



Twitter Guide for Managing Alpine Future II

What is Twitter?

Twitter is a form of free micro-blogging, which allows you to send and receive short public messages called tweets. Tweets are limited to 140 characters and can include links to blogs, web pages, images, videos and other material online. You can tweet from your computer, smart phone or tablet.

Why should Managing Alpine Future II participants use Twitter?

Twitter can add extra value to the conference in several ways:

- External communication: Twitter can provide those users who could not attend the conference with details of what is going on.
- Internal communication: Twitter allows the instant exchange of impressions or insights among conference participants.
- Additional communication: Twitter can stir discussions among participants, which otherwise would not happen.

What to tweet?

- Details of talks and sessions of the Managing Alpine Future II Conference.
- Your observations or interesting ideas.
- Information on new publications, website updates, new blogs, videos, announcements, comments as they come up during presentations or a conversation during coffee break.

Setting up your Twitter account

- Go to www.twitter.com and follow the instructions to get an account.
- Start tweeting! Type a short note in the window “What is happening?” using the hashtag #MAF2011 somewhere in the text so that we will be able to find your tweet later.
- To read other MAF participants’ comments, type #MAF2011 in the search window.
- Note: Many European keyboards do not include the hash mark (#). You can type it pressing “Alt” and “3”.
- To build your own Twitter community you can follow others (“Following”) and others might want to follow you (“Followers”). Try to connect to the MRI-Europe Tweets: http://twitter.com/#!/mri_europe

Using Twitter during the Managing Alpine Future II

Submit your thoughts whenever they occur to you, during the talks or afterward. There are wi-fi connections in the Conference Center enabling you to send messages at any time. The European Program of the Mountain Research Initiative (MRI-Europe, led by MRI Berne and IGF Innsbruck) will review the tweets and consider them as a major data stream associated with the Managing Alpine Future II Conference.

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See example: <http://twitter.com/#!/search/TEDxbrussels>