



TWEETS **4,543** FOLLOWING **347** FOLLOWERS **454** LIKES **190**

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Oat Newsletter
@OatNewsletter

The official Twitter account of the Oat Newsletter, serving the oat research community around the world. Tweets by Charlene Wight, Oat Newsletter editor.

oatnews.org
Joined August 2014

All a-Twitter about #oats

Charlene P. Wight

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The social media platform “Twitter” (<https://twitter.com/>) is becoming a valuable tool for anyone interested in communicating more directly with a world-wide audience. The Oat Newsletter’s Twitter account is @OatNewsletter. It can be accessed *via* Twitter itself or from the Oat Newsletter home page (<http://oatnews.org>).

Content is shared by “tweeting” from your account. “Tweets” are limited to 140 characters in length, and can include photos, videos, or web links. You can create your own content, or “retweet” others’ tweets. You can quote or reply publicly to anyone’s tweets, or “DM” (direct message) your followers privately. “Hashtags” (e.g., #oats) can be used to direct your tweets to anyone interested in a particular topic. There is also a very good search feature.

Much of the information posted in the newsletter itself has been found through using hashtags or *via* the 300+ people the account follows. There are 400+ people following @OatNewsletter, very few of whom are involved with the oat research community directly. This gives us an opportunity to reach a much broader audience, including farmers who grow oats, as well as businesses and consumers who use them.

Below are examples of some of the types of messages tweeted or retweeted. If you have an account, please follow @OatNewsletter and I’ll follow back. Everyone is encouraged to tweet their own #oat news or send information to curator@oatnews.org for tweeting by @OatNewsletter.

