

Publication-Promoting Tweetorials



A tweetorial is a series of **threaded tweets** from a single author which together explain a complex scientific concept or present new research findings. A publication-promoting tweetorial is a tweetorial aimed at **summarizing and promoting published research** (or a preprint) and written by one of the authors of the publication.

These tweetorials have emerged as a response to the challenges of the **attention economy**, in a context where researchers have to draw attention to their work.



Typical publication-promoting tweetorials **consist of two parts**:

- **The first tweet**, which acts as a hook to attract the reader. Here the author may: announce the publication and provide a link; establish a need for research, for instance by asking a question; present the main result; and announce the tweetorial.
- **The body of the tweetorial**. It consists of several tweets, which summarize the methods and the results, and present the contributions of the study (i.e. main findings, significance of the research, implications for practice). The first tweet(s) in the body may also serve to contextualize the research.
- **The last tweet(s)** in the body is often used for networking and interacting with readers by appealing to them in several ways (e.g. thanking them, asking them to read the paper).



When writing tweetorials, you can use several strategies to **adapt the scientific discourse of the research article to the new context** (i.e. short text to be read quickly):

- **Establish the authors' authority and credibility**: reference to the authors' research activity, first person pronouns referring to the author(s) of the publication, reference to the journal.
- **Make claims and convincing arguments**: visuals from the paper providing evidence for results and observations, references to scholarly sources via hyperlinks, references to other researchers and labs.
- **Engage the reader and attract their attention**: visuals (pictures, graphics, tables, GIFS), emoji, reference to the reader, questions, features of conversational discourse, @mentions, directives, personal narratives, evaluative language.
- **Facilitate quick processing of information**: signposting, clarifications in parentheses, explanatory visuals, question-and-answer narratives, examples.
- **Deal with space limitations**: emoji and punctuation, abbreviations, parentheses, visual quotations (i.e. pictures of fragments of text from the publications).



When composing tweetorials, remember to use both **language** (e.g. questions, conversational discourse) and **visuals** (e.g. figures, GIFs, emoji) to attract and maintain the readers' attention.



Click to access three examples of publication-promoting tweetorials:

- <https://twitter.com/DrPorman/status/1597450441826017281>
- https://twitter.com/wc_ratcliff/status/142335990
- <https://twitter.com/sonjantang/status/1598644721592795136>



Related publications:

Luzón, M.J. (2023). “Excited to see our latest work published”: Recontextualizing research results in biomedical tweetorials. *Journal of English for Academic Purposes*, 66: 101308. <https://doi.org/10.1016/j.jeap.2023.101308>

Luzón, M.J. (2024). “Come along for a tweetorial!”: Recontextualization strategies in biomedical publication-promoting tweetorials. *English for Specific Purposes*, 74: 132- 147. <https://doi.org/10.1016/j.esp.2024.02.002>

