

# Social Media Guide – Threatened Species Forum WA 2015

## #TSforumWA

### WiFi

Complementary WiFi internet is available at the conference venue for all delegates on the day. The WiFi network name and password will be available from the Registration Desk.

### Mobile Phone/ Recording Devices

While we encourage you to use your phone to take photos and 'tweet' about the conference during the event, as a courtesy to presenters and those around you, please put it on silent and do not use the flash while taking photos.

**PLEASE NOTE:** You may be asked by a presenter at the beginning of their presentation to NOT take pictures or record information from their slides. We ask that you respect this request.

**For Presenters:** Individuals may wish to record or photograph your presentation and/or slides on personal devices. If you have sensitive material in your presentation that you do not want recorded or you simply do not wish to be recorded or photographed, please make an announcement to this effect at the beginning of your presentation, e.g., "Please do not record or photograph this presentation".

**For Delegates:** If you are planning to record or photograph presentations and/or slides, please be respectful if a presenter requests that you do not do so. Any recordings or photographs should be for your personal use only and not for uploading to any social media or online platform without the presenter's express permission, which you must request personally.

### Twitter

We encourage you to 'tweet' during the day as there will be a live Twitter feed rolling on a TV screen in the main auditorium, throughout the Conference.

The official conference hashtag is **#TSforumWA**. When tweeting about the conference, please use this hashtag so that others both at the conference and elsewhere can follow the conversation via Twitter.

Conference host @NACC\_NRM will have staff posting regular tweets from all presentations throughout the day, so please feel free to follow the feed via either or both @NACC\_NRM and #TSforumWA

Please note that prizes will be awarded at the end of the day for the "best tweets of the day".

### Live-Tweeting at the WA Threatened Species Forum

We encourage live-tweeting during conference presentations, using the official hashtag (**#TSforumWA**) with the following caveats and suggestions for best practice:

- Respect the wishes of presenters; if they do not want their research/ papers to be tweeted or broadcast via social media, it will be made very clear before they start, so please respect these wishes. Remember that many people present unpublished work at conferences and you should use your best judgement when putting other people's work into the public domain.

- Correctly attribute the content you are tweeting. When tweeting, be sure to give the name of the presenter and be clear when you are directly “quoting” someone. Presenters, if you are on Twitter and are happy for people to tweet about your presentation, then please put your Twitter handle on your opening slide so the audience can correctly cite you online.
- Do your best not to misrepresent other people’s views (even if you disagree with them) and post corrections if you slip up or someone misunderstands your tweet.
- You don’t need to tweet everything a presenter says, a few take home messages to capture what you found interesting/ significant is generally sufficient.
- Do not post photos of people, photo competition entries or posters without the permission of the individual or author.
- Remember that Twitter is a public forum, so think twice when posting comments about the more social aspects of the conference; the general rule is to be collegial and respectful.
- Finally, enjoy it! Live-tweeting can be a great way to increase engagement and widen participation at a conference.

#### Important reminder about Conference Prizes

Everything that you post on Twitter using the conference hashtag #TSforumWA is considered to be public and will make you eligible for one of the prizes being awarded at the post-conference sundowner. You have been warned ☺

#### **For more information about Live Tweeting**

This blog from *The Guardian*, “Live-Tweeting at Academic Conferences: 10 Rules of Thumb”, also has some good advice (and discussion) on the ethics and etiquette of live tweeting at conferences: <http://www.theguardian.com/higher-education-network/blog/2012/oct/03/ethics-live-tweeting-academic-conferences>

Please also check-out this excellent blog by Fiona Lake on “How to maximise Twitter use at events” for lots of excellent tips: <http://www.fionalake.com.au/blog/social-media-and-farmers/maximising-twitter-use-at-rural-events-a-conference-congress-field-day-etc/>

For more information about tweeting (in general), visit <https://support.twitter.com/articles/215585>

#### **Acknowledgement**

The organisers of the WA Threatened Species Forum would like to thank Jacqueline Matthews (@archaeo\_jacq) for permission to adopt and adapt these guidelines – which were originally developed by Jacqueline and colleagues for the Annual Conference of Australian Archaeology.