



## WHAT IS TWITTER?

Launched in 2006, Twitter is an online social networking resource on which registered users can share and read “tweets” of up to 280 characters of text, links, and images. For academics, Twitter is a great space to network, connect, join conversations, share your work, and make a public impact. It can also be an easy way to stay in touch with scholars that you meet at conferences, like the upcoming AFHVS/ASFS conference.

If you’re already on Twitter, we encourage you to use it actively while attending the conference. And if you’re new to Twitter, this is the perfect opportunity to try it out. This guide will help you get started. And during the conference, you’ll be surrounded by plenty of other attendees who are tweeting, if you need help as you go along.

## TWEETING AT THE AFHVS/ASFS CONFERENCE: #FOODSTUDIES18

A few things to know for tweeting at the AFHVS/ASFS Conference:

- **Use the conference hashtag #foodstudies18.** Please use it to tag all of your tweets related to the event.
- **Follow @asfs\_org.** This is the ASFS Twitter handle. We’ll tweet announcements and updates during the conference, as well as do our best to follow and retweet conference attendees throughout the event. It’s also how you can stay in touch with us after the conference for calls for papers, publication announcements, and the like.
- **Include your Twitter handle on presentation slides.** If you’re presenting, include your Twitter handle in your presentation. At a minimum, include it on your title slide so live-tweeters can mention you in their tweets. A best practice is to include your contact information, including Twitter handle, at the bottom of every slide. If you do not want participants to tweet about your presentation, make that clear on your title slide and/or in a running footer.
- **Follow presenters and attendees.** As you engage in live-tweeting, follow and start conversations with the food scholars you meet.

## SETTING UP A TWITTER ACCOUNT (if you don't have one yet)

Before you join Twitter, you'll want to consider if Twitter will be a solely professional forum for you or a more informal social space as well. Will you tweet just about food studies and academia or will you also live-tweet when you watch TV and how your favorite sports team is doing? As part of your online presence, you'll want to consider how you use Twitter to your greatest benefit.

Once you've thought through these issues, setting up a Twitter account is quick and easy. Just follow these steps:

- **Sign up** at [twitter.com](https://twitter.com).
- **Choose a Twitter handle** that is as short as possible. It can be a combination of your name or initials (e.g. @JABrillatSavarin) or a word or very short phrase that relates to your research (e.g. @foodaphorisms). If you go the word/phrase route, you can list your full name as your user name, so people will be able to identify the account as yours.
- **Use the bio space efficiently.** If you're cultivating a purely academic or professional profile, include information like your discipline, institution, and areas of research interest. If you're using Twitter more informally, you may want to also include personal information (e.g. avid baker, dog lover, yoga addict).
- **Choose a profile picture.** For a purely academic presence, choose a photo that is professional looking or an avatar that relates to your research or general persona. Don't leave the profile photo as the default "egg" image. It makes you look like a spammer.
- **Add a header photo.** It can relate to your research (e.g. an archival photo or field site shot), academic life (e.g. a shot of books (or your book!), a reading room, or coffee), or your personal life (e.g. the beach, your dog, your loved ones, etc.).
- **Link** to your department webpage or your professional website.

Sample twitter profiles from the ASFS membership:

