



MEMBER RESOURCES

Guide to live tweeting

Learn the hashtag. Use the hashtag.	Make your best effort to learn the hashtag ahead of the event. If one doesn't exist, make something up that's unique, short, and unlikely to be the acronym for something else.
Pre-follow key orgs, speakers, events.	Look up the twitter accounts of key organisations and speakers before the session, and follow them (you can always unfollow them later), so that you can tag them in at every opportunity – this increases your chances of retweets.
Get into short sentence mode.	Get your writing brain into short sentences mode. Possessives. No clauses. Lists of comma-separated words. This can threaten to make your tweets somewhat poetic, but it makes for good speed.
The framing tweet.	Start your live tweeting with a tweet on where you are. You can use this to introduce the hashtag, if it's one of your own invention.
Copy+paste your tweet template.	To save time while listening, copy an empty tweet with the speaker's name and the hashtag. Be sure to leave cursor space between the name and the hashtag, which should go last. Note how many characters you've got left once the speaker's name and the hashtag are there. Paste this into a new tweet before you've thought about what to tweet, so that your writing space is all ready the moment you're ready with something to say.
Tweeting is insight, not reportage.	Don't just record verbatim. Listen with intent. You're not documenting what's being said; tweeting is not reportage, it's insight.
Use the #hashtag in the sentence.	You can save space by using the hashtag within the sentence you're tweeting.
A picture tells >140 characters.	Use images for impact where possible. Speakers, audience, projected PPT, key objects. Take photos from within twitter to save time.
Engage in conversation...	In lulls, take a moment to read through the hashtagged feed, and respond to what others are saying when you can. Encourage the conversation. Tag others in who aren't there where relevant. Open the space.
...but ignore harassment and abuse.	If someone tweets something at you that's harassing, abusive, or just plain boring nonsense, the very best thing you can do is ignore it. Responding only feeds it.
It's a live broadcast. Remind people.	Just like any broadcast, interrupt your live feed with a tweet on where you are: every time there's a new speaker, and roughly every half hour otherwise.
Thank and close.	End by thanking the speakers and organisers, making it clear that your live feed is at a close – and also because it's a jolly nice thing to do!
BONUS TIP	“People were looking all over for you at last week's public consultation,” said a colleague about an event I participated in via twitter. “It wasn't until you tweeted to [colleague] that we realised you weren't actually in the room.”
These tips work even when you're not actually there.	