



UNIGE | SOCIAL MEDIA

# Good practices



TWITTER

## How to use Twitter professionally

---

The University of Geneva has two Twitter accounts: <https://twitter.com/UNIGENews> and [https://twitter.com/unige\\_en](https://twitter.com/unige_en)

Having a personal Twitter account will allow you to highlight your work, your research, exchange on your research areas and interact with peers.

Be sure to differentiate your personal account from an institutional account linked to your structure.

- 1 Creating a personal account
- 2 to 3 Promoting your account
- 4 Definitions
- 5 You can use Twitter for
- 6 Good practices
- 7 Photos and videos
- 8 Image rights
- 9 Copyright

Please note that you are responsible for the content of your account and for updating it. You must remain **courteous** and apply good manners at all times, as you would anywhere else.

Your Twitter account must be used **legally** and **ethically** and in keeping with the principles and values of academic freedom.

All posts must comply with the law, be morally upstanding, and not harm the reputation of the University or its members. In particular, there must be no posts of a slanderous, defamatory, insulting, racist, sexist or pornographic nature.



## ① Creating a personal account

Choose a name for your Twitter account. The easiest is your first and last names.

Include your position if you work at UNIGE and provide the link to your professional or personal webpage. Tag your department or unit in your profile description.

Tag UNIGE and your structure in the description of your profile **@name-structure**.



**Davide Gambarotto**

@DavideGambarot2 Vous suit

PostDoc fellow in the @CentrioleLab, University of Geneva @UNIGENews. Working on centrioles and expansion microscopy.

[Traduire la biographie](#)

Genève, Switzerland A rejoint Twitter en janvier 2018

## ② Inform the Communications Department

Inform the social media manager about your account. It can be added to the **list Staff UNIGE** and your tweets regularly shared on the institutional Twitter accounts.

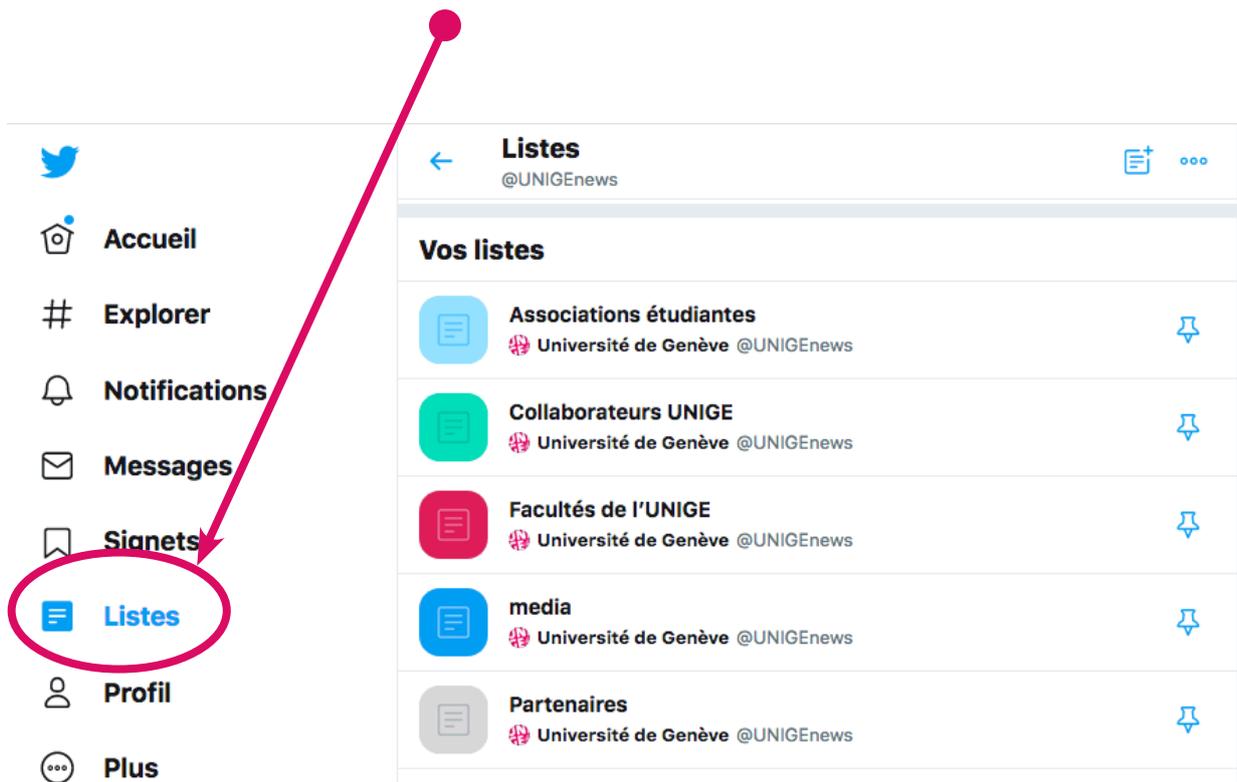
## ③ Follow other UNIGE Twitter accounts

