



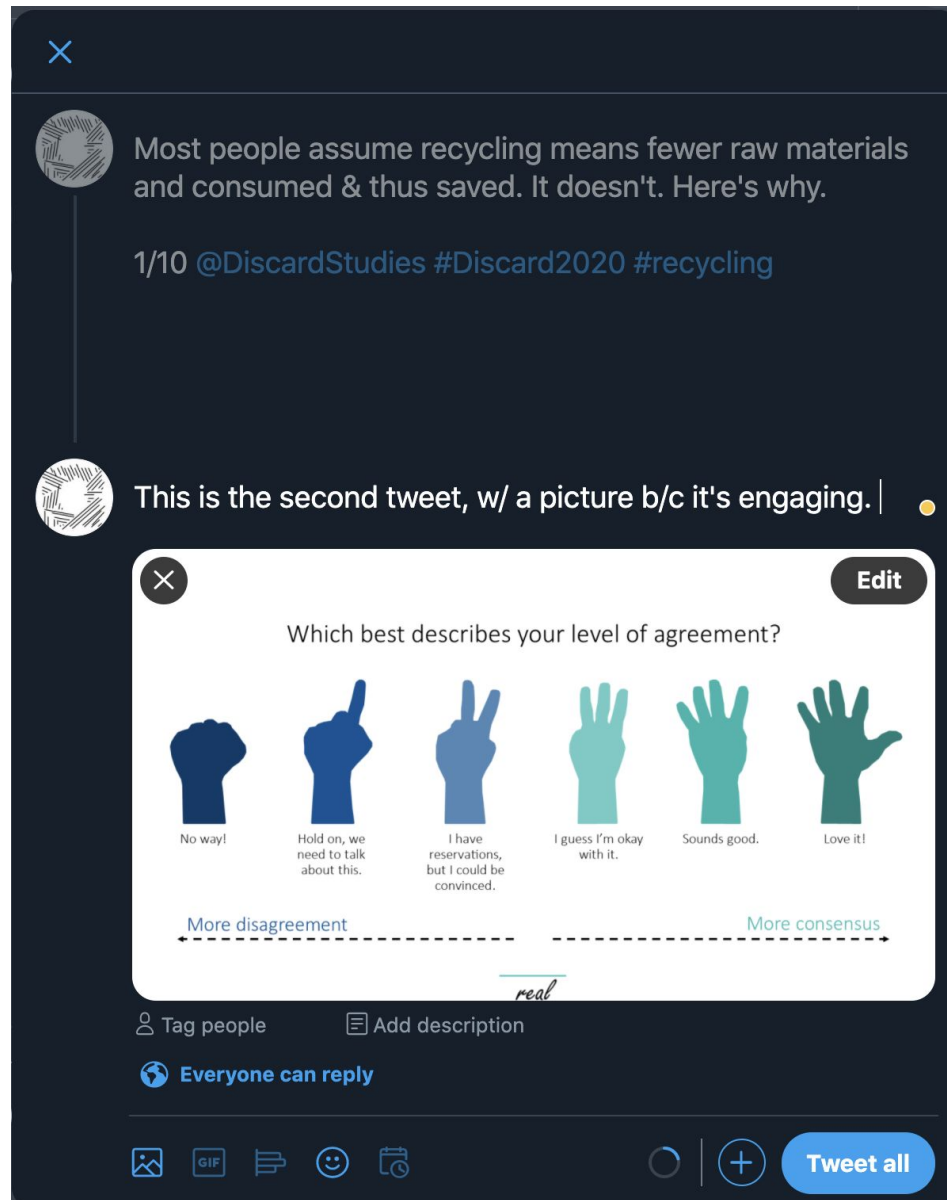
Welcome to *Discard Studies*' first ever Twitter Conference! #Discard2020
Thank you for being part of the event! We are so excited!

How to Twitter Conference? Aka: What am I supposed to do now?

1. Use the Doodle to choose a time to present. They are all half hour slots (~15 min presenting, ~15 min Q&A) and are clustered: [link removed for privacy]
2. Prepare an 8-10 tweet Twitter thread on your topic ahead of time.
 - a. Create this tweet in a text document like Word or text edit. Use a word counter to make sure you're within character limits (280 characters) for each tweet.
 - b. The first tweet includes your title, hook (title and hook could be the same thing--more on this below), a tag to @DiscardStudies, #Discard2020, and the tweet number in the series (1/10, 2/10, etc)
 - c. The first or second tweet (ideally the first) should have your argument. More on this below.
 - d. Subsequent tweets should have the series number (2/10, 3/10), which can be shortened to 2/ when you're a wee bit short on space.
 - e. You can have a freebie tweet (#11!) for citations, additional readings, or links to learn more.
 - f. You can have images, but they should not be primarily text (ie, not a tricky way to get more text in) and they must include Alt Text (many Discard Studies followers use screen readers). Twitter has a handy outline of how to [include image descriptions to help](#). In short, this should not be a bad power point presentation.
 - g. You are welcome to tag other things, like #ShitStudies, #SuckItAbleism, etc, and note the use of caps in the tag for screen readers. Always cap new words for accessibility!
 - h. You are welcome to include links, but don't assume that people will follow them, so your argument has to be coherent in just the tweets you post.
 - i. If you want, you can send your thread to editors@discardstudies.com and we'll provide editorial support for your thread so long as it's at least 5 work days ahead

of the conference date. I can tell you right now that the first thing we'll do is make sure your first two tweets contain a clear and concise argument (see below).

