



TWITTER: 10 BEST PRACTICES

BY KATHRYN JEPSEN, EIC OF SYMMETRY MAGAZINE

1. START WITH A COMMUNICATION PLAN



1. START WITH A COMMUNICATION PLAN

- Who are your audiences?
- What are your goals for those audiences?



1. START WITH A COMMUNICATION PLAN

- Who are your audiences?
- What are your goals for those audiences?
- How do you decide what goes in your publication?



2. CONSIDER THE GOALS OF THE AUDIENCE



2. CONSIDER THE GOALS OF THE AUDIENCE

- **What are they reading?**
- **What are they talking about?**



2. CONSIDER THE GOALS OF THE AUDIENCE

- **What are they reading?**
- **What are they talking about?**
- **How could you be useful to them?**



GOOGLE ANALYTICS

Reddit

vs.

Facebook

Acquisition

- Overview
- ▼ All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
- ▶ AdWords
- ▶ Search Engine Optimization
- ▼ Social
 - Overview
 - Network Referrals**
 - Data Hub Activity
 - Landing Pages
 - Trackbacks
 - Conversions
 - Plugins

Shared URL ?

1. www.symmetrymagazine.org/article/november-2014/cern-frees-lhc-data
2. www.symmetrymagazine.org/article/april-2015/our-flat-universe
3. www.symmetrymagazine.org/article/april-2015/ten-things-you-might-not-know-about-antimatter
4. www.symmetrymagazine.org/article/february-2015/physics-valentines
5. www.symmetrymagazine.org/article/december-2014/new-books-for-the-physics-fan
6. www.symmetrymagazine.org/article/march-2015/experiments-combine-to-find-mass-of-Higgs
7. www.symmetrymagazine.org/article/november-2014/fabiola-gianotti-chosen-as-next-head-of-cern
8. www.symmetrymagazine.org/article/october-2014/australias-first-dark-matter-experiment
9. www.symmetrymagazine.org/article/january-2015/of-symmetries-the-strong-force-and-helen-quinn
10. www.symmetrymagazine.org/article/march-2015/better-cosmic-candles-to-illuminate-dark-energy

Shared URL ?

1. www.symmetrymagazine.org/article/february-2015/physics-valentines
2. www.symmetrymagazine.org/article/april-2015/ten-things-you-might-not-know-about-antimatter
3. www.symmetrymagazine.org/article/october-2014/costumes-to-make-zombie-einstein-proud
4. www.symmetrymagazine.org/article/december-2014/deck-the-halls-with-nobel-physicists
5. www.symmetrymagazine.org/article/december-2014/new-books-for-the-physics-fan
6. www.symmetrymagazine.org/article/october-2014/jokes-for-nerds
7. www.symmetrymagazine.org/article/january-2015/how-to-build-your-own-particle-detector
8. www.symmetrymagazine.org/article/november-2014/lhcb-experiment-finds-new-particles
9. www.symmetrymagazine.org/article/april-2015/our-flat-universe?email_issue=725
10. www.symmetrymagazine.org/article/december-2014/einstein-papers-go-digital

TOPSY + TWITTER SEARCH

TOPSY

- Latest Results
- Past 1 Hour 0
 - Past 1 Day 63
 - Past 7 Days 479
 - Past 21 Days 3K**
 - Past 30 Days 3.4K
 - All Time
 - Specific Range

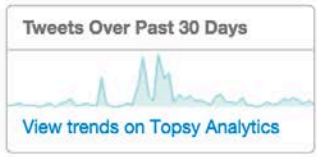
- Everything
- Links
 - Tweets
 - Photos
 - Videos
 - Influencers

- All Languages
- English
 - 中文

Past 21 Days

3,014 TWEETS

Topsy Sentiment Score: 55



Engadget @engadget
Neutrinos may not be faster than light, but they can shapeshift engt.co/1N7Zask pic.twitter.com/C3LtSUpPB
15 days ago Reply Retweet Favorite 40 more

Engadget @engadget
Neutrinos may not be faster than light, but they can shapeshift engt.co/1Lmpg9L
15 days ago Reply Retweet Favorite 20 more

Neutrinos' Shape-Shifting Abilities Confirmed - D-brief
blogs.discovermagazine.com/d-brief/2015/06/24/neutrino-oscillation

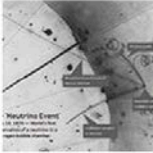
LoriMoreno @lorimoreno
Neutrinos' Shape-Shifting Abilities Confirmed dlvr.it/BK2JLp
9 days ago Reply Retweet Favorite 184 more


