

UREXCHANGE

# GUIDEBOOK

ON HOW TO PARTICIPATE ON  
NOVEMBER 12, 2020

## CUR

As members and institutions navigate virtual engagement, CUR has listened to the community's desire for a place for their students to continue to network, develop, and share research and experiences. Although CUR has pivoted to virtual conferences, webinars, and other avenues for faculty and mentors to engage, there is still a void for an all-discipline student platform. Hence, the development of #URExchange.

UR Exchange will take place as a Twitter takeover November 12, 2020. A Twitter takeover is when a number of individuals or Twitter handles use a specified hashtag at a specific time and day. In essence, the hashtag will "takeover" Twitter erupting in a more recognized manner for others on the platform to see. During this event, CUR will support students, followers, volunteers, partners, and others to make sure that the power of UR is widely spread and recognized.

In an effort to expand the success of the event, CUR and many members have already begun to reach out to other disciplinary societies to spread the word and expand involvement. Read through the UR Exchange Guidebook to learn more about the logistics of the event and how you can prepare for our launch day on November 12.

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## LOGISTICS

### WHEN & WHERE WILL UR EXCHANGE TAKE PLACE?

The Twitter takeover to celebrate undergraduate research will take place on Thursday, November 12, 2020, from 12:00 PM ET until 5:00 PM ET.

### TWITTER 101

#### I'M NOT ON TWITTER. HOW CAN I GET STARTED?

- Go to [twitter.com](https://twitter.com) and click "Join Twitter Today."
- Fill out your name as you want it displayed on the site, your password and select your handle/username (@YOURNAME).
  - It may take a few attempts for you to get the handle/username that you want because they are based on availability.
- Continue to follow the prompts to upload a profile picture and write your bio.
- Once you have an official Twitter account you can:
  - Search for followers – search in the bar at the top of the screen for friends, coworkers, companies, industry leaders, journals, etc.
  - Suggested accounts to follow:
    - @CURinACTION
- Contribute to the Twitter Community—tweet, retweet, reply and direct message.

#### I AM ON TWITTER. WHAT SHOULD I BE AWARE OF?

If you are currently active on Twitter, you are already ready to go! We do want to remind you that if you are a student sharing research, you must make your Twitter handle public for November 12, 2020 if it is not already. With making this public, this introduces a new image of yourself. Many future employers, faculty, and people following your research will have access to your posters, comments, and your profile. You may want to consider making a professional Twitter handle to be used for this and future virtual events to protect your privacy.

If you are participating as a UR Champion, UR Enthusiast, or a UR Advocate, your profiles are not required to be public, but encouraged. If not public, you are still able to search the hashtag #URExchange and comment on all public

postings that use this. If you are not public, when you go to share, retweet, or tag someone that is not your follower, then no one but your followers will see the post. This limits the amount of interaction our hashtag can receive and the amount of positive exposure our student members and their research can have.

### MY PROFILE IS SET UP, NOW WHAT?

Now that you have your Twitter handle ready, there are a few things to get you prepared for the event.

#### 1. Change your background banner.

What better way to advertise your undergraduate research than on your own platform? CUR will be helping market this event from the National Office, but changing out your background banner is another step to increasing visibility.

#### 2. Have Comments Enabled.

You want to encourage people to ask questions, get feedback, and interact with those who are admiring the hard work, whether it be yours or something that participating members have shared using the hashtag. Make sure to read our "Best Practices" section on how to handle comments as they come in.

### CONNECT

Make sure you have connected with people and places of importance on Twitter. You may have already been following from @CURinACTION, but now is the time to also connect/follow:

1. Faculty Advisors
2. Co-Presenters
3. Your University
4. Disciplinary Societies

If you do not want to follow them, make sure to note what their Twitter handles are so that you can tag them in posts that are relevant to and will help spread the message of the UR Exchange event.

