

THE
UNDERPINNINGS
MUSEUM



TWITTER CONFERENCE, FRIDAY 12 JANUARY 2018

GUIDANCE FOR SPEAKERS

1. You must have a public Twitter account to present from. This can be a personal or organisational account.
2. Presentations are allowed a minimum of 6 tweets and maximum of 12.
3. Each tweet must be numbered (1-12) and start with the hashtag #UPMTC (i.e. 1 #UPMTC, 2 #UPMTC etc). Remember to leave a space between the number and the hashtag.
4. Your presentation should begin with an introductory tweet, then have 4-10 “body” tweets, and end with a summary tweet.
5. The speaker is responsible for ensuring they have the correct copyright and permissions for the material to be placed on Twitter.
6. Speakers can include any kind of media in their tweets (including images, short videos and gifs) as long as they are suitable for a conference that will be open to all online. Get creative!
7. Discussion and questions are encouraged! When asking a question, please direct your tweet to the individual using their handle and use the hashtag #UPMTC
8. See a good example presentation from #IconTC here:
<https://twitter.com/melinaplottu/status/91624967774942208>
9. The language of the conference is English.

ON THE DAY

1. Draft your tweets ahead of time in order to avoid issues during the event. Make sure your account is not private and your tweets are not protected, otherwise we will be unable to see them. Follow the event with hashtag #UPMTC and keep up to date by following @TheUPMuseum
2. The conference organiser will be in touch on the day, via direct message, to check that you are ready to begin your presentation at the time allocated to you in the schedule.
3. Our advice is to tweet once per minute or similar, which will then allow some time for questions or comments. Speakers are scheduled every half an hour, so there will be plenty of time after you have completed your 15mins for more questions/comments if you are unable to answer them all in your allocated time.
4. Reply to yourself with each tweet, so that they are displayed together on Twitter.
5. Your first tweet must be pinned to the top of your profile for at least 1 week after the event to allow users to find your tweets after the event.
6. All presentations will be collated on Storify (or similar) after the conference.
7. If you have any questions, contact Lori via email (lori@underpinningsmuseum.com)