Neutrinos found to switch to elusive 'tau' flavour
nature.com/news/neutrinos-found-to-switch-to-elusive-tau-flavour-1.17777?WT.mc_id=TWT_NatureNews


Nature News&Comment @naturenews
Neutrinos found to switch to elusive 'tau' flavour ow.ly/OrG89 pic.twitter.com/Bq0enSUCnp
16 days ago Reply Retweet Favorite 165 more


FACEBOOK SEARCH


Top People Photos **Pages** Places More ▾


 **Neutrino** Interest
8,843 like this Like

 **Neutrinos Technology** 5.0 ★★★★★ (2) · Computers/Technology
96 like this Like

 **The NOvA Neutrino Experiment** Organization
871 like this
Teppei Katori, Matthew R. Francis and 6 other friends like this Liked ▾

 **IceCube Neutrino Observatory** University
5,158 like this
Teppei Katori, Arnaud Marsollier and 3 other friends like this Liked ▾

 **CERN Neutrinos to Gran Sasso** Interest
13 like this Like

 **India-Based Neutrino Observatory** Education
2,448 like this Liked ▾

GOOGLE ALERTS

Google Alerts

neutrino




Daily update · July 1, 2015


NEWS

[Meanwhile in the Future: Death By Supernova](#)

Gizmodo

So how do **neutrinos** get here first, if nothing travels faster than light? When a supernova goes off **neutrinos** get a head start. Because **neutrinos** don't ...

   [Flag as irrelevant](#)






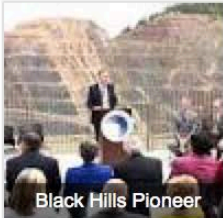
Gizmodo

[Deep legacy on permanent display](#)

Black Hills Pioneer

Daugaard discussed Lead's history of groundbreaking science, connecting Ray Davis's historic **neutrino** experiment, which took place underground in ...

   [Flag as irrelevant](#)



Black Hills Pioneer


[See more results](#) | [Edit this alert](#)

3. TWEET CONSISTENTLY

5


🕒 Scheduled All accounts

Scheduled for: **12:00pm · 4 Jul 2015**
This week's top tweet: How do you solve a puzzle like neutrinos?
<http://www.symmetrymagazine.org/article/june-2015/how-do-you-solve-a-puzzle-like-neutrinos>




symmetry

Scheduled for: **1:00pm · 4 Jul 2015**
ICYMI: Higgs factory proposed for Beijing:
<http://www.symmetrymagazine.org/article/july-2015/higgs-factory-proposed-for-beijing>



symmetry

Scheduled for: **2:00pm · 4 Jul 2015**
Popular on the site: Do you know Emmy Noether?
<http://www.symmetrymagazine.org/article/june-2015/mathematician-to-know-emmy-noether>




symmetry

Scheduled for: **12:00pm · 5 Jul 2015**
Popular on the site: The Dark Energy Spectroscopic Instrument will produce a 3-D space map using a 'hive' of robots:
<http://www.symmetrymagazine.org/article/june-2015/exploring-dark-energy-with-robots>

symmetry


Scheduled for: **1:00pm · 5 Jul 2015**
Popular on the site: 10 things you might not know about antimatter:
<http://www.symmetrymagazine.org/article/april-2015/ten-things-you-might-not-know-about-antimatter>



symmetry

Delete

Scheduled for: **2:00pm · 5 Jul 2015**
ICYMI: Bringing neutrino research back to India:
<http://www.symmetrymagazine.org/article/june-2015/bringing-neutrino-research-back-to-india>



symmetry

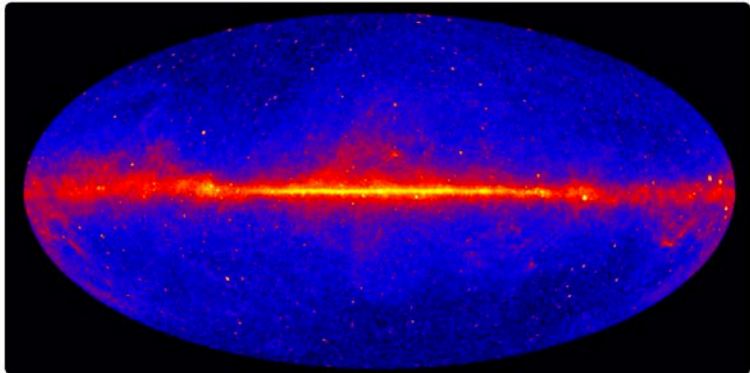
4. GIVE READERS MULTIPLE CHANCES TO SEE YOUR CONTENT

symmetry magazine @symmetrymag · Jun 26
Popular today: Bringing neutrino research back to India:
symmetrymagazine.org/article/june-2...