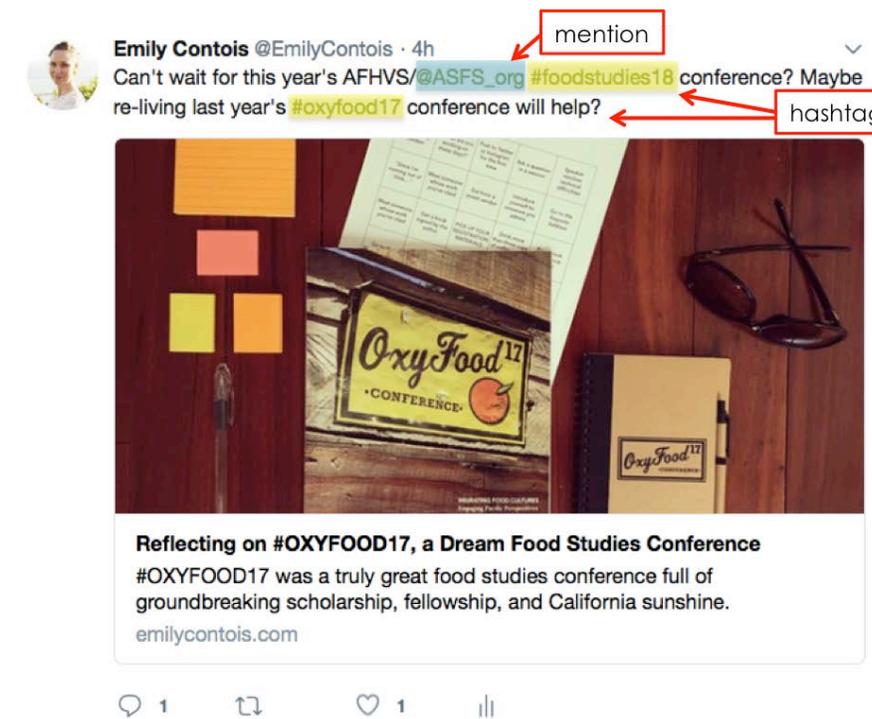


## HOW AND WHAT TO TWEET

Tweets can be a maximum of 280 characters, so it's a medium that requires concise communication. Try to not just tweet statements, but engage in conversations. Ask questions. Provide answers. Make new contacts. A tweet can be all text, but including mentions, hashtags, and links make your tweets more informational and more likely to generate social connections.

- **Mentions.** For example, if you attend a great panel, tweet about it and mention the speaker using their Twitter handle. The author might retweet you or respond!
- **Hashtags.** Usually placed within or at the end of tweets, hashtags help you to be part of a conversation. By following a hashtag, users can see what an entire community is tweeting on a particular topic (e.g. #foodhistory) or at a particular event like our conference, #foodstudies18. Use hashtags (especially at the conference!) so your tweets aren't just floating in the Twitter universe. Give them a home and a community.
- **Retweet, Quote, Like & Reply to Tweets.** To show support or agreement or to help spread the word on a topic, you can retweet or favorite others' tweets by clicking on the circular arrow or heart icons that appear below the tweet. You can also quote a tweet to offer your own commentary. You can also reply directly to the user to start a conversation. If you'd rather your comments be private, send a direct message instead.
- **Proofread.** You can delete, but not edit tweets, so make sure to proofread before you publish. If live-tweeting at a conference, also check for accuracy. Make every effort to respect all presenters and their works in progress and do not misrepresent their ideas.

A sample tweet using a mention and hashtags:



## HASHTAGS FOR FUTURE REFERENCE

As you continue on Twitter, these are great food studies hashtags to follow. Perhaps of particular interest, the Graduate Association for Food Studies created **#acfoodcfp** to share academic calls for papers, presentations, and awards and **#acfoodjob** to alert the foods studies community to open academic jobs (tenure-track and otherwise) related to food.

#acfoodcfp  
#acfoodjob

#foodhistory  
#foodhist

#foodstudies  
#histnutrition

## LIVE-TWEETING ACADEMIC CONFERENCES

Live-tweeting is tweeting in real time as an event is taking place. Live-tweeting at a conference not only provides an opportunity to connect with fellow presenters and conference participants, but also with interested parties unable to attend the event in person. Perhaps one of the reasons historians have taken to Twitter is the way that it creates a digital archive of an event, particularly when aggregated with a hashtag. By following a conference hashtag, you can be part of the conversation from within the room or from a world away.

Whether you're live-tweeting from your phone, tablet, or laptop during the conference, make sure to attribute and cite sources, using the speaker's Twitter handle or name if they don't have one.

