

Guidelines to using Twitter

Why use twitter?

Twitter is a very effective tool for exchanging ideas, resources and conducting online conversations and disseminating our work. It works by **sharing**. We are far more likely to build interest in our work if we share and respond to other people's work and tweets.

Twitter is now the most widely used tool for disseminating events and information about organisations so it is very good to learn how to use it professionally. Most organisations in the voluntary sector, education, the media and cultural industries actively use it and many are employing people to run their social media. Lots of school teachers use protected twitter accounts in the classroom. So using social media in your degree is valuable **work experience**.

Over the module you will contribute to twitter conversations via your own twitter account and, occasionally, as part of a group taking responsibility for managing the @Prison_Voices account. Your use of social media will form part of your assessment on the module.

Be Professional

Remember that when you tweet for @Prison_Voices you are representing everyone on the module and all the students, past and present, who contribute to the website. You will also be acting as ambassadors for LJMU and for the English department. So be positive, constructive, and informative. Avoid personal opinion and judgement.

When you tweet from your own student account you can express your own views but remember to be professional and sensitive in your comments.

Share your concerns

If you have any anxieties about using social media on the module, please raise your concerns in class. Other students are likely to share them and we can find solutions together.

If you have concerns you do not want to discuss in class, please arrange to meet me and we will talk them through and find a solution.

Setting up your own twitter account for Prison Voices

You can set up an account solely for your work on Prison Voices or you can set up a student account which you will use for other modules too.

If you already have a twitter account you use for your personal life, you should set up an alternative account for your student work and keep the two accounts separate.

Do	Don't
Choose a name which is as memorable as possible. You don't have to use your own name if you want to remain anonymous but think of a name that relates to the content of your twitter feed.	
Choose a photo or picture for your avatar. If you use a photo of yourself, chose one that looks friendly but fairly professional. If you use a picture, choose one that relates to content of your twitter feed	Don't choose a photo you may come to regret! Don't use a photo from a night out!
In your profile say a little bit about yourself: what you are studying, where you are based, your interests... Include the URL of your own research blog for the module URL and for www.prisonvoices.org	You can be light-hearted but avoid sarcasm
Follow @Prison_Voices and other students on the module	
Start following: see twitter roll call for good twitter feeds to follow for this module	

Tweeting for/about Prison Voices (whether for @Prison_Voices or your student twitter account)

Do	Don't
Be professional, polite and courteous.	Don't write or tweet anything personal or offensive. Don't include anything you won't want an employer to see, or your nearest and dearest! Don't drink and tweet (you don't want to be a dwunk!)
When you tweet anything relating to Prison Voices always use #prisonvoices	
Twitter is for conversations but occasionally they can turn nasty...	Take care online
If anyone is discourteous or offensive to you, it's best to end the discussion than to get dragged into an unpleasant exchange	Stop following anyone who makes you uncomfortable

	<p>Let me know immediately if anyone makes you feel uneasy @HelenRogers19c; h.rogers@ljmu.ac.uk</p> <p>We can report offensive behaviour to twitter. You can block people who make you feel uncomfortable</p>
<p>Don't worry... Mostly it's great!</p> <p>Share, share, share</p>	
<p>Retweet...</p>	<p>But don't only retweet!</p>
<p>Tweet recommendations for useful websites, interesting blog posts, who to follow. Always: say why they are interesting, informative, useful etc! Always include link to site Always include twitter name of site where you got material.</p>	<p>Don't just tweet your own work! Tweet other work at www.prisonvoices.org including our reading lists, resource pages, and pinterest pages Tweet other relevant blogsites and websites</p> <p>Remember, it's all about sharing!</p>
<p>Tweets with images are more likely to be viewed. It's also good to share images for research! A catchy line will also get views</p>	<p>Don't forget to include the link to the site where you found the image and give some info about it</p>
<p>Tweet and retweet about your fellow students' work. Keep up conversations with them and let others join in too!</p>	
<p>It's a conversation! Ask questions, send queries, and help other people out</p>	<p>Always do your own research first. Ask for help when you get stuck!</p>
<p>If you reply to someone their twitter name will come up first i.e. @Prison-Voices Tweets beginning with @ will only be seen by your followers and the followers of the site you have replied to. So if you want the tweet to be seen by all your followers always include text first e.g. Have you seen this interesting website @Prison_Voices? [Include URL] great resource for... Or simply .@Prison_Voices you will be interested in this blog post... [Full stop inserted before @]</p>	
<p>Tweet about aspects of your research that are amusing, startling, quirky but be sensitive about the serious content of our research.</p>	<p>Twitter is a light-hearted medium but remember that sarcasm often doesn't translate well in tweets or emails.</p>
<p>Tweet about how your research on crime & punishment in the past connects or contrasts with current concerns, media reports, campaigns.</p>	<p>Don't forget the links!</p>
<p>Tweet about books or articles you rate. Where you can, provide link to journal article or image of a book. If the author is on twitter, include their twitter name!</p>	
<p>If you cite someone in a blog post or use a website or a resource from a website, notify</p>	

them by twitter and include link to your post. Say why you used their work!	
If someone retweets or comments on your post always reply. It's polite & you may get more views!	Don't forget to say thank you!
Tweet regularly. A little and often is better than...	occasional binge tweeting! (no way to run a conversation!)
When you have a post to tweet, send out different tweets at different times of day and over the following week. Try to target different kinds of readers who may be interested.	
#FF is Follow Friday – use hashtag to recommend people to follow. But you can also recommend follows whenever you want: remember to say why!	
Follow people who say nice things about you or @Prison_Voices and remember to say thank you!	Don't forget to have fun!

Twitter roll call

Prison Voices

@Prison_Voices: Always your first port of call! Let's make sure it's brimming with content!

@HelenRogers19c: I tweet a lot about the history of crime and punishment but also about issues in Higher Education, nineteenth-century studies and my work for the *Journal of Victorian Culture* so you will have to scroll through to find relevant stuff. Use this account when you are managing @Prison_Voices and retweet anything related to our research

@ourcrimpast: This is a network for historians of crime and is a very active twitter feed for issues, resources, blog posts etc. related to our research

@VictorianCrime: This twitter feed is run by Dr Zoe Alker who has previously taught Prison Voices and is a great source of information and links

@CrimeStudiesNet: 'Devoted to the interdisciplinary study of representations of crime across historical periods and national boundaries'

Social Media @LJMU

@JMUENGLISH: Make sure you let other English students know about our work

@soc_med_skills: This is a fantastic resource created by Nadine Muller @Nadine_Muller & English student interns. See the website too <http://www.social-media-skills.org/>

@LJMUHSS: twitter feed for School of Humanities and Social Science

@LJMU: your university!