

Social Media Policy and Platform Usage Guidelines

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Social Media Policy – Principles, Protocols and Approach

Introduction

‘Social media’ **is** the term commonly given to websites and online tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. As the name implies, social media involves the building of communities or networks, encouraging participation and engagement.

This Policy is in two parts. Part one sets out the terms on which the council will participate in Web 2.0 activity. Part two sets out the standards which council employees must apply to any online interactions.

Protocols for services wishing to set up their own Social Media channel are covered in the [platform usage protocols](#).

For the purposes of this Policy, there are two types of social media:

- That which is run externally to the council, including Twitter, Facebook, Flickr, etc.
- That which is run by the council such as internal/external discussion fora.

PART 1: Communications Strategy

The principles the council applies to its communication and consultation have been agreed as part of the communications strategy.

Our dialogue (communication and consultation) with local people should:

- Create appropriate resident input into decisions
- Be open and honest about why we make decisions
- Show community leadership
- Operate at the most local level possible within available resources
- Group services by target audience
- Be fully inclusive
- Be clear about how to contact us
- Contribute to an understanding of how the council is making a difference to quality of life
- Make people feel better informed and engaged
- Demonstrate our customer focus

We should do this in ways that:

- Are accessible to our community
- Are cost efficient
- Use methods most relevant to the audience

- Comply with publicity code and legal constraints
- Connect to key assessments, place survey, residents survey, CAA

Ways the council will engage with social media

Linking to activity

We should acknowledge the Web 2.0 activity of others as a legitimate way of improving our customer experience. People and organisations who supply us with services, eg lecturers on our adult learning courses, may have relevant Web 2.0 activity which can help promote the service or become integral to service delivery.

Proposed action:

We should link to relevant social media sites from our website and intranet, but clearly flag that links are to external sites and that the views expressed on them are not necessarily the views of the council.

Re-actively engaging with existing Web 2.0

Discussion threads, blogs and other postings which are critical of the council can be posted by anyone at any time. Significant resource could be taken up in responding to these, many of which have very small audiences. The council needs to consider the number of people likely to see any posting and the level of influence these people have before deciding whether to engage.

Proposed action:

Reactive engagement should be correcting factual errors in the discussion rather than engaging in policy debate.

Any response to social media should be flagged with the Media & PR team for consideration.

Pro-actively engaging with Web 2.0

Corporate

Councils such as Barnet have corporately invested human resources in establishing a range of Web 2.0 tools such as Facebook, Twitter, Myspace and Youtube. These tools generate customer dialogue which needs to be managed effectively otherwise this is a risk to council reputation.

Proposed action:

A joint project with customer access/focus needs to be undertaken in order to ensure that as we begin to use these sites and the volume of transactions from them grows, responses to customer questions or service requests are handled within council protocols and deadlines.

Services

Services may have specific objectives which can best be met by using Web 2.0 tools. We should not prevent services from doing this but will need to establish a clear approval process in order to ensure we are approaching the medium in an effective and consistent way and learning from each experience to improve our Web 2.0 interactions.

Proposed action:

That a new media board is established to provide a strategic overview and over-arching approval body.

Until this is in place, the Communication and Consultation Service (CCS) in consultation with IT services approve any proactive Web 2.0 activity.

A simple business case is required, covering:

- business objective
- project timescale
- project owner
- deputy to ensure site monitored
- method for monitoring and responding to issues raised on the site
- evaluation method

See the [platform usage protocols](#) for more information.

Council-specific social media tools

In due course, the council will pilot and implement a Web 2.0 approach to engagement with residents. This is likely to be during the 2010-11 budgetary year. (However, we will apply for relevant central government funding during 2009-10, when these become available, to enable this us to do this sooner.)

Any social media platform for residents will need to include:

- capability for e-petitions
- response to surveys
- discussion threads on key issues
- discussion threads for communities of interest, eg green issues

Prior to implementing such a tool, we will need to make key decisions about the level of moderation of the site and the breadth of discussion we allow.

There are two extremes:

- At the narrowest, we could only allow discussion on topics initiated by the council which connect to specific council consultations.
- At the broadest, we could allow any member of the community to initiate a discussion on anything which does not break the law.

The former is less likely to widen the group of people with whom the council engages. The latter risks the posting of inappropriate content. This risk can be mitigated through the requirement to register and sign up to a clear set of rules of engagement and by effective moderation.

Moderation can be undertaken:

- ahead of publication – this ensures nothing inappropriate is posted, but constrains the speed of debate and implies censorship which may act as a disincentive to those wishing to take part.
- after publication – the risk attached to this is that inappropriate content may be briefly published.

Proposed action:

That we allow any legal discussion thread which relates to the social, economic and environmental wellbeing of the borough.

That this is moderated on an after publication basis with clear wording on the site which indicates that the views expressed are not those of the council and a clear user protocol which registered users must agree to before being able to take part in the site. Local authorities who have implemented discussion forum facilities include: Bristol City Council (www.askbristol.com), Barnet Council (www.whereilive.org) and Leicestershire County Council (www.leicestershireforums.org).

PART 2 Principles for employee use of Web 2.0

General principles

These principles apply to online interactions and set out the standards of behaviour expected of employees of the Council. Staff must participate in the same way as they would with other media or public fora such as giving presentations.

- **Be professional** - remember that you are an ambassador for your organisation. Wherever possible, disclose your position as a representative of your directorate, department or team.
- **Be responsible**, be honest at all times and share learning with others where appropriate.
- **Be credible**, be accurate, fair, and thorough.

Always remember that participation online results in your comments being permanently available and open to being republished in other media.