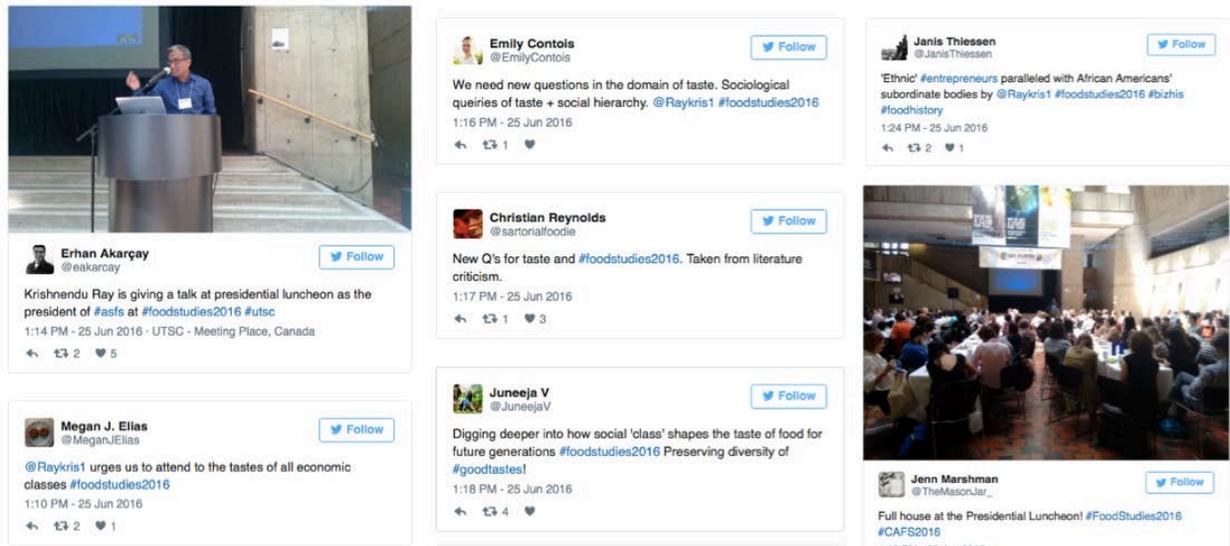
A basic live-tweet formula for our conference is:

**@Presenter's handle/name**: [summary, comment, or "quote"] **#foodstudies18**

If you find literally tweeting live, in the moment, to be too distracting or difficult, share your tweets with the conference hashtag during a coffee or lunch break or at the end of the day. Another strategy can be to simply like and retweet others who are live-tweeting.

## LIVE-TWEETING ACADEMIC CONFERENCES continued

For some live-tweeting inspiration, here's how members live-tweeted the ASFS Presidential Address at the 2016 conference using Krishnendu Ray's handle (@Raykris1), that year's conference hashtag (#foodstudies2016), and some great photos!



Some **#foodstudies18** tweets to get you started. Feel free to copy (or modify!), paste & click Tweet.

- I'm presenting at the AFHVS/@asfs\_org conference! Check them out at [food-culture.org](http://food-culture.org) & follow along at: #foodstudies18.
- Can't wait for #foodstudies18 at @UWMadison, June 13-16! Check out the program: [afhv2018.wiscweb.wisc.edu/program/](http://afhv2018.wiscweb.wisc.edu/program/)

Twitter Guide prepared by Emily Contois (@emilycontois)

## WHAT IS INSTAGRAM?

Launched in 2010, Instagram is a mobile, desktop, and online social networking platform on which registered users can share pictures and videos either publicly or privately. (Note: you can view images online, but you can only post through the mobile-based app). Unlike Twitter, Instagram relies heavily on visuals and does not constrain the user to such minimal character length. And so Instagram is a great space to network, connect, join longer conversations, share your research, and make a public impact using meaningful visual aids that help illustrate you and your work. In addition to other platforms like Twitter, it can also be an easy way to stay in touch with scholars that you meet at conferences, like the upcoming AFHVS/ASFS conference.

If you're already on Instagram, we encourage you to use it actively while attending the conference. And if you're new to Instagram, this is the perfect opportunity to try it out. This guide will help you get started. And during the conference, you'll be surrounded by plenty of other attendees who are Instagramming and using other social media platforms, if you need help as you go along.

## INSTAGRAMMING AT THE AFHVS/ASFS CONFERENCE: #FOODSTUDIES18

A few things to know for Instagramming at the AFHVS/ASFS Conference:

- Use the conference hashtag **#foodstudies18**. Please use it to tag all of your Instagram posts related to the event.
- **Include your Instagram handle on presentation slides.** If you're presenting, include your Instagram handle in your presentation. At a minimum, include it on your title slide so other Instagrammers can mention you in their posts. A best practice is to include your contact information, including all applicable social media handles, at the bottom of every slide. If you do not want participants to post about your presentation, make that clear on your title slide and/or in a running footer.
- **Follow presenters and attendees.** As you post to Instagram throughout the conference, follow, comment, and start conversations with the food scholars you meet.