← ↻ 3 ★ 5 || I ... View photo

symmetry magazine @symmetrymag · Jun 27
This week's top tweet: Seeing in gamma rays:
symmetrymagazine.org/article/june-2...




← ↻ 6 ★ 8 || I ... View photo

symmetry magazine @symmetrymag · Jun 28
ICYMI: Exploring dark energy with robots:
symmetrymagazine.org/article/june-2...



← ↻ 9 ★ 15 || I ... View photo

symmetry magazine @symmetrymag · Jan 1
Popular in 2014: Ten things you might not know about particle accelerators:
symmetrymagazine.org/article/april-...



← ↻ 19 ★ 10 || I ... View photo

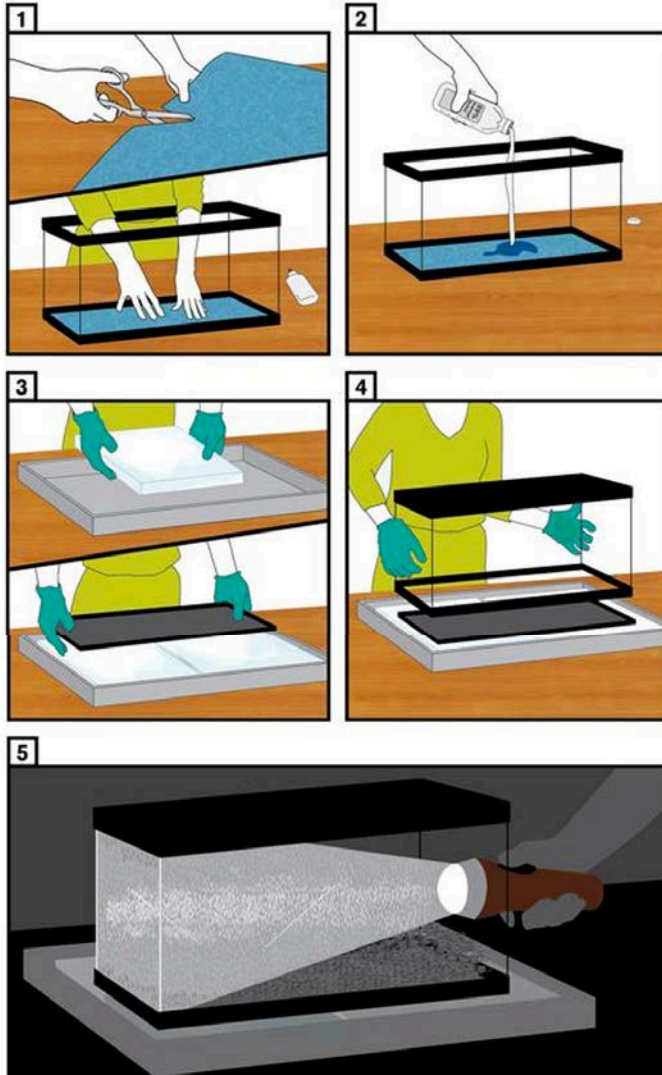
5. USE IMAGES



symmetry magazine @symmetrymag · May 28

Popular today: How to build your own particle detector:

symmetrymagazine.org/article/januar...



symmetry magazine @symmetrymag · May 26

Take a trip to historic Davis Cavern:

symmetrymagazine.org/article/may-20...



View photo



★ ቲኮቤታ favored



Robbie Gonzalez @rtg0nzalez · Feb 11

Love @symmetrymag's Valentine/anti-Valentine cards. My favorite is the dark matter pair: symmetrymagazine.org/article/februa...



View photo

5. BE INTERACTIVE



The screenshot shows the Symmetry magazine website. The header is blue with the logo "symmetry" and the tagline "dimensions of particle physics". Below the header is a navigation bar with links for "home", "departments", "science topics", "image bank", and "archives". The main content area features a cartoon illustration of a ghost, a woman with a snake on her head, and a witch. Below the illustration is the article title "Costumes to make zombie Einstein proud" by Lauren Biron, dated October 21, 2014. The article text begins with "These physics-themed Halloween costume ideas are sure to entertain—and maybe even educate. Terrifying, we know." and includes social media sharing icons.

dimensions of particle physics
symmetry

home departments science topics image bank archives

HAPPY HALLOWEEN

Artwork by Sandbox Studio, Chicago with Corinne Mucha

feature
October 21, 2014

Costumes to make zombie Einstein proud

These physics-themed Halloween costume ideas are sure to entertain—and maybe even educate. Terrifying, we know.

