**Communicating about UCL’s main Twitter channels**

**@ucl***UCL’s central Twitter channel*

* Aimed at external and internal audiences interested in what’s happening across the UCL community, with a focus on publically intelligible information
* Audiences include:
	+ students (prospective, current and alumni; any level of study)
	+ UCL staff (academic and professional services)
	+ global spectators with an interest in research and innovation.
* Follow this channel for:
	+ highlights of life at UCL, relevant to external and internal audiences
	+ a snapshot of the latest activity from across UCL
	+ UCL achievements
	+ top level practical information affecting the majority of students and staff at UCL (close relationship with @uclnews)
	+ key institutional UCL announcements, projects and UCL community achievements (close relationship with @uclnews).
* The tone of this channel is:
	+ warm
	+ digestible by the educated layperson
	+ emphasising an array of voices across UCL, e.g. using direct quotations.

Examples of tweets:

Congratulations to Sudanese artist Ibrahim el-Salahi, who has received an honorary doctorate from UCL @SladeSchool

Mud, sweat & tears: UCL @BrightClubLDN scientists took their comedy sketches to @GreenManFest http://bit.ly/1MTNT1F

#Psychology at UCL: "It's so special to be in a university that's trying to align research with practice" @UCLPALS https://youtu.be/v84uv2UvM4Q

Calling all students joining us in Sept: our new students website is full of useful & practical information http://bit.ly/1hKjzcQ #newtoUCL

**@uclnews**
*UCL’s news and research Twitter channel*

* Aimed at anyone interested in UCL’s news and latest research
* Audiences include:
	+ journalists and media outlets
	+ key opinion formers e.g. policy makers, research councils
	+ UCL academic staff.
* Follow this channel for:
	+ UCL’s latest press releases
	+ coverage of UCL in the media
	+ UCL’s latest research
	+ opinion pieces from UCL academics
	+ institutional news, key UCL announcements and research achievements.
* The tone of this channel is:
	+ authoritative
	+ focused on key newsworthy information.

Examples of tweets:

Fears that antipsychotic drugs being used as 'chemical cosh' in disability care <http://gu.com/p/4cxq3/stw> - new research led by @UCLPsychiatry

Catch [@helenczerski](https://twitter.com/helenczerski), [@apontzen](https://twitter.com/apontzen) & [@LSmonster](https://twitter.com/LSmonster) answering listeners' science questions on [@BBCRadio4](https://twitter.com/BBCRadio4) [#InsideScience](https://twitter.com/hashtag/InsideScience?src=hash) [http://bbc.in/1jic6Cz](http://t.co/KM9u7Nlcsl)

Hoxton Analytics: Counting footfall for retailers - great piece in [@FT](https://twitter.com/FT) on [@UCLAdvances](https://twitter.com/UCLAdvances) supported [@hoxtonanalytics](https://twitter.com/hoxtonanalytics) [http://on.ft.com/1K574n2](http://t.co/56gnxvBxdB)

Tropical forests will still exist in 2100 – but they will be a sorry sight [http://theconversation.com/tropical-forests-will-still-exist-in-2100-but-they-will-be-a-sorry-sight-46437 …](http://t.co/DjUOgZfjjk) ([@SimonLLewis](https://twitter.com/SimonLLewis) of [@UCLgeography](https://twitter.com/UCLgeography))