

Twitter FLASH Presentations



#pgg55 Presenters' Guide

(Many thanks to the organizers of the Beyond 150 Twitter conference and ASEH2018 inaugural twitter conference who created a basis on which to build other Twitter conferences, such as #pggflash. (This guide is closely on and borrows from [#ASEH2018Tweets Presenters' Guide](#).)

First, in order to present you must sign up for a Twitter account, which you can do easily at www.twitter.com.

This guide assumes that you have a basic familiarity with Twitter, but if you do not, here are some general hints and tips: [Ten simple Rules for Getting Started on Twitter as a Scientist](#).

Once you have set up your Twitter account, make sure that your account is not private and that your tweets are not protected, at least for the duration of the conference. If your account is private, others will not be able to see your presentation.

Where to start:

Each individual is responsible for presenting from their personal Twitter account. However, the @popgroup account will retweet the first tweet of each presentation

Drafting Your Tweets:

It is strongly recommended that you plan your tweets ahead of time in a Word Document or similar program and ensure your threads are tweeted on your allotted day and correct time.

How to Tweet Your Flash Presentation:

Each presenter will be allocated a fifteen-minute time-slot. Participants will post a thread about their research in the first 2-3 minutes and the remaining time is intended for discussion and questions. That said, here are a few things to keep in mind about tweeting your presentation:

- Participants are allowed 5-6 tweets.
- These tweets can be text-based (within the 280-character limit), consist of slides and/or graphics, or combine both approaches. Links are also encouraged.
- You **MUST** prepare your tweets as a thread ready to be published at your allotted time.
- The first tweet in the thread **MUST** contain the conference hashtag #pgg55 and #pggflash. We also recommend using any other relevant hashtag the presenter might want to choose.

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- Your very first tweet should be background information about you as the presenter and the title of your presentation (e.g. who you are, where you are based, which group, title of your talk and tag any relevant twitter accounts e.g institutional, research group)
- Your last tweet should include a link to additional resources/reading or a place where folks can learn more.

Formatting Your Tweets

All presentations must be presented in one Twitter Thread.

To thread your tweets:

1. Send your first tweet with your title, opening information, and required hashtag(s).
2. Once you start your first tweet you will get the option to add more (see <https://help.twitter.com/en/using-twitter/create-a-thread>).
3. Continue “adding another tweet” until your presentation is complete!

Making Images Accessible

We encourage presenters to tweet images and slides as part of their presentations. However, we also encourage participants to include image descriptions to make these images accessible. When you Tweet photos you have the option to write a description of the images so the content is accessible to people who are visually impaired. Twitter has a handy outline of how to [include image descriptions to help you get started.](#)”

Interacting with Others

Since this is a conference like any other, we would encourage you to interact with other people as much as possible! There are several ways that you can do this.

- Whilst you can view the tweets without an account, for optimal viewing and interactions we strongly encourage you to set up a Twitter account
- Check out the program and follow some of the presenters on Twitter
- Follow the PopGroup Twitter account, **@popgroup** and follow the official hashtag **#pggflash**
- Talk about the conference and the presentations you’d most like to see, including shout-outs to those presenters using their Twitter handles and the conference hashtag.
- Retweet your favourite parts of each presentation
- Ask questions by replying to other people’s threads
- As a presentation author, please tag those who asked your questions to ensure the audience sees your response in a timely manner, and you can keep the discussion going!