By Lauren Biron

So you haven't picked a Halloween costume, and the big night is fast approaching. If you're looking for something a little funny, a little scary...



symmetry magazine @symmetrymag **Influential**

Happy Halloween! Tweet at us if you used one of our costume ideas: [symmetrymagazine.org/article/octobe...](https://www.symmetrymagazine.org/article/octobe...)

🐦 8 months ago ↩ Reply ↻ Retweet ☆ Favorite

BE INTERACTIVE

symmetry magazine retweeted
Dr. Jess Kirkpatrick @berkeleyjess · Oct 21
There was also my "big data" costume last year @fbikes
@symmetrymag: #bigdata #datascience #halloweencostume
Dr. Jess Kirkpatrick



symmetry magazine retweeted
Rachel @The_NobleWoman · Oct 21
@CERN @symmetrymag Here's a photo from several years ago:



symmetry magazine retweeted
Hannah McClow @han2ahmcclow · Oct 30
@symmetrymag you could also be a black hole! Dress up in all black and hand out spaghetti (spaghettification)
View conversation

symmetry magazine retweeted
Leo C. Stein @duetosymmetry · Oct 22
I always thought a Higgs costume should be a bandito. Comes with a Mexican hat potential, and everyone wants to find him/her.
@symmetrymag
View conversation

symmetry magazine retweeted
NEVATHIR @A_NEVATHIR · Oct 22
@symmetrymag Symmetry magazine should consider spontaneous symmetry breaking as their costume.
View conversation

symmetry magazine retweeted
John Wilson @wiJson · Oct 30
@symmetrymag dress up as a tachyon and go trick or treating tonight
View conversation

symmetry magazine retweeted
Jeff Van Harlingen @MrV1010 · Oct 21
@FermilabToday @symmetrymag Oscillating neutrinos. Change your costume as you travel from party to party.
View conversation

symmetry magazine retweeted
Kristen Eilts @kkeilts · Oct 21
@CERN @symmetrymag this was our costume the year the condensate was created. Not bad for a couple of chemists.



symmetry magazine retweeted
Quincy Suehr @QuincySuehr · Oct 21
@FermilabToday @symmetrymag The Doppler Effect! I'll give you a hint zooOOOoom.
View conversation

View photo

BE INTERACTIVE



BE INTERACTIVE



symmetry magazine @symmetrymag

Time for Physics Madness! Vote for your favorite physics machines: symmetrymagazine.org/article/march-...
pic.twitter.com/cHJJI4nSie

🐦 3 months ago ↻ Reply ↻ Retweet ☆ Favorite 💬 10 more

BE INTERACTIVE

symmetry magazine retweeted

IceCube Neutrino @uw_icecube · Mar 25
Vote for your favorite #physics machine with @symmetrymag's bracket! symmetrymagazine.org/article/march-... Photo: Sandbox Studio



← ↻ 6 ★ 2 I ... [View photo](#)

symmetry magazine retweeted

Caltech @Caltech · Mar 24
LIGO is in our bracket, for sure RT @symmetrymag: Time for Physics Madness! Vote for your favorite physics machines: symmetrymagazine.org/article/march-...

← ↻ 14 ★ 9 I ... [View summary](#)

symmetry magazine retweeted

Jefferson Lab P.A. @Jlab · Mar 24
Vote for CEBAF! RT @symmetrymag: Time for Physics Madness! Vote for your favorite physics machines: symmetrymagazine.org/article/march-...

← ↻ 3 ★ I ... [View summary](#)

symmetry magazine retweeted

Ricardo Ogando @thespacelink · Mar 31
OK, @theDESurvey against @NASA_Hubble is a tricky one RT @symmetrymag: Physics Madness continues! symmetrymagazine.org/article/march-...

← ↻ 4 ★ 2 I ... [View summary](#)

symmetry magazine retweeted

LUX Dark Matter @luxdarkmatter · Mar 25
LUX is going up against the LHC in round 1 of the Physics Madness bracket by @symmetrymag #votelux #cinderellastory symmetrymagazine.org/article/march-...

← ↻ 11 ★ 5 I ... [View summary](#)

symmetry magazine retweeted

SNOLAB @SNOLABscience · Mar 24
Ready for Physics Madness? Vote for the #DEAP3600 experiment! @symmetrymag symmetrymagazine.org/article/march-...

← ↻ 2 ★ 1 I ... [View summary](#)

symmetry magazine retweeted

Margaret Harris @DrMLHarris · Mar 25
@symmetrymag I went for @uw_icecube...because it's the coolest (ba-dum bum ching!)

← ↻ 1 ★ 5 I ... [View conversation](#)

symmetry magazine retweeted

Sparsh Joshi @SparshJoshi42 · Mar 25
@claire_lee @symmetrymag @CERN I gotta problem here. I love all. Crap. Physics, Y u do this?