## BEST PRACTICES and Interactions

Unlike a conventional poster session where you would be presenting in person, your poster tweet is all that our audience is getting. Due to this, we encourage and foresee lots of interactions and questions you may get. As you have enabled comments to be 'on', here are best practices and ways to interact with others on Twitter:

### **Best Practice Tip: Be careful with your words.**

Do not post anything you wouldn't say to your future employer, faculty advisor, or your parents. The image you portray in this virtual experience is something that is going to stay on the internet forever. As you are also representing your institution with research that you are sharing or celebrating research from other institutions, the words you use may have repercussions. Be kind.

### **Best Practice Tip: Have back up help.**

Because you are limited to having only 4 slides for your poster, you may find it helpful to make additional slides or a video of yourself explaining your research in more depth. You can use this to show more in-depth research or results when people ask for them. You can always post these in the comments/reply section.

### **Best Practice Tip: Sharing Posts**

Sometimes posts make sense to the person who shares them, but they may not make sense to the audience to which it is shared. When sharing a post, make sure to tag specific Twitter handles that this may pertain to. Also, make sure to add a brief statement on why you are sharing it. Whether it is to congratulate, spread awareness, or simply because it was of interest to you, explaining why you are sharing gives more validation. And, don't forget to add the #URExchange!

### **Interactions: Positive Feedback**

As a UR Champion, UR Enthusiast, or UR Advocate, we encourage more interaction than just a "like" of a post. Leave comments that are encouraging or asks a question that you may have. As a student who posts information, we encourage you to also like and respond to comments to acknowledge you saw their comment. "This is great!" still deserves acknowledgment.

### **Interactions: Misinformed/Inaccurate Feedback**

If someone posts a comment with which you disagree, you can counter their statement with factual, sourced research of your own or a reference to an already-published study. Just be sure to do so respectfully so you're setting the right tone.

### **Interactions: Inappropriate Comments**

You can mute the comment on your Tweet so your other followers won't see it. You can also block the user from following you. Do not engage in any discussion with them. Please also report this person to CUR.

### **Interactions: Overall**

Remember the purpose of UR Exchange. Remember the importance and significance it can bring to the undergraduate research world and to those who have lost out on celebrating in-person due to the unprecedented times we are all living in. Be courteous.

# WHICH ROLE WILL YOU PLAY? UR STUDENT

I want to share my  
research with the  
Twitter sphere.

## REMINDER

- Make sure you have or create a Twitter profile
- Follow CUR's Twitter handle @CURinAction
- Research what your institution and other important handles are so you can tag them in your posts.
- Make sure to post using #URExchange

## WHAT TO POST

### DIGITAL POSTER OF YOUR COMPLETED OR IN-PROGRESS RESEARCH

Unlike a conventional poster which consists of a single sheet of paper, a virtual poster can consist of four images that will be tweeted all at once or one large picture, however you feel comfortable. Either way, there are several aspects that must be considered:

- To ensure that your images are the correct aspect ratio, we have prepared a PowerPoint template.
- If you are to use one image, place your poster information on just one of the slides within the powerpoint, or upload an image that is 1200 x 675 pixels
- For posters, we are encouraging you to include the following information: title, presenter(s), institution, abstract, and any related references
- If using multiple slides for your poster, you can split them up to cover the following:
  - Slide Two: Background or motivation for your research
  - Slide Three: Method or techniques
  - Slide Four: Results and conclusions

- To convert your PowerPoint slides, export them as an image by saving them as PNG files. You will need to select the "Save Every Slide" option and set the width to 864 pixels or larger. This will create 1 PNG image for every slide in a new folder named after your PowerPoint file.

## YOUR UNDERGRADUATE RESEARCH EXPERIENCES

UR Exchange is about celebrating research and the importance of UR. Share in a post of 280 characters, including the #URExchange, your UR experiences; the impact the COVID-19 pandemic has had on research specifically to you or your institution; your experience with virtual UR; results or hard work towards research goals; thoughts for representatives to know about UR - specifically newly elected officials; or a simple thank you to your mentors, faculty, or institutions. Add to your post with images, articles that support your ideas, and/or tag those that your post pertains to.