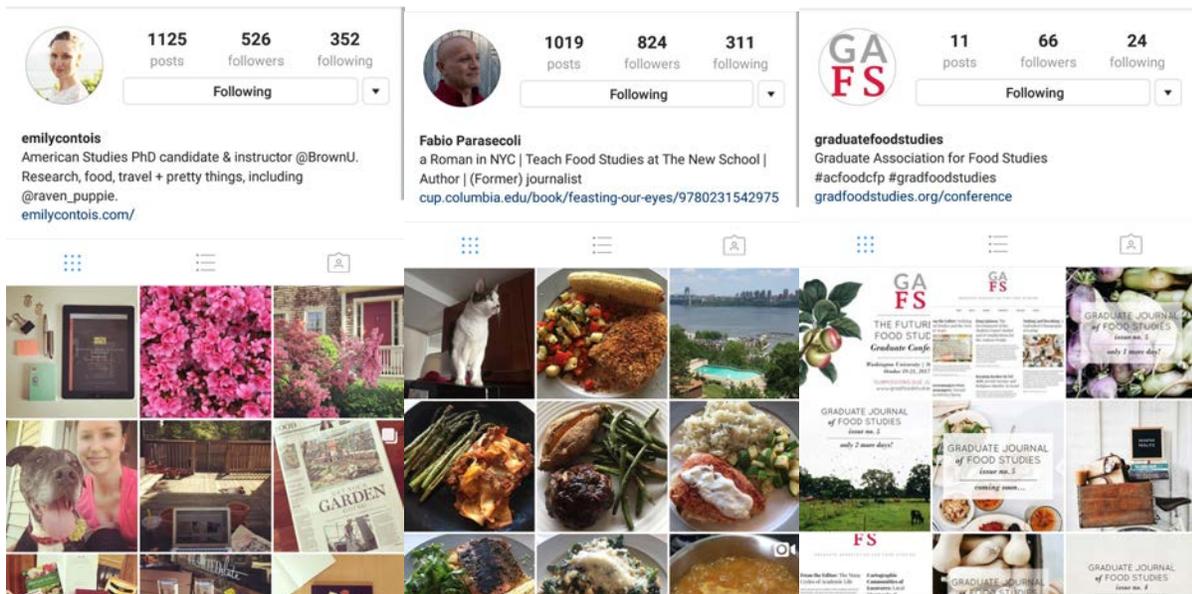
## SETTING UP AN INSTAGRAM ACCOUNT (if you don't have one yet)

Before you join Instagram, you'll want to consider if Instagram will be a solely professional forum for you or a more informal social space as well. Will you post just about food studies and academia or will you also share images of your family, hobbies, or weekend brunch spot? As part of your online presence, you'll want to consider how you use Instagram and any other social media platform to your greatest benefit.

Once you've thought through these issues, setting up an Instagram account is quick and easy. Just follow these steps:

- **Download** the Instagram app to your phone.
- **Choose an Instagram handle** that is as short as possible. It can be a combination of your name or initials (e.g. @JABrillatSavarin) or a word or very short phrase that relates to your research (e.g. @foodaphorisms). If you go the word/phrase route, you can list your full name as your username, so people will be able to identify the account as yours. Though it isn't necessary, users often select the same name cross-platforms (i.e. use the same handle for Twitter and Instagram. It makes it easier for people to find you!).
- **Use the bio space efficiently.** If you're cultivating a purely academic or professional profile, include information like your discipline, institution, and areas of research interest. If you're using Instagram more informally, you may want to also include personal information (e.g. avid baker, dog lover, yoga addict).
- **Choose a profile picture.** For a purely academic presence, choose a photo that is professional looking or an avatar that relates to your research or general persona.
- **Link** to your department webpage or your professional website.

Sample Instagram profiles from the ASFS membership:



## HOW AND WHAT TO INSTAGRAM

Unlike Twitter, Instagram relies heavily on visuals. An Instagram must include an uploaded image or video to post. These images can range from quick snapshots pulled from your phone gallery to professional photographs. It's really up to you and your style. Within the app, you can further edit and "filter" your image or video to your liking.

After selecting your image or video, you can include a caption of up to 2200 characters and up to 30 hashtags (for more information on hashtags see the next subheading). Unlike Twitter, a caption need not be concise, but can still start a conversation, pose questions, and provide answers. That said, a short, informational or witty caption is always welcome, too! Within the caption, you can include tags (i.e. mention other people's handles) and use hashtags. Before publishing the image, you can also add your location (this applies more to location-specific images, i.e. special restaurants, famous libraries or universities, or landmarks) and tag other users' handles.

