



Takeover @the_gnetwork

Advice & FAQs

1. Use of TweetDeck:

We will be hosting our Twitter Takeover through [TweetDeck](#). Ahead of your takeover we will invite you as a contributor team member through your Twitter account.

TweetDeck is very easy to use and there are loads of helpful instructions [here](#) that you should familiarise yourself with.

2. Have a plan:

Consider writing out a plan for your takeover. What do you want to share while you are in control? Maybe a basic outline of different topics you want to cover is your style, maybe you want to write out your tweets in a word document ahead of taking over the account.

Do you have any pictures you would want to use? Perhaps these could go in a folder for easy access, who knows going through your pictures might trigger some old memories or new content you want to cover.

When are you likely to be free to engage with the community? There's no point tweeting your best, most engaging material if you are going to be too busy to respond to questions...

3. Schedule tweets:

No-one can be at the computer or on the phone the entire time of the takeover.

Consider scheduling tweets through [Tweetdeck](#) to still get content out while you are in the lab/meetings/fieldwork/*insert any life activity here*. Obviously save your tweets that are likely to get high engagement for when you are able to engage with the community.

4. Engage:

Scheduling is fantastic for reaching people that are online when you are busy or asleep, however it can lack that engaging touch. Questions, polls, fascinating pictures and quote retweets are likely to create engagement with people that want to engage with you and others. This is a fun way to meet the community and create followers for your own account.

5. Turn up:

Be clear on your agreed takeover dates. Takeover dates will be pre-agreed in length and will typically begin at 0700 GMT on Mondays, and will conclude at 0700 GMT on Saturdays 1 week, 2 weeks or 1 month later. Definitely add the pre-agreed start and end days to your calendar!

6. Feeling worried?

Don't be. Be yourself, our community is friendly and enthusiastic. We are excited to have you host our twitter account and cannot wait to see the fantastic content you have to share. Remember to introduce yourself, credit creators and use hashtags.

Keep it accessible, keep it short and use pictures where you can. For more tips there are lots of blogs on how to get the most out of twitter as an academic, for example check out [this helpful blog](#).



Rules and Guidelines

By signing on to be a curator of @the_gnatwork you agree to the following:

1. Act as the sole tweeter of @the_gnatwork for the week that you are assigned.
2. Not to change any passwords supplied to you as administrators need to have full access to the @the_gnatwork account at all times.
3. Not to change the photo, biography, background or theme of the @the_gnatwork account, unless expressly directed to do so (e.g. changing the profile photo at the start of your week).
4. Provide a profile photo which may be used during your week, and some background information on yourself, including research and interests, for the @the_gnatwork website.
5. To provide content directly relevant to the Gnatwork scope (neglected vectors of medical and veterinary importance). A smaller proportion of science related tweets reflecting your own interests is fine, but remember our main focus is sandflies, blackflies and biting midges.
6. In the event that you receive any inappropriate off-topic content while contributing contact enquiries@thegnatwork.ac.uk before blocking the user.
7. Do not actively promote or advertise any business or receive remuneration from a third party to do so.
8. After your assigned week, remove access to @the_gnatwork from any applications to which you may have granted access.
9. A curator's access may be revoked if a disproportionate amount of followers report problems engaging with the curator, or if the curator is inactive on the account.
10. If using someone else's content be sure to cite them. If you are unsure best practice is to highlight the content is not yours and that you would be happy to cite if anyone knows who originally created the content.

Please follow the Twitter terms of service: <https://support.twitter.com/articles/18311-the-twitter-rules#> The administrators of @the_gnatwork reserve the right to warn or revoke the access of anyone who violates Twitter's terms of service or breaches any of the above rules.