Following the University's Twitter accounts will enhance your reach and make it easier for you to retweet posts shared by your school, department, unit or colleagues.

### How to do this?

When you have completed your profile, go to <https://twitter.com/UNIGENews> and [https://twitter.com/unige\\_en](https://twitter.com/unige_en) and click on **Follow**.

Do the same with other UNIGE accounts. You will find them in the **Lists** section with indications on the accounts of the faculties, departments or collaborators.



You can also follow the accounts of partners and institutions you're interested in, or any other account in your field. They'll see that you're on Twitter and might follow you in return.



## ④ Definitions

**Hashtag #**: keyword

**Retweet (RT)**: share a tweet

**Followers**: people who follow your account

**Following**: people who you follow

**PM**: private message

**Live-tweet**: posting comments while an event is taking place

---

## ⑤ You can use Twitter for:

Finding information

Promoting your work, research and achievements

Holding discussions with peers and experts (e.g., #exoplanets #frenchliterature)

Joining communities (e.g., #AcademicChatter)

Following key figures (e.g., Nobel Prize winners, politicians, decision-makers)

Following live events (e.g. #NobelPrize2019, #ghf20)

Promoting programs and events (e.g., #nuitdelascience, #rentreeuniversitaire)

Recruiting, by combining different communities (e.g., #openposition #quantumphysics)

---

## ⑥ Good practices

Be concise and to the point → 280-character limit (including web links)

Use the first person (I/we)

Indicate clearly what you're expecting from readers

Tag partners and UNIGE if relevant → @accountname

Don't use more than two or three hashtags at a time

Ask, reply and thank

Always add an image to your tweets

Tweet regularly – don't worry about being repetitive, but don't reuse your tweets

Schedule your tweets if needed

---



## 7 Photos and videos

### Images

Adding an image (flyer, photo, etc.) to your tweet will make it more attractive. You can also easily create Twitter-compatible images at: [www.canva.com](http://www.canva.com)

### Photos

Share photos (no more than four at a time) of your day-to-day work, including events you've attended, your research team or your colleagues. Your followers will like being able to see the faces of the people you work.

### Videos

It's better to add videos via a YouTube or Vimeo link, as native videos cannot last longer than 2 minutes 20 seconds.

.....

## 8 Image rights

**Make sure you get permission from the people in your photos (if they are recognizable) before sharing them on social media.**

Sharing a photo without someone's consent could be a breach of their privacy.

**However**, if the individual is in the background or not a main part of the photo, it is not considered a breach of their privacy.

**You don't need to obtain consent if:**

- the image is of a public figure or sports person
- the image is of a public event, as people should be aware that there may be photographers present. Please note: Photos taken in this context should not focus on one individual and should be used to illustrate the event and be for information purposes only.

**It's better to inform participants if photos are likely to be taken as part of the event.**

.....



---

## ⑨ Copyright

Be sure to comply with copyright rules when using photos.

Make sure that any images or photos you use are not subject to copyright.

**Just because you find an image online doesn't mean it isn't subject to copyright.**

Keep in mind that some photos and images cannot be used for advertising or marketing purposes.

---