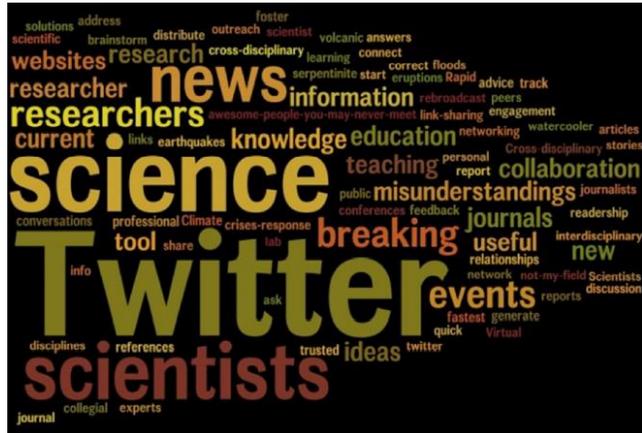


Join the @SRP_NIEHS Knowledge Network on Twitter!

NIEHS uses Twitter, a popular social media tool, for information sharing. A “microblogging” service, Twitter allows users to distribute substantive content through 140-character messages called Tweets. This tool allows individuals and organizations to connect with others without geographical constraint.

NIEHS SRP and several SRP Centers are increasingly using Twitter to share program news. As we form a more robust SRP online knowledge network, we would like to see all research translation and community engagement cores on board. Join the conversation by opening a Twitter account and sharing your Center’s news, events, and opportunities.



How will being on Twitter help you?

- ✓ Networking doesn’t just happen at conferences anymore. It happens online every day. In a highly knowledge-intensive, organizational world, connections in large part determine what we know and what we can and cannot do.
- ✓ Strengthening your networks will help increase opportunities. Information exchange among different people fosters research collaboration.
- ✓ You can engage government agencies, funders, scientists in other disciplines, your university public information officers, and perhaps interested lay audiences.
- ✓ Networking helps scientists avoid bench to shelf. Social media are becoming an important complementary channel for disseminating and discovering research.
- ✓ Searching for news was an important development of the last decade, and sharing news will be among the more important of this one. Twitter allows you to both search for and share information.
- ✓ Tweets with links can help drive traffic to your websites.
- ✓ Other people or organizations will spread your ideas, discoveries, or accomplishments through “retweets” and shares.

Getting started with Twitter

- Go to [Twitter.com/signup](https://twitter.com/signup), and follow the simple directions.
- Select a @user-name. It could be your name or reflect what you or your organization does.

- ✈ Upload a photo – don't use the default egg! Describe your credentials and background in the bio section. Research shows that photos and bios lend credibility to viewer perceptions of your tweets.
- ✈ After your account is set up, start following other SRP-related accounts. We have a list to get you started.
- ✈ Search for other colleagues and professional groups and follow them. See who other SRP-related accounts are following for more ideas.
- ✈ A hashtag is any word that starts with "#." In your tweets, just place the hashtag symbol # directly before a relevant keyword or phrase (no spaces). Placement of hashtags does not matter; they can be in the beginning, middle, or end of your tweet. Best practice is 1-3 hashtags per Tweet.
- ✈ Twitter now has automatic link shortening, which makes it easy to include a protected link to an URL in your tweets. But, to shorten an URL from sites where that service may not be available, go to bitly.com and create a free account. In the top left corner of the bitly page, paste the URL you would like to shorten. Copy the shortened link and add to your tweet.
- ✈ If you want a tweet to go to just one user, and not all your followers, start the tweet with their user name: @user-name...
- ✈ By default, new Twitter accounts are public. Allowing anyone to see your tweets is optimal for organizational information sharing. The other option is a protected account where only approved followers can see your tweets. Privacy options can be changed in Settings > Account. If you choose to use a protected Twitter account, realize that some people won't follow a protected account, which decreases your communication effectiveness. With a public account, it's simple to block followers that you don't want.
- ✈ For more information, see the [Twitter help page](#) and the [OSU SRP Web Resources page](#).

Start tweeting! You all have a lot of great program activities to share.

It's easy! When entering information online in the SRP CEC/RTC Data Collection Form, open another tab to your Twitter account. You can enter program updates and tweet about them at the same time!