

Twitter

Twitter (<https://about.twitter.com>) is perhaps the most used social media channel among RIs. TweetDeck (tweetdeck.twitter.com) is a convenient tool to take care of several accounts at the same time. It provides the possibility for a team to maintain one twitter account without all the members knowing the account's password (account owner manages the team). Team members can tweet and re-tweet from the account. Timed tweets can help to keep the RI constantly in the news feed of its followers and better reach followers in another time zones.

Table 1. Examples of RI's and project's Twitter account's statistics. Dated 20 Dec 2018.

	@	Tweets	Followers	Following	Relation followers/following	Listed	Joined
COOP+	COOP_PLUS	129	88	59	1.5	4	2015
ICOS	ICOS_RI	1324	968	304	3.2	33	2015
EISCAT_3D Project	EISCAT_3D	1809	272	45	6.1	17	2011
LifeWatch-ERIC	LifeWatchERIC	99	344	118	2.9	5	2015
EMSO ERIC	EMSOeu	1207	348	816	0.4	32	2013
ACTRIS	ACTRISRI	382	591	241	2.4	21	2015
eLTER	eLTER_Europe	808	819	457	1.8	39	2015
Euro-Argo ERIC	EuroArgoERIC	584	592	306	1.9	16	2016
NEON	NEON_sci	5685	4765	1299	3.6	220	2009
EUROCHAMP-2020	EUROCHAMP2020	296	462	1061	0.4	3	2017
ENVRIplus	ENVRIplus	1242	931	496	1.8	33	2014
TERN	TERN_Aus	3415	5562	5765	1.0	0	2012

Advantages: Possibility to very wide area of dissemination and reaching different stakeholders. The material created for social media account can be automatically connected to the RI's website. Synergies with other dissemination methods: tweets from newsletter material, publications, blogs, and events.

Challenges: Hard to get committed involvement. Number of followers in a project-based twitter feed is often quite limited. Even though the costs of running this is low, the requirement of constant updates can be challenging. Daily activity might be required, at least if trying to reach new followers. There is a risk to be swamped with the constant flow of news and spend too much time in the social media.

Resources needed: Working hours of a person who is familiar with the RI's scientific background and objectives and knows the social media. Active presence in twitter can take several hours per week!

Recommendation: Timed tweets can be used to keep your RI in the news feed and that tweets appear at appropriate time considering the target audience. Use relevant # and @ in your tweets and retweets. Advertisement of social media account in all RI's presentations, website, and materials like flyers and brochures. Promote members of the RI to connect their RI relevant post to the RI's social media account. Check frequently your social media analytics, which type of news has reached the most clicks, profile views or other actions. In once in a while, it is good to check that the social media content is in line with the dissemination plan and the overall goals of the RI.

In the COOP+ project, social media was used to post news and activities, creating a space for two-way communication. The platform selected for this purpose was Twitter, and the project profile is @COOP_PLUS. Table X. gives examples of the twitter statistics of few RIs and projects. The number of tweets, followers and following of the account, in how many list the account appears and the year of the creation of the account. As seen from the table, some of projects/RIs are more actively tweeting than others and some of them have gained more followers than others. There is also a clear difference in the relation between followers and followers depending on the account. Each RI and project need to think what is their strategy who to follow and who not to follow.

TERN has an active Twitter account with over 3 thousand tweets and 5 thousand followers. It's communication officer tries to send a tweet or retweet once or twice a day and once a week he uses timed tweets to reach target audiences in another time zones. For example, during AGU and EGU meetings, he timed some tweets to better reach the meeting participants. Some of the content of TERN's own tweets are based on newsletter material which is like a material bank for them