

Twitter Conference Presentations

“ A Twitter conference is an **online conference that takes place on Twitter**. Twitter conferences promote **Open Science**: everyone can follow the presentations, ask questions, and take part in the discussions. Twitter Conference Presentations (TCP) feature **research projects delivered in a 6-tweet thread**, presented during a 15-minute time slot, under the conference hashtag.



The **typical structure** of a TCP includes:

- **Introduction** with a hook such as a question, a problem to tackle, or acknowledging collaborators.
- **Background information** that defines the main concepts with a didactic style.
- **Methods** include data sources, participants, and analytical procedures.
- **Results** are reported and exemplified with graphs, images, or text.
- **Round-off** can include a summary, limitations of the study, sharing contact details, and of course, thanking the audience!



When writing TCPs, it is recommended to combine **textual and multimodal features** of digital academic discourse:

- **Stance markers**: first-person pronouns, @mentions, and hedges like modal verbs.
- **Attention-getting resources**: symbols, headings, emojis or scriptural images.
- **Appeals to shared knowledge**: acronyms, abbreviations, and questions.

The main **Twitter features** that these presentations include are:

- **Hashtags** in the first tweet to signal the conference or keywords.
- **Images** in the background, methods, and result sections to support and expand the textual parts.
- **Hyperlinks** in the background, and round-off sections to include additional information such as contact details and promoting one's publications, research group, or website.

All in all, remember to be **informative, creative and interactive**, so use a conversational style, illustrative visuals, and you can even use the poll option to know your readers' opinions!





Click to access two examples of Twitter conference presentations:

- <https://twitter.com/BerLinguistin/status/1335241599715074051>
- https://x.com/hilpert_martin/status/1335124283526422529



Related publications:

- Villares, R. (2023). Twitter conference presentations: a rhetorical and semiotic analysis of an emerging digital genre. *ELIA: Estudios de Lingüística Inglesa Aplicada*, 22, 125-167.
<http://doi.org/10.12795/elia.2022.i22.05>
- Villares, R. (2023). Exploring rhetorical strategies of stance and engagement in Twitter conference presentations. *ESP Today*, 11(2): 280-301.
<https://doi.org/10.18485/esptoday.2023.11.2.5>
- Villares, R. (Forthcoming). Twitter Conference Discussion Sessions: how and why researchers engage in online discussions. *RICL: Research in Corpus Linguistics*.