← ↻ 1 ★ 1 I ... [View conversation](#)

symmetry magazine retweeted

The Kavli Foundation @KavliFoundation · Mar 30
#MarchMadness @symmetrymag! #DarkEnergy Camera (#Kavli ow.ly/KZoPn) vs. IceCube Neutrino Tele. @uw_icecube ow.ly/KZpov

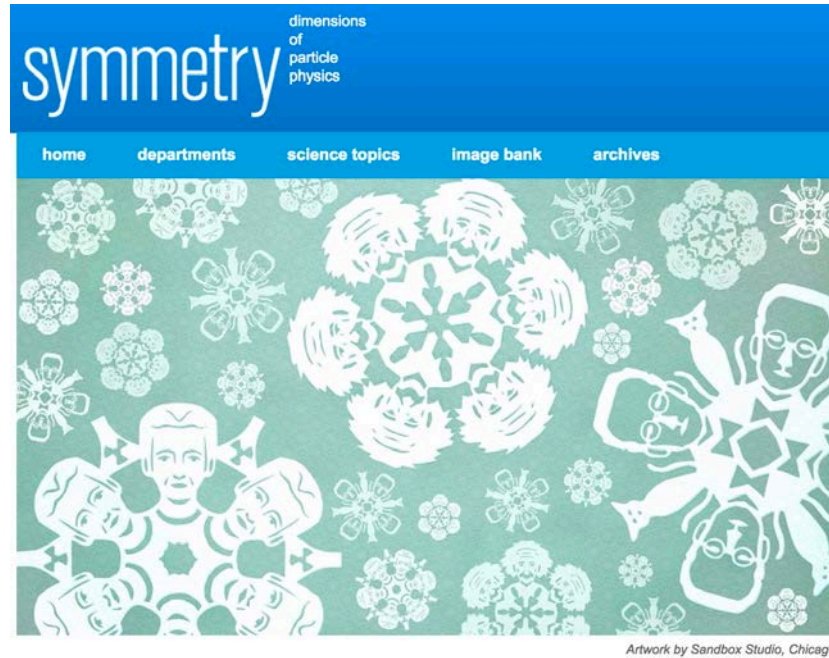
← ↻ 2 ★ 3 I ... [View summary](#)

symmetry magazine retweeted

IceCube Neutrino @uw_icecube · Mar 30
Keep your favorite detector in the running & vote for IceCube in the Elemental Eight! #physicsmadness w/ @symmetrymag symmetrymagazine.org/article/march-...

← ↻ 5 ★ 3 I ... [View summary](#)

BE INTERACTIVE



Artwork by Sandbox Studio, Chicago

feature

December 16, 2014

Deck the halls with Nobel physicists

Symmetry presents a physics twist on the craft of cutting paper snowflakes.

By Kathryn Jepsen



If you're looking for a way to decorate for the holidays while also proudly declaring your love of science, *symmetry* has got your back. Below you'll



symmetry magazine @symmetrymag

Feeling #crafty? Paper snowflake designs worthy of a Nobel Prize in Physics: symmetrymagazine.org/article/decemb... pic.twitter.com/1N5OHhWqsN

7 months ago Reply Retweet Favorite 44 more

BE INTERACTIVE

symmetry magazine retweeted



Stephanie McPherson @StephMMcPherson · Dec 20
Husband's and my attempts at @symmetrymag #physicist #snowflakes!

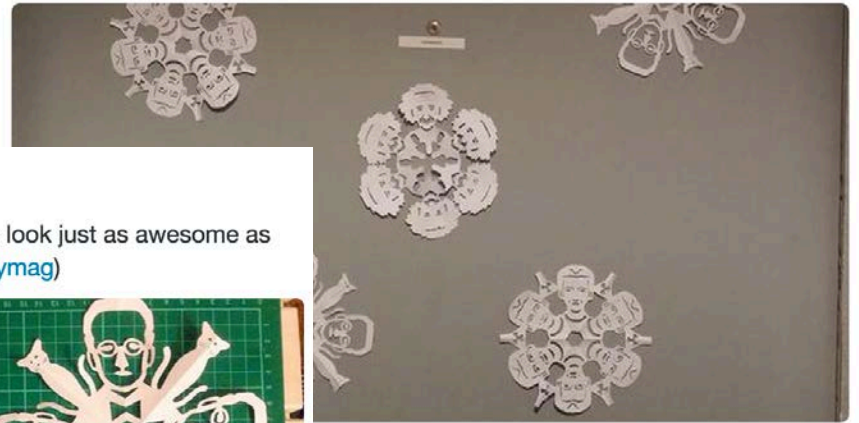


2 retweets 2 likes

symmetry magazine retweeted



Carlos Mario @Devosv · Dec 20
@symmetrymag Second try, and was more easy! Many more for the rest of the house! Thanks again, and amazing design!!!



