Twitter/X posts

This is a collection of example Twitter/X posts with comments on their language. The posts and the description of their linguistic strategies are meant to help researchers write their own X posts. Still, different contexts, audiences, and personal writing styles will likely require different formulations. While there is no one-size-fits-all solution for writing effective social media posts, this collection provides some useful guidelines for science communication on X.

Examples of X posts with different overall communicative purposes are offered:

- X posts to announce and promote a new publication of a member of a research project
- X posts establishing networks by providing information on a specific academic event
- X posts announcing and describing an event
- X posts in individual accounts announcing research undertaken or published.

X posts on a new publication

X post 1

Segment	Strategies	Realisations (verbal, visual)
Loudspeaker emoji 📢	Interactional: Guiding the audience to perform an action	Visual, pictorial, substituting
New article … just published	Promotional: Promoting accomplishments Informative: Giving specific details about an event	Promotion through words expressing novelty (*new*, *just*)
#Sustainability	Informative: Stating general background / key words	hashtag (#)
Recycling emoji ♻️	Interactional: Guiding the audience to perform an action	Visual, pictorial, duplicating
In the International Journal of Greens @IJG	Informative: Giving specific details about an event Interactional: Fostering networks; Offering contacts for information	Journal name; mention (@)
Congrats 👏	Interactional: Praising and thanking others	Verbal (congratulations); Visual, pictorial, duplicating
@AnsoMillan	Interactional: Praising and thanking others; Fostering networks	Mention (@)
Our leading researcher	Promotional: Accomplishments	Word choice (*leading*)
@InterGediUZ	Interactional: Fostering networks; Offering contacts for information	Mention (@)
Discover her latest findings on Zaragoza's green economy here ➡️	Interactional: Guiding the audience to perform an action	Verbal, directive; Visual, pictorial, duplicating
<link>	Interactional: Fostering networks; Offering contacts for information; Inviting audience to consume project output	Directive (hyperlink)

X post 2

Tuczar
@Tuczar

Seen the new study by @lingova in @Discourses?
Twitter/X posts are becoming longer 📈 but generate less engagement 📉.
🔓 Read it #openaccess here:
https://discourses.com/asdfg

12:00 PM · Jun 1, 2021

Segment	Strategies	Realisations (verbal, visual)
Seen the new study by @lingova in @Discourses?	Interactional: Inviting audience to consume project output	Mention of researcher and journal (@); Rhetorical question
Twitter/X posts are becoming longer 📈 but generate less engagement 📉.	Informative: Informing about the result of the research	Clarification (*Twitter/X*); Emoji (duplicating words, non-facial); *but* (logical marker)
🔓 *Read it #openaccess here: <link>*	Interactional: Guiding the audience to perform an action	Emoji (open lock: substituting, non-facial); Hashtag (#); Hyperlink to the paper; Imperative (call to action); *here* (endophoric marker; interactive metadiscourse)

X post 3

Research Group
@ResGr

👀 Check out @someone's new findings on the language and impact of #scicomm in #Economics just published in the @AdvancedResearch journal! 📰
https://AdvRes.com
🗣 Let us know what you think about it ‼️

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Segment	Strategies	Realisations (verbal, visual)
👀 *Check out @someone's new findings on the language and impact of #scicomm in #Economics just published in the @AdvancedResearch journal!* 📰 *<link>*	Interactional: Guiding the audience to perform an action; Inviting audience to consume project output Promotional: Accounting for project productivity	Engagement marker (directive: *check out*); Attitude marker (promotional: *new, just*); Emojis: Facial duplicating, journal pictorial duplicating
🗣 *Let us know what you think about it* ‼	Interactional: Guiding the audience to perform an action	Engagement markers (directive: *let us know*; reader pronoun: *you*; exclamation); Non-facial duplicating emoji (opening); Non-pictorial emoji (exclamation marks)

X posts on an event (Autumn school)

X post 1

Segment	Strategies	Realisations (verbal, visual)
📅 3 DE ES 💻 🧠 🤝	Interactional: Getting the reader's attention	Visual, pictorial, duplicating emojis
For the next 3 days	Informative: Giving specific details about an event	Duration of event
Researchers from @... and @...	Informative: Giving specific details about an event; Disclosing information about researchers Interactional: Fostering networks	Mention of the institutions (@)
will come together in beautiful #Zaragoza	Informative: Giving specific details about an event; Hooking the audience	Location specified by hashtag (#)
to explore digital science dissemination practices	Informative: Stating general background of the project	Purpose of the event
Thrilled to combine our knowledge and learn from each other!	Promotional: Promotes collaboration Interactional: Fostering networks	Adds an emotional aspect

X post 2

Tuczar
@Tuczar

@Tuczar is organizing the 1st international #AutumnSchool 🍂on digital scientific dissemination in Zaragoza! Join us for 3 days of exciting workshops!
Find our program and join us via Zoom:
https://tuczarschool.com
Follow all updates ⬇️

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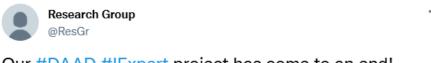| Segment	Strategies	Realisations (verbal, visual)
@Tuzcar is organising the 1st international #AutumnSchool 🍂 on digital scientific dissemination in Zaragoza!	Informative: Giving specific details about an event	Self-mention (@); Exclamation (Engagement marker); Hashtag – topicalizer; Emoji (non-facial, duplicating, interactional)
Join us for 3 days of exciting workshops!	Interactional: Engaging audience to participate in the project	Self-mention (Interactional metadiscourse); Directive (Interactional metadiscourse); Exclamation
Find our program and join us via Zoom: <link>	Interactional: Engaging audience to participate in the project	Self-mention: two directives (Interactional metadiscourse); Hyperlink
Follow all updates ⬇️	Interactional: Engaging audience to participate in the project; Fostering networks	Directive (Interactional metadiscourse); Emoji (non-pictorial, substituting an endophoric marker)

