

NO EGGS



PLEASE

What's a twitter egg?



A user without a profile picture.

What's a twitter egg?



A user without a **profile.**

Twitter wants you to stop saying 'Twitter eggs'

Now we'll all be haunted by blobs shaped like men

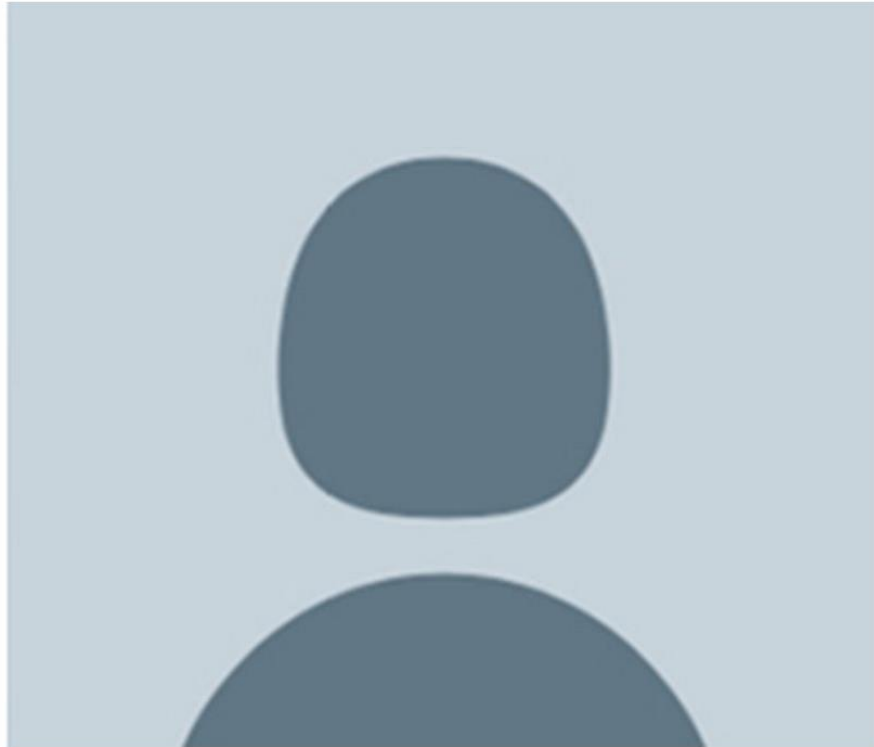
By [Kaitlyn Tiffany](#) | [@kait_tiffany](#) | Mar 31, 2017, 1:47pm EDT



SHARE



Sharing made easy



www.theverge.com/tldr/2017/3/31/15139464/twitter-egg-replaced-harassment-terms-trolls-language

**Only sign up to
twitter if you're
going to use it.**

**Rather blog, VLOG,
email, (...), than
using twitter twice
per year. #TravelGrant**





@patrick_brandl



- ❑ Chemical Engineer from Munich 
- ❑ Deleted all social media accounts in 2010 due to concerns regarding data security
- ❑ Signed up to twitter when I joined Imperial for:
 - Information (news articles about CCS, conferences)
 - Outreach (promote my work)
- ❑ @patrick_brandl is my **public** account for
 - Work (profile pic, most tweets)
 - Squash (30% of my feed, gets me through the day)



