GC PSYCH. PROGRAM ON TWITTER - @GradCenterPsych

Our Psychology Department now has a Twitter account - @GradCenterPsych. We are using Twitter to better facilitate communication among students, faculty, and alum from our diverse program and to share with the world the many happenings and accomplishments of our stellar program.

What We Need From You!

To make Twitter work we need to know what is happening in the training areas. Please send us announcements of events (seminars, workshops, recruitment events, etc.) and of student and faculty accomplishments (awards, honors, student publications, mentions in the press, etc.).

In order to facilitate the most appropriate and accurate tweets, we ask that you include a draft version of a tweet, including recommended hashtags, images, URL’s and other Twitter handles. Remember, tweets, including all elements, are limited to 140 characters, and all images/URL’s always use 22 characters (unless the URL is already shorter). If a poster or event information is also on a website, then we recommend using URL’s instead of image files. It is easier to include URL’s and it encourages people to visit websites.

Please email this information to PsychTwitter@gc.cuny.edu. If possible, please ‘assign’ one person per training area/cluster to send the Twitter information. This will help to reduce redundancy and errors.

What is Twitter?

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets".

Elements of “Tweets”

Tweets are short, 140-character long messages. Elements of tweets can include content (the actual message), hastags, images, URL links, and other twitter handles.

Content: This is the point of the tweet. Because of the character limitation, the content of tweets are short and simple. (e.g. Check out Health Psych & Clinical Psych colloquium series!).

Hashtags: Hashtags are used to aggregate tweets so people can join a ‘conversation’ on a topic. Users can search a hashtag term to see all the tweets that include that hashtag. (e.g. #neuroscience). Because they are included in the character count, hashtags are usually short and direct.

Images: Images can be attached to tweets. This is a great way to include posters for events in tweets. Images always use 22 characters in tweets. (Note: PDF’s, Word Docs., etc. cannot be easily shared on Twitter. Please convert all of these to GIF, JPEG, or PNG files. Twitter does NOT allow BMP or TIFF.

URL’s: URL’s for websites can be included in tweets. As with images, URLs always use 22 characters in tweets. URL’s can also be a great way to simultaneously advertise posters to events and get people to visit a website.

Twitter Handles: Including other twitter handles in Tweets allows you to tweet ‘at’ somebody. This tweet will then show up on the timelines of people that follow the other twitter handle. For instance, if we include @GC_CUNY then followers of @GC_CUNY may see our tweet in their timeline.

What Else You Can Do To Help

If you are on Twitter, please follow @GradCenterPsych and retweet tweets you like! Also, include @GradCenterPsych in tweets so we get more coverage.

Please recommend Twitter handles that we should follow. We are a very diverse program and it’s hard to stay up to date with all the relevant Twitter handles. The more we follow then hopefully the more that will follow us.

Again, you can email this information to PsychTwitter@gc.cuny.edu. Thank you!