View photo

symmetry magazine retweeted



Matt J @mattjaywhy · Dec 22
Despite raw fingers, this year's snowflakes look just as awesome as last year's Star Wars ones! (Via @symmetrymag)



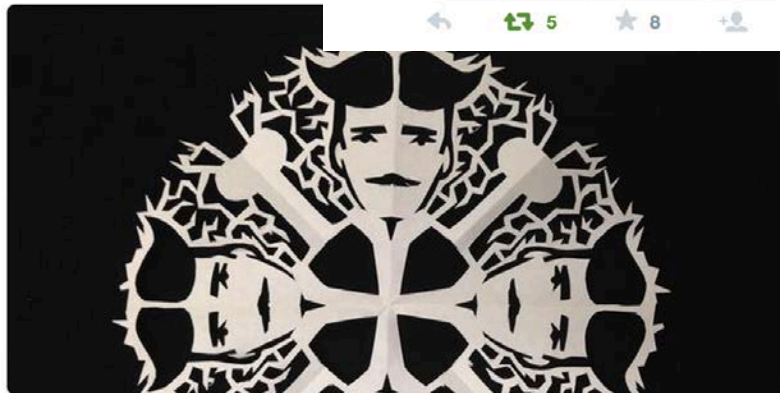
5 retweets 8 likes

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symmetry magazine retweeted



Joshua Smythe @miniluv101 · Dec 17
making #nikolatesla#tesla#sr inspiration #summetry#cutou



18 retweets 19 likes

View photo

retweeted

experiment · Dec 17

@symmetrymag, here's our neutrino version. Season's greetings to you year! symmetrymagazine.org/article/december



10 retweets 6 likes

View photo

7. BE RESPONSIVE



Linda Cremonesi @LindaCremonesi · Jun 30
Who made these images? They are awesome!

symmetry magazine @symmetrymag
How do you solve a puzzle like neutrinos?
symmetrymagazine.org/article/june-2...



FAVORITE

1



12:31 PM - 30 Jun 2015 · Details



Reply to @LindaCremonesi



symmetry magazine @symmetrymag · Jun 30
@LindaCremonesi The artwork is by Ana Kova for Sandbox Studio. (caption here: symmetrymagazine.org/article/june-2...)

[View summary](#)



symmetry magazine @symmetrymag · Jun 30
@LindaCremonesi She also did art for the poster:
symmetrymagazine.org/sites/default/...



Linda Cremonesi @LindaCremonesi · Jun 30
@symmetrymag Great work Ana! You managed to combine physics and design!
I've tried many times without success!



RETWEETS

13

FAVORITES

17



3:00 PM - 13 Jun 2015 · Details



[Hide photo](#)

Reply to @symmetrymag



Greig Cowan @GreigCowan · Jun 13
@symmetrymag I'm wondering if we will be able to do this in the
@HyperKamiokande experiment? :)



symmetry magazine @symmetrymag · Jun 15
@GreigCowan @HyperKamiokande Ha, nope. That ultra-pure water is not so
great for swimming.



Lee Olds @leeolds · Jun 24
@symmetrymag @PhysicsNews It's a cool teaser, but clicking on the link results
in an "Access Denied" error page.

12:34 PM - 24 Jun 2015 · Details



Reply to @leeolds @PhysicsNews



symmetry magazine @symmetrymag · Jun 24
@leeolds @PhysicsNews Sorry about that; it's up again!

8. PARTICIPATE IN BIGGER CONVERSATIONS

symmetry magazine @symmetrymag · Feb 14
Explain it in 60 seconds: Supersymmetry
symmetrymagazine.org/article/march-... #AAASmtg #AAAS2015



9 10 View photo

symmetry magazine @symmetrymag · Feb 14
What's next for the LHC?
symmetrymagazine.org/article/februa...
#AAASmtg #AAAS2015



12 10 View photo

symmetry magazine @symmetrymag · Feb 14
How students helped build the NOvA neutrino detector in Minnesota:
symmetrymagazine.org/article/novemb... #AAASmtg #AAAS2015



8 4 View photo

Physics Girl @thephysicsgirl · Jul 1
What can you do with a physics/astronomy degree? #PhysicsChat

4 13

symmetry magazine @symmetrymag · Jul 1
.@thephysicsgirl We have a whole bunch of articles about what you can do with a physics degree! symmetrymagazine.org/category/profi... #PhysicsChat

