Criminology Open Association of Diamond Outlets •

Get Better @Tweeting

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[Twitter](#) is a social media platform¹ for publicly sharing information in “tweets.”² Tweets are limited to 280 characters (text and emojis) and four photos or a video (including GIFs).³ Tweets may be sent or read at [twitter.com](#) or on its “app” (application).⁴

What Is the Benefit of Tweeting?

By tweeting, a journal promotes (i.e., advertises) itself, expands its audience, and strengthens its tie to it.⁵ The effect is more readers (i.e., “unique users”), reads (i.e., “pageviews”), submissions, authors,⁶ cites and other measures of impact (e.g., [Altmetrics](#)).⁷

What Is the Cost of Tweeting?

There is no fee to join Twitter or send and read tweets. Those things take time and effort, however. Anyone can pay Twitter to provide extra promotional services, but those are not covered in this guide.⁸

How Do I Get My Journal a Twitter Account?

Anyone can create a Twitter account at [twitter.com](#) or on its app.⁹ To set up multiple Twitter accounts (e.g., one for the editor, one for the journal), consult [How to Manage Multiple Accounts](#).¹⁰ [Create a Twitter Profile for Your Business](#) lists best practices for the profile photo, header photo, display name, account @name, bio, and pinned tweet.

How Do I Tweet (Better)?

The basics of tweeting are at the [New User FAQ](#). If the journal’s “tweeter” is new to the platform, start there or wing it. Once a tweeter is comfortable using the platform, [business.twitter.com](#) has a wealth of resources for getting better at tweeting. Below are key things to know and act on.

Goals and Outcomes

“Campaigns” refer to strategies for achieving measurable outcomes¹¹ on Twitter and associated promotional goals.¹² Two goals are applicable to a journal: increased “awareness” and “consideration” of it.¹³ They refer to, respectively, people knowing about a journal and then thinking about using it—as a reader or author. Those goals can be pursued through campaigns that focus on these Twitter metrics:¹⁴

- Engagement—promote consideration by getting more people to see and interact with the journal’s tweets.¹⁵ For strategies, go [here](#).

- Followers—promote consideration by attracting new followers of the journal.¹⁶ For strategies, go [here](#).
- Impressions—promote consideration by increasing the number of times the journal’ s tweets are seen. For strategies, see this footnote.¹⁷
- Reach—promote awareness by expanding the number of people who see the journal’ s tweets.¹⁸ For strategies, go [here](#).
- Website clicks—promote consideration by increasing visits to the journal’ s website and actions once there.¹⁹ For strategies, go [here](#).

Some aspects of the linked-to strategies involve doing things outlined below. If you want to focus on one of the above outcomes then it is best to visit the strategy page dedicated to it.

When to Tweet

The timing of tweets affects their reach, impressions, engagement, website clicks, and acquisition of new followers. When is the best time to send tweets? It depends.²⁰ Twitter’ s advice is (nothing more than) to try out different day/time mixtures to see what works best for you.²¹ The best time is that which maximizes inclusion of your tweets in users’ “recommended timeline” (i.e., “home timeline”).²² Twitter has an algorithm that puts tweets closer to the top of that timeline—and thus more likely to have an impact — “based on accounts you [the user] interact with frequently, [t]weets you engage with, and ... a variety of signals, including how popular it is and how much people in your network are interacting with it.” ²³ It is thought that the algorithm also prioritizes tweets that are more recent, have “rich media” (e.g., images, videos, [polls](#)), and come from more engaged accounts.²⁴

What to Tweet

The form and content of tweets affect their impact, too. Twitter offers a lot more advice on *what* to tweet than *when*. At least initially, therefore, it makes more sense to focus on composing better tweets than figuring out when to send them. This also hits two birds with one stone, as more engaging tweets are more likely to get added to recommended timelines.

