

ASFS/AFHVS TWITTER CONFERENCE



JULY 23-25, 2020 | #FOODSTUDIES20

We attend conferences for a number of reasons: to share and get feedback on our research, take stock of the field, set research and institutional priorities, find and connect with mentors, catch up with old friends and make new ones, and break bread together. We'll unfortunately miss some aspects of the conference experience this year, but we can still share our work and connect with each other through a **Twitter Conference, July 23-25**. Whether you're a Twitter pro or have never used it before, this guide will support you as you participate in this free event. The Twitter Conference is being voluntarily organized by four ASFS and AFHVS members. You can find our contact info on the final page of this guide.

WHO CAN PRESENT? WHO CAN PARTICIPATE?

We welcome everyone to follow the Twitter presentations and ask questions, but we request that **only those who had papers accepted to the original AFHVS/ASFS Conference** present. (If a submitted panel or roundtable isn't able to convene, but one of the accepted presenters within it would like to present other work, that will be fine.) The Twitter Conference is being run by a small group of volunteers, so we have limited resources to handle additional volume. We appreciate your understanding and collegiality as we host ASFS and AFHVS's first international, multi-day Twitter Conference.

GENERAL OVERVIEW

A few things to know:

- **Include the conference hashtag #foodstudies20** in every tweet related to the event.
- **Tweet your presentation on July 23, 24, or 25 as a series of tweets, using the "thread" feature.** See pages 5 and 6 of this guide for step-by-step instructions to create a Twitter thread. To ensure flexibility during this difficult moment, presenters will not be assigned specific days or times. They can post any time during the conference. For ease, we recommend drafting your Twitter thread on a computer rather than the phone app.
- **Engage in discussion.** Use the reply feature (see page 4) to ask presenters questions after they've shared their presentations, during the conference dates, or afterward. After the conference concludes, the organizers will create a webpage for easier viewing at bit.ly/twitterfoodstudies. Note: Twitter threads posted after July 25 might not be included.
- **Follow @asfs_org and @afhvs_org.** These are the official ASFS and AFHVS Twitter handles, which will tweet announcements and updates during the conference and other useful information after the conference, such as calls for papers, member announcements, and the like. Also **follow presenters and attendees** you meet at the conference!

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

Twitter is an online social network where 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, join conversations, share your work, and make a public impact. Before you join Twitter, consider if it will be a solely professional forum for you or a more informal social space as well. 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, signing up at twitter.com is quick and easy:

- **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. Note that the Twitter profile picture size is 400 x 400 pixels.
- **Add a header image.** 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 published book!), a reading room, or coffee), or your personal life (e.g. the beach, your dog, your loved ones, etc.). Note that the Twitter header picture size is 1500 x 500 pixels.
- **Add a link**, such as to your department page or personal website, and your **location**.

Anatomy of a Twitter Profile



Sample Twitter profiles of ASFS & AFHVS members, for inspiration and to follow:



Megan J. Elias
@MeganJElias Follows you

Director of Gastronomy, Boston University, Historian, always hungry

Joined November 2013

272 Following 299 Followers



Greg de St. Maurice
@burgersandsushi Follows you

Cultural anthropology • Food studies • Japanese studies • Craft, beading, design • VP of the Association for the Study of Food and Society

Joined February 2010

1,050 Following 794 Followers



KC Hysmith
@kchysmith Follows you

Mother. PhD Candidate #AmericanStudies @UNC #foodstudies, media, #foodhistory, gender, #DH. Freelance writer + photos + recipes. Longhorn. Tweets for @ASFS_org.

Texas | North Carolina kchysmith.com

Joined October 2009

1,516 Following 1,508 Followers



Jessica Carbone
@jessfcarbone Follows you

AMST Phd-TK @Harvard, focus on food history/culture. Man ed @gastronomica, co-prez @gradfoodstudies. Prev @amhistorymuseum @clarksonpotter @aaknopf. Mom scholar

Cambridge, MA jessfcarbone.com

Joined December 2008

764 Following 1,049 Followers



Emily Contois
@EmilyContois

Media studies prof / Diners, Dudes & Diets: How Gender & Power Collide in Food Media & Culture (@uncpressblog '20) / @nursingclio / ed @FCSJournal

Tulsa, OK emilycontois.com/dinersdudesdie...

Joined April 2011

2,923 Following 4,078 Followers



Scott Alves Barton
@MrOkra Follows you

PhD-Food Scholar-Chef/Culinary Consultant, Afro-Brazilian sacred/secular culinary cultures

New York/Brazil creolenotes.blogspot.com

Joined December 2010

4,526 Following 1,257 Followers



Krishnendu Ray
@Raykris1 Follows you

Teaches, writes and reads about food and society.