## POSTING TO TWITTER

On November 12, 2020, starting at 12:00 PM ET, we encourage you to post! *These instructions assume that you are posting from a computer, not a mobile device.*

- Log in to your Twitter account
- When making a post, click the "image" icon. A browsing folder will open, allowing you to select your images in the order in which you want them to appear. Click open.
- Write your tweet (280 characters) of either your research or about your experiences.
  - Make sure to use #URExchange

We encourage you search the #URExchange in the Twitter search bar and interact with others' posts as well.

# WHICH ROLE WILL YOU PLAY? UR CHAMPION

I want to support students by asking questions and learning more about their research, along with just cheering them on.

## REMINDER

- Make sure you have or create a Twitter profile
- Make sure your personal handle follows @CURinAction
- Log in to your account on November 12, 2020 starting at 12:00 PM ET

## INTERACT

### SEARCH THE HASHTAG #UREXCHANGE

At the top right-hand corner of your Twitter account, there is a search bar. Here you can simply enter in #URExchange and it will search the top posts that the hashtag was used in, latest posts, people who have used it, and video and photos who are tagged with it. We recommend you use this way of searching to see the breadth of posts to engage with.

### COMMENT, ASK QUESTIONS, OR LIKE

Read through the research and posts that many students, institutions, or others have posted using #URExchange. Share your praise and congratulations as you see fit. Ask questions when it seems interesting as you would at an in-person poster or networking event; and show support for the many institutions and students who are celebrating undergraduate research. If you feel inclined, please share the post by clicking on the retweet arrows underneath the post. Make sure to always use #URExchange.

# UR ENTHUSIAST

I want to celebrate undergraduate research by sharing event posts with other networks to gain more exposure.

## REMINDER

- Make sure you have or create a Twitter profile
- Make sure your personal handle follows @CURinAction
- Research important officials' and institutions' Twitter handles
- Log in to your account on November 12, 2020 starting at 12:00 PM ET

## INTERACT

### SEARCH THE HASHTAG #UREXCHANGE

At the top right-hand corner of your Twitter account, there is a search bar. Here you can simply enter in #URExchange and it will search the top posts that the hashtag was used in, latest posts, people who have used it, and video and photos who are tagged with it. We recommend you use this way of searching to see the breadth of posts to engage with.

### COMMENT, ASK QUESTIONS, AND SHARE

Read through the research and posts that many students, institutions, or others have posted using #URExchange. While sharing your praise and asking questions, make sure to share amongst your network. Spreading the word about UR is vital to many programs and celebrates students' successes in an outreach effort that we couldn't necessarily meet with an in-person event. Make sure to tag those important officials, especially newly-elected ones, so they can join in on the celebration.

# WHICH ROLE WILL YOU PLAY? UR ADVOCATE

I want to advocate for UR by making sure our students' posts are seen by elected officials, campus leadership, journalists and beyond, while communicating the importance of UR.

## REMINDER

- Make sure you have or create a Twitter profile
- Make sure your personal handle follows @CURinAction
- Research important officials', institutions', and foundations' Twitter handles
- Log in to your account on November 12, 2020 starting at 12:00 PM ET

## INTERACT

### SEARCH THE HASHTAG #UREXCHANGE

At the top right-hand corner of your Twitter account, there is a search bar. Here you can simply enter in #URExchange and it will search the top posts that the hashtag was used in, latest posts, people who have used it, and video and photos who are tagged with it. We recommend you use this way of searching to see the breadth of posts to engage with.

### COMMENT, ASK QUESTIONS, AND SHARE

Read through the research and posts that many students, institutions, or others have posted using #URExchange. While sharing your praise and asking questions, make sure to share amongst your network. Spreading the word about UR is vital to many programs and celebrates students' successes in an outreach effort that we couldn't necessarily meet with an in-person event. Make sure to tag those government officials, especially newly-elected ones, foundations, and institutions that need to know about UR to start a more in-depth conversation. Make sure to continue to use #URExchange.

On November 19, CUR will showcase our outreach efforts and successes from #URExchange in the bi-weekly eNews.

Subscribe today by going to  
[CUR.org/ENEWS](https://www.cur.org/ENEWS)

*If you have any questions about this event, please reach out to [CUR@CUR.org](mailto:CUR@CUR.org)*