Creatives

“Creatives” are the text, images, and videos of tweets.²⁵ Creatives have a more engaging form when they are:

- Actionable—tell the viewer what to do²⁶ and to do it now.²⁷

- Branded—make sure the viewer knows its you (i.e., the journal).²⁸
- Captioned—write out what is said in videos.²⁹
- Consistent—stick to a template.³⁰
- Eye-catching—use images and videos that pop with bold colors.³¹
- Human—use an informal tone, emojis, and people in images and videos.³²
- Pointed—start with the key message and do not distract from it.³³
- Original—make your own template, branding, images, and videos.³⁴
- Short—use less than 100 characters³⁵ and video that is <15 seconds.³⁶
- Simple—make the point clear³⁷ with no more than two hashtags (“#”).³⁸

Themes

Twitter offers ideas on the general types of content—or themes—to include in tweets, though some of the suggestions overlap with aspects of form:

- Advertise + Product forward—put your old and new articles centerstage.³⁹
- Background—share the stories and context that led to the journal or its current happenings.⁴⁰
- Before-and-after + Behind-the-scenes—show your journal’ s processes and the effects.⁴¹
- Contest—create a friendly competition involving tweets⁴² or do a giveaway.⁴³
- Customer spotlight—share the “stories, tips, or reviews” ⁴⁴ of people who use your journal.
- Data visualization—show the impact your journal is having.⁴⁵
- How to—give instructions, guides, “pro tips” and the like.⁴⁶
- Launch + Update—let people know about new articles or changes to the journal.⁴⁷
- Live video + Stop motion and slideshow—[interact with people in real time](#) or show off your journal with a GIF-like video.⁴⁸
- Q&A—shed light on user-questions that are common (i.e., FAQ), solicited, or otherwise received.⁴⁹
- Respond—if someone tweets about the journal, make sure they know they were heard.⁵⁰
- Spotlight + Showcase—show the people involved in making the journal.⁵¹
- Support—your journal benefits from retweeting, liking, and otherwise engaging with other accounts.⁵²
- Survey—see what people think with a [Twitter Poll](#).⁵³
- Trending—connect your journal to events like holidays or news.⁵⁴
- Unboxing—help potential authors and readers envision using the journal.⁵⁵
- User-generated content—share users’ positive feedback about the journal.⁵⁶

Analytics & Better Creatives

Try different campaigns, day/time combinations, creatives, and themes to see what works well for your journal. You can take an evidence-based approach by using Twitter’s analytic resources.⁵⁷ The journal will have to sign up for a (free) Twitter business account [here](#). By doing so, it will also get better options for creating and sending tweets.

- business.twitter.com/en/business-insights.html: Provides a concise overview of the account’s engagement and growth with related pro tips and articles on how to improve.
- [analytics.twitter.com/user/the-journal’s-handle](https://analytics.twitter.com/user/the-journal's-handle):⁵⁸ Provides more details—on the homepage and under “Analytics”—on tweets, including impressions, profile visits, mentions, new followers, link clicks, and more.⁵⁹ If credit card information is added⁶⁰ then extra resources become accessible:
 - “Creatives” include a [tweet composer](#) (i.e., a place to draft tweets) with a [scheduler](#); a way to see and filter prior and drafted tweets; a [cards library](#); and, a [media library](#). And here, you can add up to six photos, two more than normal.
 - “Tools” and “Campaigns” are only relevant if the journal is paying Twitter for promotion, so nothing further is said of them herein.

Want to Know More?

For further information on how to get better at tweeting, peruse [Twitter Business Insights](#) and [Twitter Flight School](#).

Footnotes

1. For information on other social media platforms of use to journals, see [this article](#). Eventually, we will write guides for some of the alternatives. We have started with Twitter because it is the most popular options for academics. ↵
2. <https://help.twitter.com/en/resources/new-user-faq>. On Twitter, it is also possible to privately communicate with “DMs” (direct messages). ↵
3. <https://help.twitter.com/en/using-twitter/how-to-tweet>. But it is possible to do six photos under a certain set-up; see [here](#). ↵
4. <https://help.twitter.com/en/resources/new-user-faq>. For more details on how to sign-up for Twitter, go [here](#). ↵
5. <https://business.twitter.com/en/basics/intro-twitter-for-business.html> ↵
6. <https://business.twitter.com/en/basics/intro-twitter-for-business.html> ↵