NYC [Joined July 2014](https://www.cdc.gov/covid19)

476 Following 2,188 Followers



Robert M Chiles
@rmchiles Follows you

Asst Prof of Rural Sociology @RockEthicsPSU @AgSciences, studying food, enviro, animals, tech, ethics, consumer culture. Views my own; RTs/follows ≠ endorsement

Penn State University, PA

aese.psu.edu/directory/rmc2...

Joined December 2012

1,138 Following 1,080 Followers



Vanessa Garcia Polanco
@vgpvisions Follows you

Policy/Advocacy @youngfarmers, Former @MSUCRFS @usda, Aluma @uricels @canratmsu @beardfoundation Scholar, @mifoodfarming @afhvs board member

Lansing, MI vanessagarciaolanco.com

Joined October 2017

5,002 Following 1,370 Followers



Jennifer E. Gaddis
@JenniferEGaddis Follows you

Assistant Prof at UW-Madison. Author of The Labor of Lunch: Why We Need Real Food and Real Jobs in American Public Schools bit.ly/laboroflunch. Tweets my own.

Madison, Wisconsin, USA

jenniferelainegaddis.com [Joined March 2019](https://www.cdc.gov/covid19)

344 Following 513 Followers



Zeynep Kilic
@zeynepk Follows you

Failing @ becoming an Alaskan (skier, hiker, lover of cold & dark) while trying to figure out how to bring together my academic pursuits and private passions.

Anchorage, AK tablesofistanbul.com

Joined March 2009

286 Following 293 Followers



Gretchen Sneegas, PhD
@GretchenSneegas Follows you

Post-doc at @TAMU. Human-environment relations geographer and professional Time Lord. Avid fantasy, sci fi, and romance reader. She/Her. #AcademicswithADHD


College Station, TX gretchensneegas.com

Joined September 2015

609 Following 820 Followers

ANATOMY OF A TWEET

Tweets can only be a maximum of 280 characters long, so it's a medium that requires concise communication. A tweet can be all text or include images (see page 5 for more details on visuals). Including mentions, hashtags, and links makes your tweets more informational and more likely to generate social connections.

- **Mentions.** This is how you tag another person or entity on Twitter using "@" and then their Twitter handle. For example, if you really enjoy someone's presentation, tweet about it and make sure to mention them. Hopefully they'll 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, #foodstudies20. Use hashtags (especially during our conference!) so your tweets aren't just floating in the Twitter universe. Give them a home and a community.
- **Retweet, Comment, Like & Reply to Tweets.** To show support or agreement or to help spread the word on a topic, you can retweet or like others' tweets by clicking on the circular arrow or heart icons that appear below the tweet. You can also "retweet with comment" to share a tweet and offer your own commentary. You can also reply directly to the user to start a conversation by clicking the speech bubble icon.
- **Message.** If you'd rather your comments to another user be private, send a direct message instead, by clicking the letter icon on the user's profile. It looks like this: 
- **Proofread.** You can delete, but not edit, tweets, so proofread carefully before publishing.

A sample tweet with a mention, hashtags, link, and image:



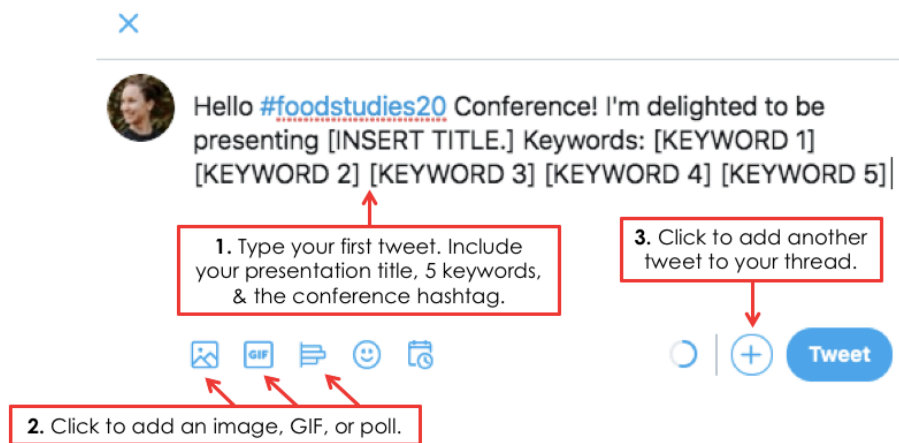
HOW TO MAKE A TWITTER THREAD PRESENTATION

