(Re)Active Public History: an NCPH Twitter Mini-Con
October 18-19, 2018
#NCPHactive

#NCPHactive Twitter Conference Presenters' Guide

This guide assumes that you have a basic familiarity with Twitter, but if you do not, please go here for a short guide to Twitter for historians.

All presenters must have a Twitter account. If you need to sign up for a Twitter account, you can do so at http://www.twitter.com.

Once you have set up your Twitter account, make sure that your account is not private and that your tweets are not protected, at least for the duration of the conference.

Where to Start

Each individual is responsible for presenting their own presentation from their own Twitter account. The central @NCPH Twitter account will introduce each presentation and retweet the first tweet of each presentation.

We strongly recommend that you draft and number your tweets ahead of time (in a Word document, for example), in order to avoid any potential problems during the presentation.

How to Tweet Your Presentation

Each presentation has been allocated a thirty-minute time-slot. Participants will present their content in the first fifteen minutes and the second fifteen minutes are intended for discussion and questions. That said, here are a few things to keep in mind about tweeting your presentation:

- Participants are allowed between 12 and 15 tweets for their presentations.
- These tweets can be text-based (within the 280-character limit), consist of slides and/or graphics, or combine both approaches. Links are welcome.
- We recommend that you space out your tweets, so as to not overwhelm your audience. You should try to aim for one tweet per minute.
- Each tweet should include the #NCPHactive hashtag.
- Your very first tweet should be the title of your presentation.
- Your last tweet should include a link to additional resources/reading or a link to where folks can learn more.
- Each tweet should be numbered, to make it easy for your audience to read your presentation in order.
    - This can be done in several ways. You can start each tweet with your number (1.), include the number at the end. (1/), or you indicate the number of the tweet in a sequence (2/15).

Formatting Your Tweets

We strongly urge you to thread your tweets. To thread your tweets, all you need to do is:

1) Publish a new tweet
2) Reply to previous tweet.

That's it. Easy.

If you have forgotten to thread your tweets in the heat of the moment, don't worry! You can use the "Moments" function after the fact. You can read Twitter's official guide here.

Scheduling Your Tweets

Depending on your level of comfort with Twitter as well as your knowledge of social media management platforms, you may want to schedule your tweets in advance. The two most popular social media management platforms for Twitter are Hootsuite and Tweetdeck. Both are relatively simple to use, but there is a learning curve.

Making Images Accessible

We encourage presenters to tweet images and slides as part of their presentations. However, we also encourage participants to include image descriptions to make these images accessible to all participants. When you Tweet photos using the Twitter app for iOS or Android, or via the main Twitter website, you have the option to write a description of the images so the content is accessible to people who are visually impaired. Twitter has a handy outline of how to include image descriptions to help you get started.

Interacting with Others

Since this is a conference like any other, we would encourage you to interact with other people as much as possible! There are several ways that you can do this.

- Check out the conference program (TBA) and follow some of the presenters on Twitter
- Follow the official hashtag #NCPHactive
- Create a Twitter list to keep track of all of the presentations in one place
- Talk on Twitter about the conference and the presentations you'd most like to see
- Retweet your favorite parts of each presentation
- Ask questions during the discussion portion of each presentation.

We encourage all participants to update their Twitter bios to include the pronouns they would like others to use when referring to them. Please use these pronouns when talking to or about people.

This guide was based closely on the Beyond 150 Presenters' Guide which was developed by Andrea Eidinger and Krista McCracken in 2017.