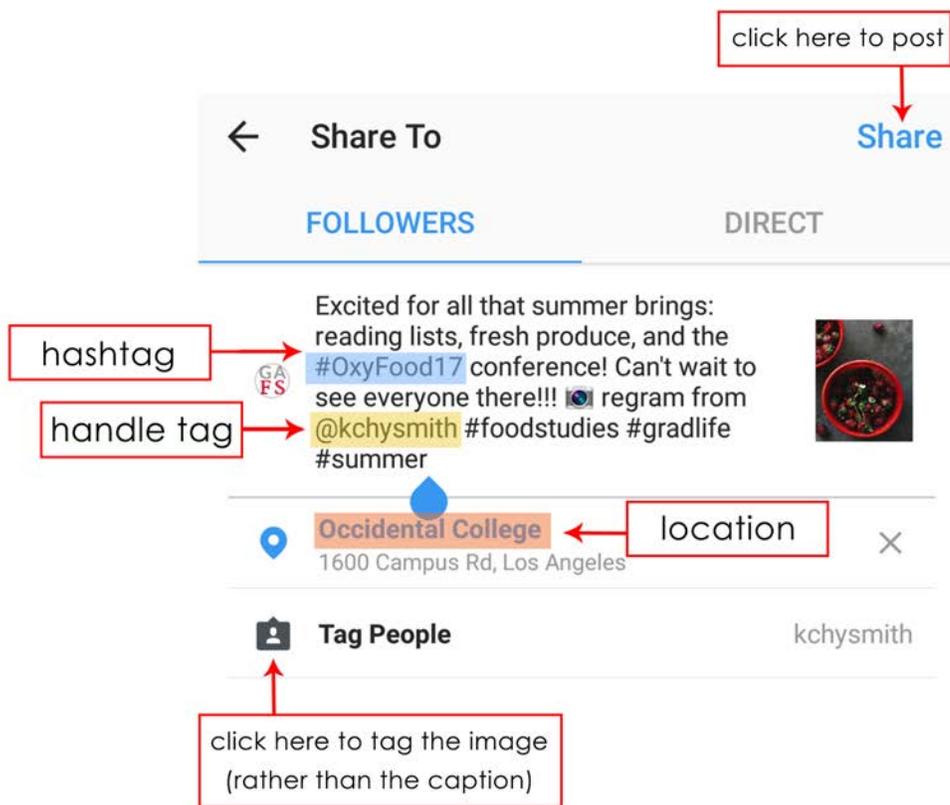
- **Tag.** On Instagram, "mentions" are typically called "tags." For example, if you attend a great panel, take a picture and post it, and tag the speaker using their Instagram handle. The author might like your post or respond with a comment! Tagging in this way notifies them of the tag.
- **Hashtags.** Usually placed within or at the end of post captions, hashtags help you to be part of a conversation. By following a hashtag, users can see what an entire community is posting on a particular topic (e.g. #foodhistory) or at a particular event like our conference, #foodstudies18. Hashtags are now applicable and trackable cross-platform (including Instagram, Twitter, and Facebook). Use hashtags (especially at the conference!) so your Instagram posts aren't just floating in the Instagram and larger social media universe. Give them a home and a community.
- **Like, Regram, & Reply to Instagram Posts.** To show support or agreement or to help spread the word on a topic, you can:
  - **Like others' Instagram posts** by double tapping on the middle of the image, after which a white heart will appear and then fade away.
  - **Regram a post** to offer your own commentary or show solidarity by taking a screenshot and reposting the image on your own feed (see below for two etiquette points about "regrams").
  - **Reply directly to the user** to start a conversation by commenting on their image and tagging other users who you think might be interested in the topic. If you'd rather your comments be private, send a direct message instead.

## REGRAM ETIQUETTE

There are two schools of thought for regramming and they ultimately adhere to two different aesthetic styles:

- **With a special “regram” app** (these can be found in the app store on your phone by searching with the term “regram”). This app allows you to essentially save another user’s images and places a kind of watermark indicating its origins.
- **Proper citations.** More often now, regrams are simply screenshots of an image, edited for size, and then captioned and tagged with the appropriate citations (handles and hashtags) giving full credit to the original post and author.

