

Following on from the [lists of academic tweeters](#) published earlier this month, we have put together a short guide to using Twitter in university research, teaching, and impact activities, available to download as a PDF or view on Issuu.

How can Twitter, which limits users to 140 characters per tweet, have any relevance to universities and academia, where journal articles are 3,000 to 8,000 words long, and where books contain 80,000 words? Can anything of academic value ever be said in just 140 characters?

We have put together a short guide answering these questions, showing **new users** how to get started on Twitter and hone their tweeting style, as well as offering advice to **more experienced users** on how to use Twitter for research projects, alongside blogging, and for use in teaching.

[Download the PDF](#) for more on:



Building your following and managing your profile

- Using Twitter to maximise the impact of your research project
- Making the most of Twitter alongside your own blog
- Using course accounts with students
- A step by step guide to adding a Twitter feed to Moodle
- Extra resources and links to blog posts and articles on academic blogging and impact

[Alternatively you can view the guide on Issuu](#)



This is the First Edition of the guide, and we welcome feedback and suggestions. Have we missed any key resources? Let us know via



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Related posts:

1. [Share your Twitter top tips for a new 'how-to' guide for academics on the merits of academic tweeting](#)
2. [The current impact agenda could consider the impact of inspirational teaching, not just research](#)
3. [From blogging to print: My journey to creating impact](#)
4. [Your essential 'how-to' guide to choosing book titles](#)
5. [Your essential 'how-to' guide to writing good abstracts](#)