The Environmental Health Sciences Center (EHSC) at Oregon State University (OSU) has a Twitter page for the purpose of connecting to the community outside of the University. Built in 2013, the Twitter page has catered to the needs of its audience (followers) by posting information about the research being done at the Center and the University, as well as related resources.

This guide was produced using examples from the OSU EHSC Twitter page, as well as the Twitter accounts of other NIEHS-funded Centers around the United States to help other organizations structure and evaluate their online presence.

This guide provides the following:

- A glossary of terms used by Twitter to analyze the performance of your account (pg. 1)
- A list of PRO’s and CON’s to keep in mind while crafting Twitter posts (pg. 2)
- Case studies highlighting best practices for Twitter posts (pg. 3)
The words you need to know for Twitter analytics

Twitter uses specific terminology to help you evaluate your Page’s effectiveness online. Access these analytics by logging into your twitter page as an administrator. At the top of the page you will see a message bar - Click on the ‘profile and settings tab and then analytics.

GLOSSARY

Klout: This is an app that ranks users by their online influence, which is between one and 100. This score is calculated by the number of followers you have, the number of networks you have, and the amount of engagement in these networks.

Detail expands: A metric that measures the number of times an individual clicked on the tweet to view more details. Use this metric to determine which posts are of top interest to your followers.

Embedded media clicks: This metric counts how many times a photograph or video embedded in your tweet is viewed. This metric can also help you identify topics of interest amongst your followers.

Engagements: The engagement metric measures the total number of times a single user interacted with a tweet. The higher the engagement metric, the more people interested in that tweet.

Engagement rate: This is calculated by dividing the engagement metric by the number of impressions. This metric is used to track interest, or views, of a tweet over time.

Favorites: Users can ‘favorite’ a tweet. This metric keeps track of the number of tweets that are ‘favorited’ by users.

Follows: Your audience is other Twitter users that choose to receive your tweets in their feed. This metric tells you how many users are following your account.

Impressions: Tweets first show up on your account, and then can show up in your follower’s timelines, and in search results. This metric is designed to evaluate the number of people reached by your tweet.

Link clicks: When you embed a hyperlink in your tweet, this metric will keep track of the total number of users that click on that URL.

Retweets: times users repost your tweet

#: The hashtag symbol lets you use keywords to link your post to other similar posts.
The PRO’s and CON’s of Twitter posts

The OSU EHSC reviewed several online posts, blogs and factsheets to distill best practices for promoting content on your Facebook page. See our Resources page for more information.

**PRO**

- 140 characters or fewer
- Includes videos or pictures
- Highlights topics or interest amongst followers
- Post Tues- Thurs before 5pm
- Reliable resource
- Clear, concise topic heading
- 140 characters or fewer

**CON**

- Retweeting excessively
- Using a quote as a tweet for an article
- Uncommon or excessive abbreviations
- Discipline-specific jokes and jargon
- Posts with too many links and hashtags
- Using all uppercase type of face

**SSAS SHORTCUTS**

- You are just too funny
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Retweeting excessively
- Using a quote as a tweet for an article
- Uncommon or excessive abbreviations
- Discipline-specific jokes and jargon
- Posts with too many links and hashtags
- Using all uppercase type of face
Find out how our investigators study chemical effects on fish! Read here: http://unsolvedmysteries.oregonstate.edu/microarray_07

Earlier we asked scientists their #IamEH questions now we ask community members to raise awareness of community involvement.

Examples reproduced here with permission by EHSC OSU
Dr. Birnbaum said outreach isn’t 1-way, should be called community engagement #EHSCC2015

WA Worker Memorial Day ceremony is Weds, April 29th at the UW HUB Lyceum, Rm 160 @11:30am All are welcome! @UWDEOHS ow.ly/LS7IM

Examples reproduced here with permission by University of Washington for Ecogenetics
The following websites and blogs were referenced to create this document and serve as excellent resources for those interested in expanding their knowledge regarding Facebook.


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