RETWEETS	FAVORITES
9	14



12:55 PM - 1 Jul 2015 · Details

Hide conversation

Perimeter Institute @Perimeter · Jun 22
Great piece in @SymmetryMag on Noether; a taste of our #piCONVERGE
Noether talk at 8pm EDT: ow.ly/ODPxH



13 10 View photo

9. BE A CURATOR

symmetry magazine retweeted



Curious Stardust @KavliSciBlog · Nov 24

How exactly did time change so drastically for that @Interstellar astronaut? Live Q&A Wed. Send Qs w/ #KavliSciBlog: bit.ly/1yTlIdU

4 1 View summary

symmetry magazine retweeted



TorontoStar @TorontoStar · Nov 23

Basic science is the centre of gravity, says particle physics lab chief on.thestar.com/1qYlcaF #topstories

6 8 View photo

symmetry magazine retweeted



Ernest Moniz @ErnestMoniz · Dec 2

Should I get one for my desk? RT "@PhysicsWorld: Build your own #lego particle collider ow.ly/Fe3Vy"



120 86 View photo

symmetry magazine retweeted



Nature News&Comment @NatureNews · Nov 14

Joint effort nabs next wave of US supercomputers ow.ly/EhrLW



35 13 View photo

symmetry magazine retweeted



Lucretius, ver. 21c @Lucretius21c · Dec 8

Popular with highly followed physicists: @JenLucPiquant 42%, @iansample 39%, @sciam 37%, @FQXi 37%, @symmetrymag 36% lucretius21c.wordpress.com/physicists-twi...

5 6 View summary

symmetry magazine retweeted



The Kavli Foundation @KavliFoundation · Dec 11

Is understanding #darkmatter around the corner? @MIT @UCSBNews @UW scientists hopeful but at nature's mercy: bit.ly/1vNvqx #scichat

8 9

10. PROMOTE YOUR CONTENT TO OTHER CURATORS

dimensions of particle physics

symmetry

home departments science topics image bank archives



Photo by Roy Kaltschmidt, Berkeley Lab

application
June 10, 2015

LHC physicists preserve Native American voices

Physicists are using LHC detector technology to retrieve Native American music from old recordings.

By Sarah Charley

[f](#) [t](#) [p](#) [l](#) [g](#) [e](#)

Berkeley physicist Carl Haber listened in astonishment as the first notes of

PROMOTE YOUR CONTENT TO OTHER CURATORS



NSF Math&PhysicalSci @nsf_mps

RT @symmetrymag: Popular on the site: LHC physicists preserve Native American voices: symmetrymagazine.org/article/june-2... pic.twitter.com/8iGtUgmbra

a day ago Reply Retweet Favorite



UC Santa Cruz @ucsc **Influential**

RT @doescience: MT @symmetrymag: LHC physicists preserve Native American voices bit.ly/1KKwCWk
@BerkeleyLab @ucsc <http://t.co/EH4sY...>

21 days ago Reply Retweet Favorite



Berkeley Lab @berkeleylab **Influential**

#Berkeley Lab #physicist Carl Haber is using #LHC tech to retrieve #NativeAmerican #music bit.ly/1Fda09Z
pic.twitter.com/fQ2RGrLb3U