General Tips:

- **Plan your tweets ahead of time.** You can compose a thread on the spot, but it helps to write tweets ahead of time in a Word document, and then copy and paste them, one at a time, into Twitter. Keep each one to a maximum of 280 characters, including spaces.
- **Plan to include visual elements.** You can add photos, graphs and charts, and GIFs (fun, moving images) to your tweets. You can also include your presentation slides, by saving them as pictures or taking screenshots. As you plan for visuals:
 - Make sure that the **font size is large enough** to view easily online or on a smartphone screen.
 - It's also best practice to make sure all images are accessible for those with any vision issues by using Twitter's **photo caption** feature.
 - Also **fit images within Twitter's size parameters.** Images that adhere to these specifications will appear exactly as you want them and make your work look polished and professional. If you have issues getting your images to fit these parameters, that's okay, but here are some general specifications to use:
 - For a photo you use in a tweet: minimum of 600 x 335 pixels, although larger images (ex: 1200 x 675) will be better optimized for when users click to expand (aspect ratio 16:9; max size 5MB; image type: jpg, gif, png).
 - You can tweet **up to 4 images per tweet.**

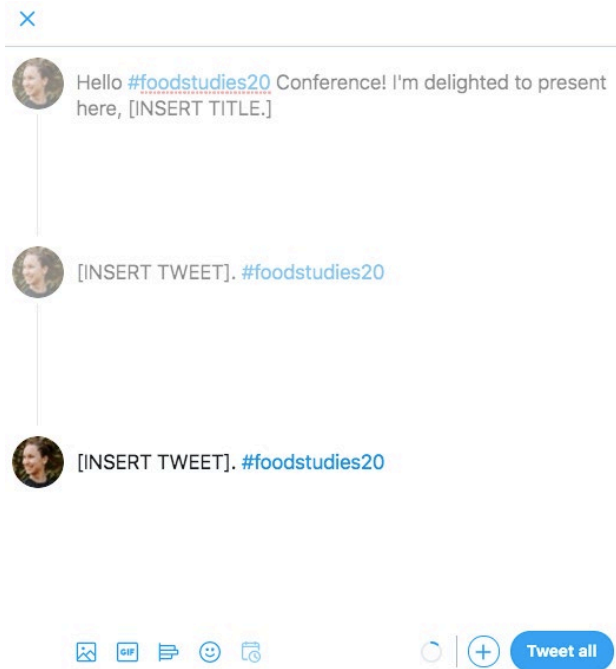
Step-by-Step Instructions

TWEET #1: As in the example below, include your **full presentation title, 5 keywords that describe your presentation**, and the conference hashtag **#foodstudies20**. It's recommended to include an eye-catching image, GIF, or even a screenshot of your presentation title slide in your first tweet. Don't click the blue "Tweet" button. Instead, click the plus sign to the left of the button. That will start your thread.



TWEET #2: Introduce yourself including, for example, your current position, institution, your training or past experiences. You can tag any relevant accounts too. You can also include a link to a personal website or page.

TWEET #3, and beyond: Add tweets in a thread and include #foodstudies20 in every one. Your thread will look like the screenshot below, when viewed on a computer. The view on a mobile phone will look a little different. We recommend presentation threads of 10-to-25 tweets. They can be much longer than that, but threads can get overwhelming if they're too long. It can be easier to compose threads on a computer, rather than a phone, but do what works for you.



When ready, share: Once you've added all your tweets, click the blue "Tweet all" button. If you've made a long thread or included a lot of images, it might take just a moment to send.

To make a Twitter thread for a whole panel:

Best option: Plan your tweets ahead of time. Choose one person on the panel to post them all.

The person who posts can "quote" other panelists by including their handle at the end of individual tweets. After a thread is posted, panelists can then post additional tweets to the thread (one at a time) with additional statements or with replies to others' questions.

Second best option: Chain retweets. In this case, a panel decides a presentation order ahead of time. The first panelist starts their thread with a general tweet about the group's panel (including all the panelists' handles) as well as a visual featuring the panel's title and/or a thematic image. After the first panelist tweets their thread, the second panelist retweets and comments on the first panelist's first tweet to begin their own thread. The third panelist retweets and comments on the second panelist's first tweet and so on and so on. The final panelist could begin their thread with a tweet about the previous presentation threads and that their forthcoming tweets signal the end of the digital panel.

Third best option: Individual threads that use the same title. In their first tweet, each panelist mentions the shared panel title and includes each of their panelists' Twitter handles. Posting a shared title image will also help connect the individual threads, too.

