

Twitter account of the Association of Japanese Geographers: History of establishment and operation

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The Twitter account of the Association of Japanese Geographers (AJG) with some 15,000 followers (@ajgeog) is widely recognized and has a certain level of social influence. Unlike most other accounts of academic societies, the AJG account often retweets geography-related tweets posted by various people, and refollows the majority of the followers. The account has been operated by the Public Relations Committee of the AJG for more than five years, to transfer information related to geography. This paper is presented by five AJG members who played a major role in creating the account and its operation at the early stage, to introduce background history.

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