A sample Instagram from last year’s conference, right before publication, using handle tags, hashtags, and location:



## HASHTAGS FOR FUTURE REFERENCE

As you continue using Instagram and other social media platforms, these are great food studies hashtags to follow. Perhaps of particular interest, the Graduate Association for Food Studies created #acfoodcfp to share academic calls for papers, presentations, and awards and #acfoodjob to alert the foods studies community to open academic jobs (tenure-track and otherwise) related to food.

#acfoodcfp  
#acfoodjob  
#foodhistory

#foodhist  
#foodstudies  
#histnutrition

#food  
#gastronomy  
#eatingfortheinsta

By allowing up to 30 hashtags, Instagram allows you to connect to that many more users and communities who might also be using those tags. Literally anything can be a tag. An event (#foodstudies18), a location (#madison), an interest (#foodstudies), or something as simple as a food item (#avocadotoast).

## INSTAGRAM STORIES

Though Instagram does function in a sort of delay of real time (whereas Twitter is more “in the moment”), Instagram Stories allows you to post images, videos, or Boomerangs (like short gifs) in quicker time with less editing, shorter (if any) captions, and with less attention to visual aesthetics. These quick posts would be images you would otherwise not share on your normal feed and disappear after 24-hours. They are also not traceable with a hashtag, i.e. others cannot find your story post simply by searching via a specific hashtag like #foodstudies18. That said, Instagram Stories is a useful tool for sharing quick snapshots of your surroundings (like all the new food studies titles at the book table!) or a quick selfie with your conference friends!

## INSTAGRAMMING ACADEMIC CONFERENCES

Instagram etiquette has no set rule for how often one should post or at what interval. This is completely up to the user. However, unlike live-tweeting with Twitter, Instagram requires a bit more attention and a few more steps before you can share your post. So while you can live-tweet a panel and perhaps take a few quick photos with your phone, posting to Instagram is often done shortly after the actual event or during breaks. Just like Twitter, your posts are added to a kind of digital archive of an event connected via hashtags and the people who use them. When you follow a conference hashtag on Twitter you can be part of the conversation and by following a conference hashtag on Instagram, too, you can see what everyone else sees.

## SAMPLE INSTAGRAMS FROM LAST YEAR'S CONFERENCE



Liked by [katherine\\_kirkwood](#), [kchysmith](#) and 25 others

[emilycontois](#) A lovely banquet meal at #oxyfood17 at @occidentalcollege.



29 likes

[graduatefoodstudies](#) Food conference swag is fun and functional. Love seeing all our grad students at #OXYFOOD17! || photo by @kchysmith



47 likes

[karla\\_tv](#) At the Friday plenary session at #oxyfoodconference. Evan Kleiman (@kcrwevan), Joann Lo (@foodchainworkers), Diep Tran (@goodgirlinette) talking about food chain labor, labor rights and cheap food. #oxyfood17



10 likes

[rebel\\_foodies](#) Excellent workshop with Fabio Parasecoli, Sonia Massari and Charlotte Biltekoff on Food Studies/Design/Pedagogy 🍷👉 #oxyfood17 #design #foodstudies #basque #basquestudies



167 likes

[southernfoodways](#) Dispatches from #oxyfood17. We're thrilled to represent SFA work in a roundtable on voice and representation in public history. #oralhistory



308 likes

[occidentalcollege](#) #oxyfood17 is on! The campus is hosting hundreds of food scholars for a week of panels, workshop and food tours(!) of L.A. 🍌🍷🍷 Obviously @kogibbq is a must to show off Angeleno food culture. 😊

## **START INSTAGRAMMING #FOODSTUDIES18**

Some Instagram caption ideas to get you started. Feel free to copy (or modify!), paste, and upload with your image!

### **With an image of your name in the program or maybe one of your presentation slides:**

- I'm presenting at the AFHVS/@asfs\_org conference! Check them out at [food-culture.org](http://food-culture.org) & follow along at: #foodstudies18.
- Can't wait for #foodstudies18 at @UWMadison, June 13-16! Check out the program: [afh2018.wiscweb.wisc.edu/program/](http://afh2018.wiscweb.wisc.edu/program/)

### **With a picture of Madison or a scene of the UW Madison campus:**

- Huge thanks to the conference organizers and @UWMadison for planning an amazing #foodstudies conference! #foodstudies18

### **With a picture of one of your favorite scholar's new books!:**

- Looking forward to [insert scholar's Instagram handle]'s presentation at #foodstudies18!

Instagram guide prepared by Emily Contois (@emilycontois) and KC Hysmith (@kchysmith)