20 days ago Reply Retweet Favorite

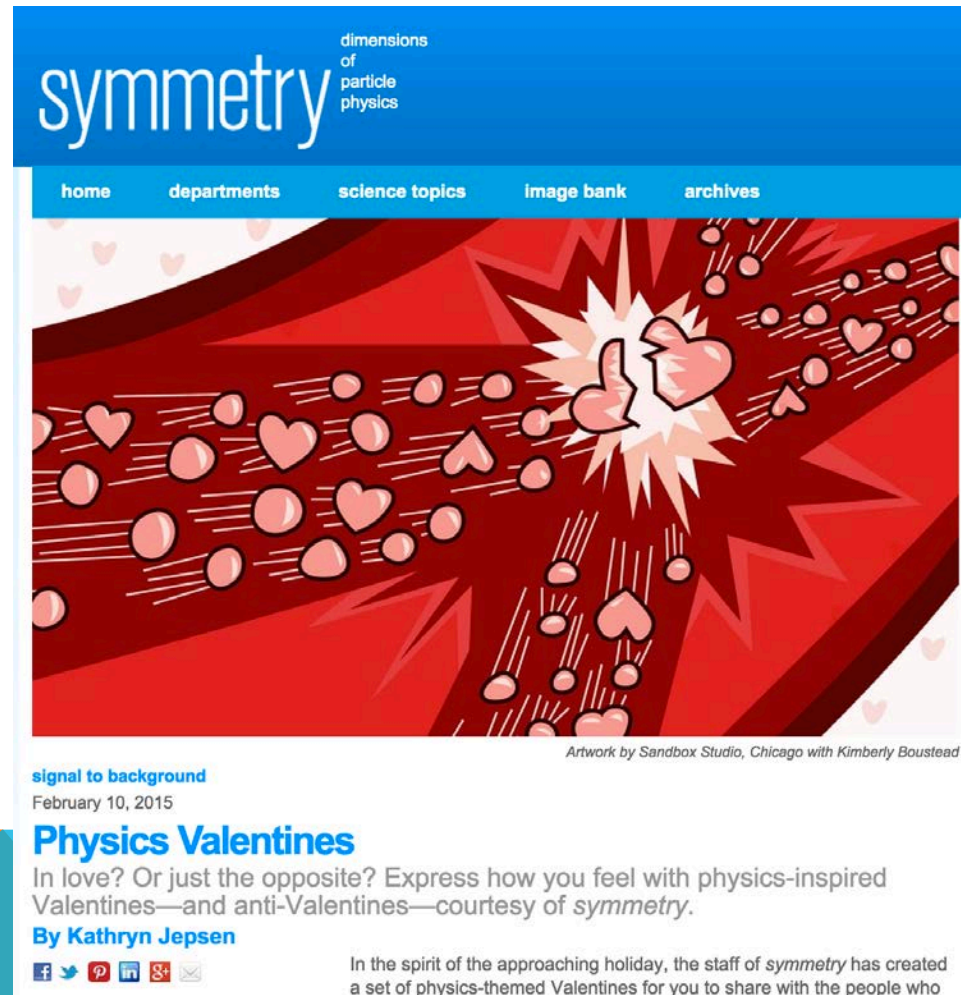


MacArthur Foundation @macfound **Influential**

#MacFellow Carl Haber helps preserve recordings of Native American voices: bit.ly/1FYya44 via @symmetrymag
pic.twitter.com/sHhhzE6OBx

13 days ago Reply Retweet Favorite

PROMOTE YOUR CONTENT TO OTHER CURATORS



The image shows a screenshot of the Symmetry website. At the top, there is a blue header with the word "symmetry" in white lowercase letters, followed by "dimensions of particle physics" in smaller white text. Below the header is a navigation bar with links for "home", "departments", "science topics", "image bank", and "archives". The main content area features a large, vibrant illustration of a red heart being struck by a particle beam, with smaller hearts and particles flying out. Below the illustration, the text reads "signal to background" and "February 10, 2015". The article title is "Physics Valentines" in blue, followed by a short paragraph: "In love? Or just the opposite? Express how you feel with physics-inspired Valentines—and anti-Valentines—courtesy of *symmetry*." The author is listed as "By Kathryn Jepsen". At the bottom left of the article, there are social media icons for Facebook, Twitter, Pinterest, LinkedIn, Google+, and Email. At the bottom right, there is a short paragraph: "In the spirit of the approaching holiday, the staff of *symmetry* has created a set of physics-themed Valentines for you to share with the people who

dimensions of particle physics

symmetry

home departments science topics image bank archives

Artwork by Sandbox Studio, Chicago with Kimberly Boustead

signal to background
February 10, 2015

Physics Valentines

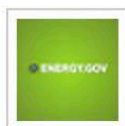
In love? Or just the opposite? Express how you feel with physics-inspired Valentines—and anti-Valentines—courtesy of *symmetry*.

By Kathryn Jepsen

[f](#) [t](#) [p](#) [in](#) [g+](#) [✉](#)

In the spirit of the approaching holiday, the staff of *symmetry* has created a set of physics-themed Valentines for you to share with the people who

PROMOTE YOUR CONTENT TO OTHER CURATORS



Energy Department @energy **Highly Influential**

In love? Or just the opposite? Express how you feel with hilarious #ScienceValentines. ♥ bit.ly/1E5iYaX ♥ pic.twitter.com/nmiB2Y7PAL

🐦 5 months ago ↩ Reply ↻ Retweet ☆ Favorite



CERN @cern **Highly Influential**

RT @symmetrymag: In love? Or not? Express how you feel with physics-inspired Valentines—and anti-Valentines: symmetrymagazine.org/article/februa... http://...

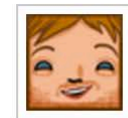
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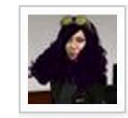
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5. Use images
6. Be interactive
7. Be responsive
8. Participate in bigger conversations
9. Be a curator
10. Promote your content to other curators