@patrick_brandl

This mix makes *@patrick_brandl* **authentic.**

- ❑ @patrick_brandl is my **public** account for
 - Work (profile pic, most tweets)
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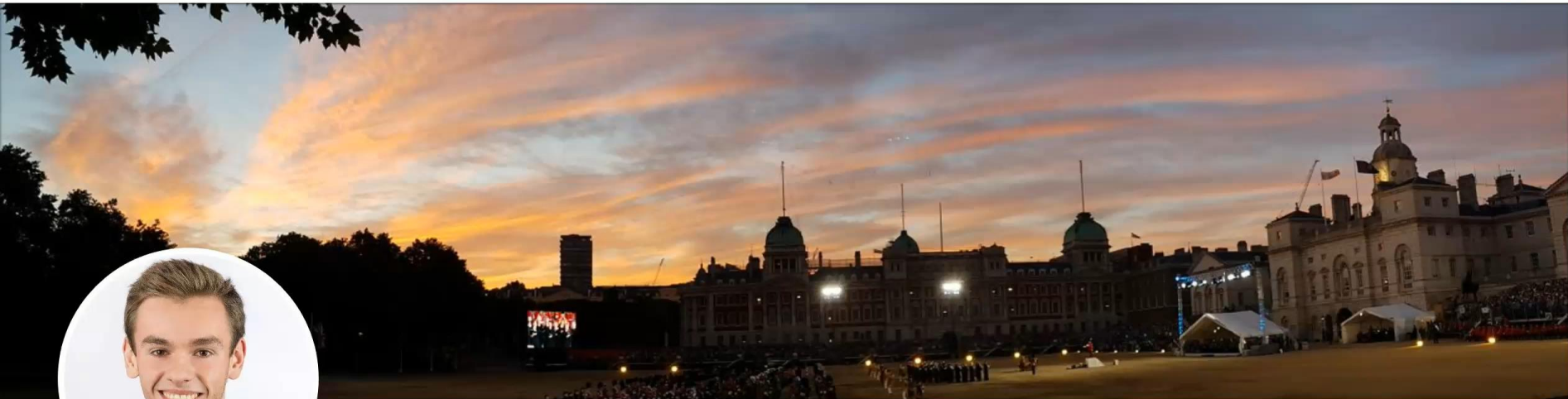
What should be shared?

GERMANY: LAND OF DATA PROTECTION AND SECURITY – BUT WHY?

Understanding the German mentality to data protection and data privacy is fundamental to doing successful business in the country



Image: iStockphoto | Ralfef



Tweets **350** Following **235** Followers **96** Likes **481** Lists **0** Moments **0**

[Edit profile](#)

Patrick Brandl

@patrick_brandl

Thermodynamics, clean energy, cryogenics. Find me at [@imperialcollege](#), [@TU_Muenchen](#)-Alumnus and Ex-[@The_Linde_Group](#). Plays squash [@squash_ic](#).

[bit.ly/PatrickBrandl](#)

Joined March 2016

[85 Photos and videos](#)

Tweets **Tweets & replies** Media



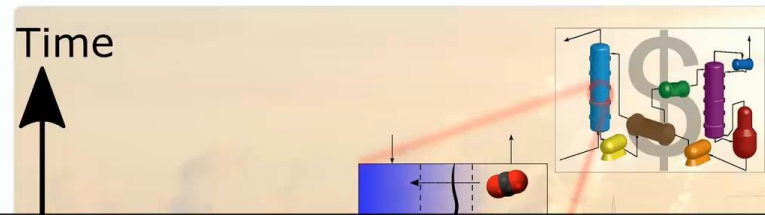
Pinned Tweet



Patrick Brandl @patrick_brandl · 24 Oct 2017

My research links process engineering \$ with molecular thermodynamics 🧊.

#Multiscalemodeling @IC_CleanFaB @imperialcollege



Who to follow · Refresh · View all



Sam Krevor @LecturerSam ×

[Follow](#)



G Torin-Ollarves @gtorin_... ×

[Follow](#)



Andrius Patapas @Andriu... ×

[Follow](#)

Tips and Tricks



- ❑ Post *original content*, just retweeting doesn't build a profile
- ❑ Using *#hashtags* make your posts more visible *#UKCCSRCShelf18*
- ❑ Catchy twitter handle / *username*
 - **@CarbonWrangler** Julio Friedmann
 - **@Cequestration** Iain A Macdonald
 - **@OtherProfGreen** Tim Green
- ❑ No need to tweet anything *private or funny*
 - User sets brand identity
 - What image do you want to portray to the public?

Useful accounts to follow



- UKCCSRC **@UKCCSRC** Updates about conferences, reports *etc.*,
- Carbon Brief **@CarbonBrief** Website dedicated to analysis and fact-checking of energy policy and climate change science.
- CCS focused accounts *e.g.*, **@TheCCSA**, **@ccsjournal**, **@GlobalCCS**

ECR

- PHD Comics **@PHDcomics** Life (or the lack thereof) in Academia.
- Academia Obscura **@AcademiaObscura** hidden silly side of higher education
- Shit Academics Say **@AcademicsSay** A social experiment
- Shit My Reviewers Say **@YourPaperSucks**

Take away



- Twitter isn't for everybody
→ Identifying own way of portraying public image
- Creating original content (write about own research)
- Don't be an egg!

NO EGGS



PLEASE



Contact

Patrick Brandl

Centre for Process Systems Engineering
Imperial College London
South Kensington Campus
[16-18 Princes Gardens](#), London, SW7 1NE

Email: patrick.brandl16@imperial.ac.uk

Twitter: @patrick_brandl



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