OTHER WAYS TO BE PART OF THE #FOODSTUDIES20 TWITTER CONFERENCE

If you'd rather not share your presentation in a Twitter thread, you can still be part of the #foodstudies20 Twitter Conference. In fact, you can present via any format that you can share with a link, such as a video, screenshare recording, website, or portfolio site. Simply compose a tweet and share the link, along with the conference hashtag #foodstudies20.

TWITTER ETIQUETTE AND SAFETY

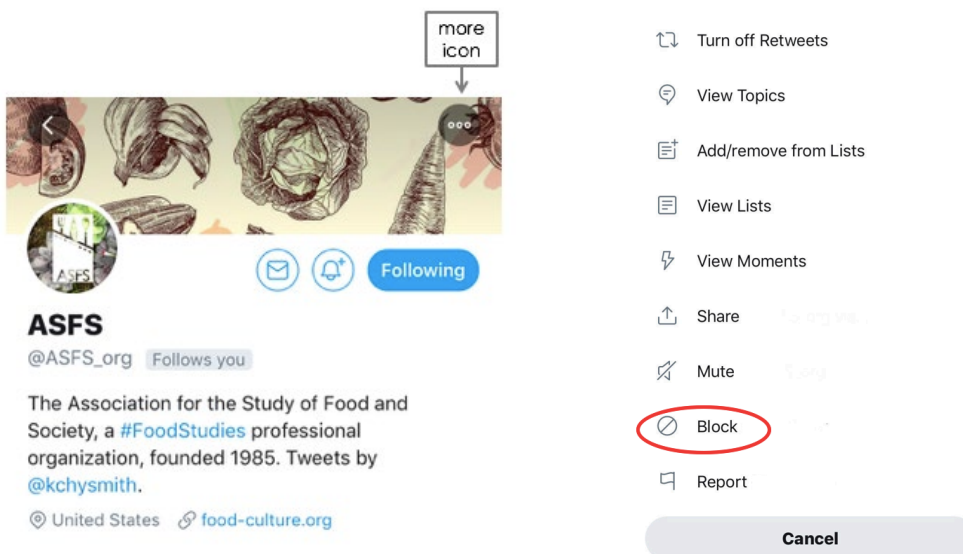
Please note that this event will be public as there is no way to "password protect" a Twitter conference. What you tweet will be available to everyone participating in the conference as well as the broader public. (Note: if your account is set to private, we will not be able to see your tweets even if you use the conference hashtag). We do not imagine any presenters will tweet problematic or inflammatory things, but it is important to be aware of your audience.

Unfortunately, criticism on Twitter can sometimes get out of hand and lead to unconstructive feedback or what's called "trolling." It's highly unlikely that you'll encounter or have to deal with a "troll" during our Twitter Conference, but should that arise, we suggest the following:

- Inform the official Twitter Conference managers (see emails and Twitter handles on the next page) and/or the ASFS/AFHVS accounts directly (@asfs_org/@afhvs_org). We will help you navigate the situation.
- Do not engage with the troll.
- Make note of their handle and then block their account.

How to Block a Twitter account

- Go to the profile page of the account you wish to block.
- Click the more icon on their profile page.
- Select Block from the menu.
- Click Block to confirm.



NEED HELP?

We hope this guide provides all the resources you'll need to participate in the #foodstudies20 Twitter Conference, but if you need help, you can reach out to the volunteer organizers:

Emily Contois | @EmilyContois | emily-contois@utulsa.edu

Assistant Professor, Media Studies, The University of Tulsa
ASFS Board Member | *Food, Culture & Society* Book Reviews Editor

KC Hysmith | @kchysmith | khysmith@unc.edu

PhD Candidate, American Studies, University of North Carolina, Chapel Hill
ASFS Newsletter Editor & Social Media Coordinator

Vanessa Garcia Polanco | @vgpvisions | garci430@msu.edu

Graduate Student, Community Sustainability, Michigan State University
AFHVS Board Member

Gretchen Sneegas | @GretchenSneegas | gsneegas@tamu.edu

Postdoctoral Research Associate, Geography, Texas A&M University
ASFS / AFHVS Member

GET STARTED

Some #foodstudies20 tweets to get you started:

- I'm presenting at the @asfs_org/@afhvs_org Twitter conference, July 23-25! Get ready to follow along: #foodstudies20.
- I'll be presenting [insert presentation title] at the #foodstudies20 Twitter Conference!



#FOODSTUDIES20 TWITTER CONFERENCE GUIDE CREATED BY
EMILY CONTOIS (@EMILYCONTOIS) & KC HSYMITH (@KCHYSMITH)