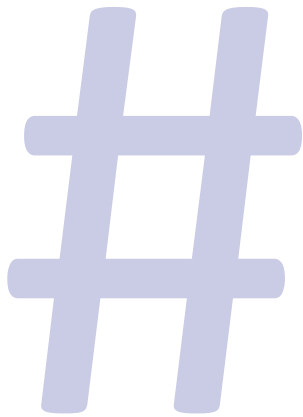


Twitter Good practices



Different hashtags on Twitter can be related to COLUMBUS. First of all there are the 3 main hashtags already used on the COLUMBUS account :

[#KnowledgeTransfer](#) ; [#MarineScience](#) and [#Impact](#)

Other hashtag can be used for a specific topic:

[#OceanNews](#) (when you share some news on marine and maritime research)

[#OceanOptimism](#) (when solutions or good news concerning the ocean has been brought to light) ; [#MaritimeMonday](#) (gather some tweet about boat, ship and more globally maritime transportation, and of course on Monday) and [#Innovation](#).

This is not an exhaustive list, feel free to use any relevant other hashtag !

The important is not to overly hashtag you tweet (#it #is #uncomfortable to #read)

ReTweet (RT) is good to keep your account in activity even if you are short in fresh news from the project.

Don't forget to put the link of the project website !
Here is a shorter link to COLUMBUS web page :
<https://lc.cx/4CkM>
But remember it has to be relevant, useless links tend to reduce the tweet's impact.

Tags are important because they increase a lot the visibility of your tweet.
You can also add the tag of COLUMBUS ([@COLUMBUS UE](#)) in your twitter biography redirect people to COLUMBUS' page.

Be careful, if you want to start your tweet with a tag only followers of both your and the tagged account will see it.
Just add “.” before, and everybody will see it !



Add impact to your tweet with a picture illustrating your statement
A great video or GIF can also do the trick !

[@COLUMBUS_EU](#)



Twitter is a social media on which policy makers and influencers are very active. It is a good media to promote marine and maritime science by sharing inspirational knowledge. Twitter also permit to be integrated in a web of people interested in marine science and promote COLUMBUS activities and results. Through this social media marine and maritime science and the project can integrate the daily news feed of policy makers.

What can I tweet about ?

- ❖ **Results**, effective knowledge transfer are great to share on Twitter !
Do not forget to tag all the protagonists of the story to increase the tweet visibility.
- ❖ **Events** ! Where else than Twitter to promote knowledge transfer activities ?
You can tweet before the event, sharing the leaflet and/or the agenda, but you can also tweet during the event so that non-present people can have an idea of what a knowledge transfer activity is.
(If you choose to tweet during the event, I can be good to create an hashtag for the event and invite all participant to share their views using this hashtag)
- ❖ **Quotes and tops**. They are very popular on social medias nowadays and can be a great way of educate on the importance of marine sciences
- ❖ **Open questions and polls**. Interaction is very important on Twitter, as on every social medias. Creating polls and asking open questions are good practices to engage followers.
You can also ask questions while sharing some interesting scientific news, for instance “Did you know that ... ?”

Once again, interaction is a key element of Twitter, so as well as tweeting, you can also answer to others tweets, react and comment. Doing that you will increase your account visibility!

@COLUMBUS_EU



When should I tweet ?

Between 8 and 10 am is the best time to tweet.
Don't hesitate to tweet the same thing twice.

