected tweets.
ANATOMY OF A TWEET

Link preview

Urban Institute • @urbaninstitute • May 15

"When you think about #Fortran, you might conjure up images of punch cards, mainframes, & engineers from the past... But here at Urban, Fortran still has a place alongside cutting edge tools." The latest from Data@Urban:

Fortran and Docker: How to Combine Legacy Code with Cutting-Edg...

When you think about Fortran, you might conjure up images of punch cards, mainframes, and engineers from the past. You might not think...
**ANATOMY OF A TWEET**

Multimedia

The F in #TANF is for families: Reducing child poverty should be an explicit goal, says @heynisha. urbn.is/2I8hi9b

New podcast episode: Medical treatments for opioid addiction are proven to help people in recovery—so why aren’t they reaching everyone who needs them? @jhmliner & @LisaClemansCope discuss: urbn.is/2oCvthc
Retweet

Urban-Greater DC @UrbanGreaterDC · May 11
Last week, Alexandria City Council agreed on a proposal that would raise the local tax on restaurant meals by 1%, directing the proceeds to affordable housing: urb.m.is/2rBfFz6 (via @jaredbrey, feat. @richardcauxier)

"Yes, a consumption tax is regressive. But if there's a progressive way to do it, this is it."

Richard Auxier
NEXTCITY.ORG

Urban Institute @urbaninstitute

Feat. @MortgageLaurie!

NPR's Planet Money @planetmoney
Interest rates are on the rise for the first time in years. What that means for the housing market is far from obvious. npr/2kp13Fo

7:43 AM · 16 May 2018
1 Like
ANATOMY OF A TWEET

Reply

Jon Schwabish @jschwabish · Apr 9
Matt Desmond, author of the terrific book Evicted is coming to @urbaninstitute on Thursday for an open event. | "The Power of Eviction Data: Putting Residential Instability Numbers into Public Hands"

Beth Jarosz @DataGeek8 · Apr 9
Any chance there will be a webcast??

Urban Institute @urbaninstitute
Replying to @DataGeek8 @jschwabish
Yes!
10:32 AM · 9 Apr 2018
1 Like
The best tweet ever tweeted

I love this @urbaninstitute Healthy America program. I wish I had included it in my op-ed. These folk are the best at what they do. urban.org/sites/default/...
What’s next?

- General rule of tweeting: 20% all about you, 80% other interesting stuff
- Incorporate @ mentions, and look for mentions of your own Twitter handle
- Add hashtags to some of your tweets
- Add photos/multimedia
- Don’t be all work, all the time—talk about your other interests
- Download an app for your phone