

## **SOCIAL MEDIA @ IPS/ASP 2016**

Social media is a powerful tool to enhance the speed and immediacy of information exchange. Despite its common usage, there are no uniform standards about when, where and how information is best exchanged.

In response, we prepared some tips for using social media at our annual upcoming meetings and on the ASP twitter site (@ASP voice). We **ENCOURAGE** conference attendees to use their personal social media accounts to broadcast new research on primate behavior, ecology and conservation far and wide.

### **ASP/IPS 2016 CONFERENCE HASHTAG** **#IPSASP2016**

## **GOOD SOCIAL MEDIA PRACTICES**<sup>1</sup>

### **PRESENTERS**

- If you want your information to be messaged, provide **handle and affiliation information** on the title slide or poster.
- Embed a URL link in a **QR code**
- Prepare the text of a tweet or put a **short take-home message** on your slide or poster.



*Tweet This*

### **TWEETERS**

- Use quotation marks to distinguish what a researcher reports from what you think about it. **Opinions** are great, but keep the two separate.

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<sup>1</sup> Shiffman, DS. 2012. Twitter as a tool for conservation education and outreach: what scientific conferences can do to promote live-tweeting. J Environ Stud Sci DOI 10.1007/s13412-012-0080-1; Social Media Policy of the Society for Marine Biology: <https://www.marinemammalscience.org/conference/social-media-policy/>.

- Add [links](#) to papers/websites/organizations so that readers can explore the topic more deeply.
- Think about [context](#): not all of your readers will be at the conference. Include relevant contextual information.
- [Ask permission](#) to post images and videos of people and data.
- Respect a presenter's wish of [no](#) social media coverage.
- Share the experience of being at the meeting!

## **SHHH. . . ALTERNATIVES TO SOCIAL MEDIA**

There are effective ways to modulate information exchange. These are suggestions of images or text that could be used by presenters to convey such views as: "I'd rather talk about it than have it talked about!" "Not ready for social media release yet!"

**Don't Tweet  
Let's Meet**



**SPREAD NEWS AND EVENTS &  
ENJOY THE MEETING!**