

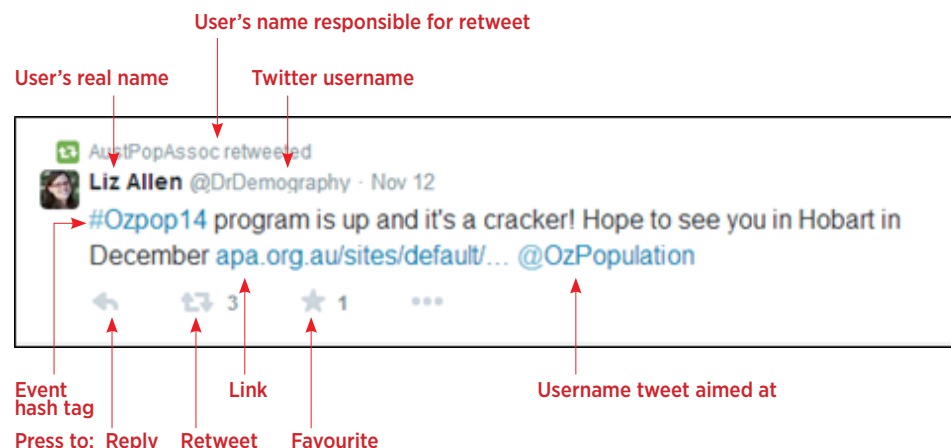


TWITTER @ THE Australian Population Association Conference 2014

10 Tips for using twitter

1. Use the conference hashtag **#OzPop14** in your tweets about the conference. Most people add it at the end of a tweet.
2. Use people's name if you are quoting them. Use their Twitter handle preceded by a full stop at the start of the tweet to make it part of a public discussion (use .@OzPopulation if they don't).
3. Be original and make a comment that shows your interests or an insight your followers won't get from any other source.
4. Identify what those unable to attend might be most interested to see, read or find out after the conference.
5. Add links to websites in your tweet or even take a picture or video – especially useful if a speaker refers to something on the web your users can follow up on.
6. Keep the twitter conversation going – reply to those who tweet on similar things, ask questions, arrange to talk in the tea break.
7. Link back to earlier tweets, especially if something is related to earlier events. Visit your Twitter profile (www.Twitter.com/yourusername), find earlier tweet, click on timestamp, copy URL and share it within your newest tweet.
8. Remind and encourage others to tweet about the conference – while only 250 or so people can come to the conference, thousands can take part via Twitter.
9. Follow other live-tweeters – they're at the conference and are interested in population. Follow-back people who follow you because of your tweets. They can't direct message you if you don't follow back.
10. Follow all the tweets and discussion at the conference by putting #OzPop14 into the search bar and scrolling through the results. If you keep this page open you'll get a live feed of all conference tweets.

What's in a tweet?



Note: Characters that exceed the 140 character limit will show up as red. When composing tweets you get a character countdown to show how many you've got to go.

How to set up a Twitter account

- On the web go to <http://twitter.com> and find the sign up box. On smart phones install the Twitter app and tap the sign up button.
- Fill in account details including name and email address. Only one email address can be associated with one twitter account at a time.
- Select a username. It must be less than 15 characters. If the name is already chosen it will turn red and you will get a message. A username that has not been taken will show a blue checkmark.
- After entering the information you will receive a confirmation email asking you to verify the email address.
- Next step is to follow **@OzPopulation** and start tweeting.