- j. If you don't have a Twitter account and don't want one, no worries! We can post from the Discard Studies account on your behalf. You won't be able to answer tweets in the Q&A, but you can see them.



To add alternative text click the “add description” button under the image.

Tagging people is a tricky way to tag certain people you want to respond without using up valuable character counts.

3. You'll be given an appointed time to post your tweet based on the doodle. Space Tweets out to every 1-2 minutes so your whole thread should take 10-20 minutes. This gathers

a larger audience. **Make sure each new tweet is threaded** (In the compose window, tap on “continue thread” or the + sign).



See the plus sign in the circle next to “Tweet”? That’s the threading button. Yes, there’s a type-o in this (*are, not and). This is why doing the thread in a text document that has a spell and grammar check is a really good idea.

4. The Discard Studies editorial team will retweet your lead tweet (that’s one reason you have to tag us on the first one!).
5. Wait ~15 minutes after your final post to address any comments, questions, etc. on your thread. It’s fine if your account is private. That’s just a smaller audience. We highly recommend letting some friends/colleagues/students know you’d like them to respond so you have plants in the audience. The editorial team will also be on hand, posting as ourselves and as @DiscardStudies.
6. Acknowledge when you are signing off the Q&A! Just add a tweet like, “Thanks to everyone for participating! I’m going offline now, but feel free to keep posting and I’ll come around later. And see the rest of the conference by following #Discard2020.”
7. Just like a real conference, we hope you attend the other sessions. Check out the schedule (posted on the blog), engage in the Q&A, retweet, invite your students and colleagues...

If there are trolls: Usually we get trolls when we have tweets about nuclear power or feminism. We don’t recommend using hashtags for either of those terms. Discard Studies blocks all trolls and we recommend you do the same. We also block people who are just rude.

Discard Studies posting guidelines: The *Discard Studies* editorial team won’t be vetting your final thread (unless you submit it to us, which would be great), but there are a few things we won’t retweet: threads that promote sexism, racism, ableism (including uses of terms like “crazy” or “insane” when you mean “intense” or “doesn’t-think-like-you”), and universalist claims (including what or how “humans” or “humankind” waste. [Here’s why.](#)) If there’s an issue while you’re tweeting, we’ll DM you so we can get onsite together.

How to Tweet Good

Both Tweeting and blogging about academic work are **quite** different from writing academic papers. The first rule of tweeting and blogging:

1. Make your argument in the first sentence/tweet.

Causal Internet readers will decide if they will read the rest of the post/tweet in about half a second. That's not even a full sentence in some cases. Rather than building up context, history, and charisma, you really just have to nail the main argument quickly and clearly. This is not like most academic writing.

Arguments are not "topics" ("this is about") and thus not about what you will investigate/explore/etc. They are the thesis statement: the thing you declare to be true that you know from the research.

That often means your charismatic title has to go. Not: "Nothing works without us": Sanitation workers and their relationships to infrastructure in a blighted city." Also not "The reciprocal and directional relationships between sanitation workers and infrastructure" (that's a topic, not an argument. Also, it suffers from academic-speak). Instead: "Sanitation workers are more important than waste infrastructure."

Academics are not good at putting a clear and concise argument at the top. Try it a few times. Remember: a topic is not an argument.

Two other golden rules:

2. Write for a public audience. That means highschoolers.

The Discard Studies audience is diverse, and certainly not all academics or English as a first-language speakers. It's interdisciplinary. We also literally have a lot of highschoolers. That means there shouldn't be a specialized word anywhere. No ontology. No indeterminacy. No infrastructural elitism. What do those things even mean anyway?

3. Screw nuance, show proof.

In short form, whether a blog post or a Twitter thread, you're going to be able to say **one thing**. Maybe two. But you aren't going to be able to make a nested argument with nuance, subtly, and multiple routes of correlation. That means most of your 8 -10 tweets are to **state** the argument and then **prove it** in broad strokes. Some sort of evidence or explanation is necessary. Not "Recycling doesn't conserve resources. Now this is different than preservation, which it might do, but usually doesn't." Instead: "Recycling does not conserve things like trees and water. In the United States, data shows that the more recycling saves money, the more that money is spent on topping up on raw materials and allowing higher production." The next tweet would show the data in an example.

That's basically it! Make a clear, concise argument at the top that really only argues one thing, then prove it in clear and accessible language. The nice thing about writing short form (getting to your point quickly, clearly, and accessibly) is that it should also improve your long form writing.

Tricks and habits for happy Tweets

There are some shortcuts you might like that many Twitter followers will already be familiar with or figure out:

- Because: bc
- With: w/ and without w/o
- And: & or +
- About: ABT
- Did you know: DYK
- Thank you: TY
- To cite another Twitter user: HT @theirname. HT = hat tip

There are others, but these are a good base.

There are some longish academic turns of phrase you do not need:

In regards to = to

In anticipation of = for

With the context of = *delete all*

In the early 19th c = 1800s

Due to = b/c