X post 3

Segment	Strategies	Realisations (verbal, visual)
Looking forward to next week's #Autumn School in @unizar !!	Promotional: Promoting expected data and accomplishments Informative: Giving specific details about an event Interactional: Fostering networks	Hashtag; Mention (university account); Non-pictorial substituting emoji (exclamation marks)
We're excited to explore #sciencedissemination through #Tweets 🐤 and #pressreleases 📰, and to learn from experts!	Informative: Giving specific details about an event Promotional: Accounting for project productivity; Promoting expected data and accomplishments	Self-mentions (*We*); Engagement marker (exclamation); Non-facial emojis, duplicating (loudspeaker, chick, newspaper)
📌 *Say tuned for our updates!!*	Interactional: Inviting audience to consume project output	Non-facial emoji (pin) as a frame marker; Engagement markers (directive: *stay tuned*; exclamation); Self-mention (*our*)

X post on a research project ("I, Expert")

Research Group
@ResGr

Our #DAAD #IExpert project has come to an end!
1️⃣ We participated in the #IExpert conference at @TUC sharing our current research on #scicom
2️⃣ We organized the Autumn School where we explored and produced scicom
👀 Check out our new collection of materials here:
https://asdfg.com

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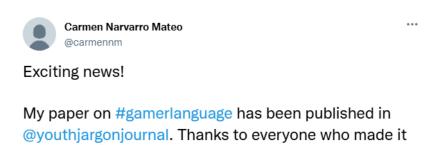| Segment	Strategies	Realisations (verbal, visual)
Our #DAAD #IExpert project has come to an end!	Promotional: Claiming a project milestone	Exclamation
1. We participated in the #IExpert conference at @TUC where we shared our current research	Promotional: Accounting for project productivity Informative: Giving specific details about an event Interactional: Fostering networks	Sequencers: non-pictorial, substituting emoji (number 1); Self-mention (*we*); Mention of university account (@); Hashtag
2. We participated in the #Autumn School where we explored #scicomm	Promotional: Accounting for project productivity Informative: Stating general background of the project	Sequencers: non-pictorial, substituting emoji (number 2); Self-mention (*we*)
👀 *Check out our collection of materials here: <link>*	Interactional: Inviting audience to consume project output; Guiding the audience to perform an action	Non-facial, duplicating emoji (eyes); Self-mention (*our*); Engagement marker (directive: *Check out*); Attitude marker (*new*); Endophoric marker (*here*)

X posts on latest research

X post 1

Lucia LB
@LuciaLasheras

Have you ever used Instagram for science communication? 🤔

Check out my latest #research and see how people from around the 🌍 use it to share scientific ideas. From the use of emojis 😃 to hashtags # and linguistic strategies 🗣 - they all matter ❗

Learn more ➡️ https://lasheras.org

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Segment	Strategies	Realisations (verbal, visual)
Have you ever used Instagram for science communication? 🙄	Interactional: Hooking the audience	Emoji: pictorial and duplicating; Pronouns *you, your* (engagement marker, interactional metadiscourse); Question (Interactional metadiscourse, Engagement)
Check out my latest #research and see how people from around the 🌍 *use it to share scientific ideas.*	Interactional: Guiding the audience to perform an action	Two directives (engagement markers); Logical marker (*and*); Self-mention (*my*); Emoji: non-facial, substituting; Hashtag; Imperative (call to action)
From the use of emojis 🤪 *to hashtags # and linguistic strategies* 🗣 *- they all matter* ❗	Informative: Informing about the result of the research	Emojis: (smiley) facial and pictorial, duplicating; (hashtag) non-pictorial and duplicating; (talking) non-facial, duplicating; (exclamation mark); Non-pictorial, substituting; Endophoric reference (*they*)
Learn more ➡️ *<link>*	Interactional: Guiding the audience to perform an action	Hyperlink, Emoji: arrow: non-pictorial, substituting an endophoric marker; Imperative; Directive

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X post 2

Carmen Narvarro Mateo
@carmennm

Exciting news!

My paper on #gamerlanguage has been published in @youthjargonjournal. Thanks to everyone who made it possible! 🙏

🎮Follow the link to read more about interactions in #AmongThem👾 https://yjj.com

12:00 PM · Jun 1, 2021

Segment	Strategies	Realisations (verbal, visual)
Exciting news!	Interactional: Hooking the audience Promotional: expected data and accomplishments	Attitude marker (*exciting*)
My paper on #gamerlanguage has been published in @youthjargonjournal.	Promotional: Spreading a piece of output; Presenting the content of the outreach Interactional: Fostering networks	Self-mention (*my*); Hashtag; Mention (@)
Thanks to everyone who made it possible! 🙏	Interactional: Praising and thanking others	Engagement marker (*Thanks*); Emoji: Non-facial, duplicating
🎮 *Follow the link to read more about interactions in #AmongThem* 👾 *<link>*	Interactional: Guiding the audience to consume output; Fostering networks	Pictorial emojis used as topicalisers (to open and close the segment); Hashtag, Hyperlink