

# Social Media at #SHA2013



LEICESTER 2013



## How can I engage with Social Media at the conference?

There is free WiFi for delegates at the University of Leicester. Delegates from institutions with Eduroam can also use it here.

Pick up a Twitter sticker from the registration desk, write your Twitter name on it, and stick it somewhere on yourself. Now other Twitter users will know you Tweet. Not on Twitter? You can join here: [twitter.com](https://twitter.com)

Use @SHA\_org on Twitter and our Facebook page: [www.facebook.com/SocietyforHistoricalArchaeology](https://www.facebook.com/SocietyforHistoricalArchaeology) to communicate with the conference, and use the #SHA2013 hashtag in all your tweets.

We are holding a TweetUp (a social gathering open to all, especially those who use social media) at the Marquis Wellington pub on London Road at 9pm on Thursday 10th January, after the Antiquity Pub Quiz. Show your delegate badge to the bar staff when you order, and get 10% off!

We'll send out reminders about conference events, and we'll also live-tweet and post from the Business Meeting. Feel free to post or tweet about travel delays, favourite pubs and restaurants, etc.

Twitter is a great way to provide a backchannel of commentary and discussion, so those who couldn't attend can still follow along. It also gives speakers a chance to receive feedback, and communicate with the audience. Here are some tips to maximise the effectiveness and civility of Twitter:

- Give your session its own hashtag; this way, it is clear which tweets belong to each section. We STRONGLY advise that you also use the #SHA2013 hashtag, so those following it will see your session as well. Otherwise, it may not be noticed. Pick something short to save characters!

For presenters:

- Include your Twitter name and the session hashtag on your introduction slide, and say something in your introduction about how you'd like to hear feedback on Twitter. Be sure to respond to the comments you get, and build relationships!
- If you DON'T want anyone to broadcast your session, make the request at the beginning of your presentation.

For the audience:

- Be respectful, and don't tweet anything you wouldn't say to a presenter's face. Constructive criticism is welcome, but remember you only have 140 characters. It's probably best to send the presenter a private message saying you'd love to chat about their presentation. If a presenter requests silence on social media for their presentation, respect it.
- It's courteous to send a tweet out introducing the presenter and their paper topic before starting to tweet their presentation: this gives those following some context.
- Use the presenter's Twitter name, surname, or initials in all the following tweets so that their ideas are connected to them. Use quotes if you're directly quoting someone, and include their name. Remember: these presentations are still the presenter's intellectual property.