7. See, e.g., [The Presence of Academic Journals on Twitter and Its Relationship with Dissemination \(Tweets\) and Research Impact \(Citations\)](#). For research on how tweets affect article-specific outcomes, see, e.g., [Does Tweeting Improve Citations?](#), [Using Social Media to Promote Academic Research](#), and [Twitter Predicts Citation Rates of Ecological Research](#). ☞
8. For more information on paid advertising, go [here](#). ☞
9. <https://help.twitter.com/en/resources/new-user-faq> ☞
10. Another useful resource is *PCMag*'s [How to Create and Manage Multiple Twitter Accounts](#). ☞
11. For more details on measurable outcomes on Twitter, see <https://business.twitter.com/en/advertising/measurement.html> and <https://business.twitter.com/en/help/campaign-measurement-and-analytics/conversion-tracking-for-websites.html> ☞
12. business.twitter.com/en/advertising/campaign-types.html ☞
13. *ibid.* A third goal is “conversion.” ☞
14. There are other campaigns that seem fairly irrelevant to nonpaid promotion of a journal. They are [App Installs](#), and [App Re-engagements](#), [Pre-roll Views](#), and [Video Views](#). ☞
15. <https://business.twitter.com/en/advertising/campaign-types/engagements.html>. Engagement “refers to all the ways people interact with your brand and its posts on the platform. So it not only includes likes, Retweets and replies but also brand mentions (tagged or not), follows, embedded media and links, just to name a few” (quoted from [Engagement vs. Reach vs. Impressions: Understanding Social Media Analytics](#)). ☞
16. <https://business.twitter.com/en/advertising/campaign-types/followers.html> ☞
17. Twitter does not list “impressions” as a campaign and thus there are not specified strategies. We add impressions as a campaign because it seems logical to do so, as it is different from the other outcomes and a useful metric for impact on Twitter. A good guess about strategies can be made by combining those for engagement and reach. ☞
18. <https://business.twitter.com/en/advertising/campaign-types/reach.html> ☞
- 19.

<https://business.twitter.com/en/advertising/campaign-types/website-clicks.html>.

“When driving to a link, consider using a Website Button to make your image or video clickable. You’ ll setup a Website Card to do this!” (quoted from business.twitter.com/en/basics/organic-best-practices.html).

☞

20. See, e.g., [The Biggest Social Media Science Study: What 4.8 Million Tweets Say About the Best Time to Tweet](#). ☞

21. There are companies that you can pay to figure out the best timing for your tweets (e.g., <https://sproutsocial.com/features/social-media-publishing/>). ☞

22. <https://buffer.com/resources/best-time-to-tweet-research/> ☞

23. <https://help.twitter.com/en/using-twitter/twitter-timeline> ☞

24. <https://sproutsocial.com/insights/twitter-algorithm/> ☞

25. <https://developer.twitter.com/en/docs/twitter-ads-api/creatives> ☞

26. <https://business.twitter.com/en/basics/organic-best-practices.html> ☞

27. <https://business.twitter.com/content/dam/business-twitter/en/resources/downloadables/starter-kit-twitter-ads-1015.pdf> ☞

28. business.twitter.com/en/resources/video.html ☞

29. business.twitter.com/en/resources/video.html ☞

30. <https://business.twitter.com/en/blog.html> ☞

31. <https://business.twitter.com/en/advertising/campaign-types/reach.html> and business.twitter.com/en/blog/do-dont-twitter-images.html ☞

32. <https://business.twitter.com/en/basics/organic-best-practices.html> ☞

33. business.twitter.com/en/resources/video.html and <https://business.twitter.com/en/blog/creative-checklist-5-ways-to-maximize-your-video-campaign.html> ☞

34. business.twitter.com/en/basics/organic-best-practices.html ☞

35. <https://business.twitter.com/en/advertising/campaign-types/reach.html> ☞

36. business.twitter.com/en/basics/organic-best-practices.html ⇐
37. <https://business.twitter.com/en/advertising/campaign-types/engagements.html> ⇐
38. <https://business.twitter.com/en/basics/organic-best-practices.html> ⇐
39. <https://business.twitter.com/en/blog/video-tweet-ideas-for-your-business.html> and <https://business.twitter.com/en/blog/need-tweet-inspiration-20-creative-ideas-for-your-brand-to-tweet.html> ⇐
40. <https://business.twitter.com/en/blog/5-creative-ways-brands-can-use-tweet-threads.html> ⇐
41. <https://business.twitter.com/en/blog/video-tweet-ideas-for-your-business.html> and <https://business.twitter.com/en/blog/need-tweet-inspiration-20-creative-ideas-for-your-brand-to-tweet.html> ⇐
42. <https://business.twitter.com/en/blog/need-tweet-inspiration-20-creative-ideas-for-your-brand-to-tweet.html> ⇐
43. <https://business.twitter.com/en/blog/5-creative-ways-brands-can-use-tweet-threads.html> ⇐
44. *ibid.* ⇐
45. <https://business.twitter.com/en/blog/video-tweet-ideas-for-your-business.html> and <https://business.twitter.com/en/blog/need-tweet-inspiration-20-creative-ideas-for-your-brand-to-tweet.html> ⇐
46. <https://business.twitter.com/en/blog/video-tweet-ideas-for-your-business.html> and <https://business.twitter.com/en/blog/need-tweet-inspiration-20-creative-ideas-for-your-brand-to-tweet.html> ⇐
47. <https://business.twitter.com/en/basics/what-to-tweet.html> and <https://business.twitter.com/en/blog/need-tweet-inspiration-20-creative-ideas-for-your-brand-to-tweet.html> ⇐
48. <https://business.twitter.com/en/blog/video-tweet-ideas-for-your-business.html> ⇐
49. <https://business.twitter.com/en/blog/video-tweet-ideas-for-your-business.html> and <https://business.twitter.com/en/blog/need-tweet-inspiration-20-creative-ideas-for-your-brand-to-tweet.html> ⇐

50. <https://business.twitter.com/en/blog/need-tweet-inspiration-20-creative-ideas-for-your-brand-to-tweet.html> [↵](#)
51. <https://business.twitter.com/en/blog/need-tweet-inspiration-20-creative-ideas-for-your-brand-to-tweet.html> and <https://business.twitter.com/en/blog/need-tweet-inspiration-20-creative-ideas-for-your-brand-to-tweet.html>. This also relates to “[h]ighlight your company culture,” mentioned in the latter link. [↵](#)
52. <https://business.twitter.com/en/basics/what-to-tweet.html> and <https://business.twitter.com/en/blog/need-tweet-inspiration-20-creative-ideas-for-your-brand-to-tweet.html> [↵](#)
53. <https://business.twitter.com/en/basics/what-to-tweet.html> and <https://business.twitter.com/en/blog/need-tweet-inspiration-20-creative-ideas-for-your-brand-to-tweet.html> [↵](#)
54. <https://business.twitter.com/en/blog/need-tweet-inspiration-20-creative-ideas-for-your-brand-to-tweet.html>. This also relates to what Twitter refers to as “give a holiday greeting” (see above link) and a “gift guide,” see <https://business.twitter.com/en/blog/video-tweet-ideas-for-your-business.html> [↵](#)
55. <https://business.twitter.com/en/blog/video-tweet-ideas-for-your-business.html> [↵](#)
56. <https://business.twitter.com/en/blog/video-tweet-ideas-for-your-business.html>. If the feedback is made in private (e.g., off Twitter), be sure to get the person’s permission before sharing it publicly. [↵](#)
57. See [How to Use Twitter Analytics to Grow Your Business](#) and [Twitter Analytics](#). [↵](#)
58. For example, the handle for Criminology Open is @criminologyopen, so the URL would be analytics.twitter.com/user/criminologyopen. [↵](#)
59. <https://business.twitter.com/en/help/campaign-measurement-and-analytics/account-home.html> [↵](#)
60. This does not require purchasing anything, but rather the information is kept “on file” in case the account opts to purchase promotional/advertising services. [↵](#)