Never give out personal details like home address and phone numbers.

Also be aware that you may attract media interest in you as an individual, so proceed with care whether you are participating in a business or a personal capacity. If you have any doubts, take advice from your line manager.

Stay within the legal framework and be aware that [libel](#), [defamation](#), [copyright](#) and [data protection laws](#) apply.

Guidelines and protocols

Blogs are perhaps the most well known example of social media, but the term encompasses other platforms. Examples include podcasts, 'wikis' (such as Wikipedia), message boards, social bookmarking websites (such as del.icio.us), social networking websites (such as facebook, Twitter, bebo, MySpace) and content sharing websites (such as flickr, YouTube).

'Social media' can be referenced in a variety of ways, often depending on which sector is using it. Other terms which may be used in a similar context include 'social software', 'social computing' and 'Web 2.0'. For convenience we use 'social media' throughout.

The growing popularity of social media has attracted the attention of companies and individuals who believe that these platforms open up new opportunities for communication. The opportunities are indeed there, as are the pitfalls. The following guidelines are there to provide you with information to make responsible decisions and to get the best out of the tools available.

People have been dismissed because of their online activities. While such cases may be rare, it is important as an employee to be aware that posting information about your employer cannot be isolated from your working life. Any information published online can be accessed around the world within seconds and will be publicly available for all to see.

Protocols for all employees

As an employee, you must take the following into consideration when using social media:

1. Know and follow Haringey Council's **Employee Code of Conduct**.
2. **Understand your responsibilities** identified in this Social Media Policy.
3. **Directly relevant to your day job.** Your social media activities at work must support you directly in your employed position. Any social media activities that relate to your personal life, or are being done in a personal capacity, should be done in your personal time outside of work.

4. Haringey Council employees are **personally responsible** for the content they publish on blogs, wikis or any other form of user-generated media. Be mindful that what you publish will be public for a long time—protect your privacy.
5. **Identify yourself**—name and, when relevant, role at Haringey Council—when you discuss Haringey Council or Haringey Council related matters. You must make it clear that you are speaking for yourself and not on behalf of Haringey Council. **Please use the following disclaimer:** “The views expressed here are my own and do not necessarily represent the views of the Council”. It is always best to write in the first person.
6. **Respect copyright**, fair use and financial disclosure laws.
7. **Ask and seek permission** to publish or report on conversations that are meant to be private or internal to Haringey Council. Don't cite or reference customers, partners or suppliers without their approval. When you do make a reference, where possible link back to the source.
8. **Respect your audience.** Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.

See also the Acceptable Use Policy for internal discussion fora below and the Council's equality and diversity policy.

9. **Be aware of your association with Haringey Council** in online spaces. If you identify yourself as a Haringey Council employee, ensure your profile and related content is consistent with how you wish to present yourself to colleagues and customers.
10. **Don't pick fights, be the first to correct your own mistakes**, and don't alter previous posts without indicating that you have done so.
11. **Try to add value.** Provide worthwhile information and perspective. Haringey Council's brand is best represented by its people and what you publish may reflect on the council's reputation.

Please note: failure to comply with the above guidelines may result in disciplinary action.

Guidelines for Personal Blogging

1. If you already have a personal blog or website which indicates in any way that you work at Haringey Council you should tell your manager.
2. If you want to start blogging, and your blog/website will say that you work for Haringey Council you should tell your manager.
3. If your blog makes it clear that you work for Haringey Council, it should include a simple and visible disclaimer such as “The views expressed here are my own and don’t necessarily represent the views of Haringey Council.”
4. Don’t reveal confidential information. This might include aspects of Haringey Council policy or details of internal Haringey Council discussions. Again, consult your manager if you are unclear about what might be confidential.
5. You should not use your blogs to attack or abuse colleagues. You should respect the privacy and the feelings of others. Remember that if you break the law on your blog (for example by posting something defamatory), you will be personally responsible.
6. If you think something on your blog or website gives rise to concerns about a conflict of interest and in particular concerns about impartiality or confidentiality this must be discussed with your manager.
7. If someone offers to pay you for blogging this could constitute a conflict of interest and you must consult your manager.
8. If someone from the media or press contacts you about posts on your blog that relate to Haringey Council you should talk to your manager before responding. The relevant Haringey Council press officer must be consulted.

Guidelines for Managers

1. Under these guidelines managers in each area will decide what is appropriate. They should not adopt an unnecessarily restrictive approach. Managers should ensure that any special instructions on blogging are reasonable and explained clearly to staff.
2. Managers should bear in mind concerns about impartiality, confidentiality, conflicts of interest or commercial sensitivity. In some cases individuals may be dealing with matters which are so sensitive that rules may have to be set on what they can and cannot talk about on their personal blog.
3. Use the privacy settings available – background information you choose to share about yourself, such as information about your family or personal interests, may be useful in helping establish a relationship

between you and your readers, but it is entirely your choice whether to share this information.

4. Ask permission before posting someone's picture in a social network or a conversation that was meant to be private
5. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory—such as politics and religion. This may amount to cyber-bullying and could be deemed a disciplinary offence.
6. It is not advisable to invite customers to become your friends in social networking sites for business purposes. There may be a conflict of interest and security and privacy issues. LinkedIn is a site specifically designed for business networking; therefore use of this may be appropriate.
7. Use your best judgment. Remember that there are always consequences to what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is.
8. Ensure that your entries, articles or comments are neutral in tone, factual and verifiable. In addition, there are usually guidelines in sites such as Wikipedia.
9. Haringey Council staff should therefore act in a manner that does not bring Haringey Council into disrepute and should not post derogatory or offensive comments on any online encyclopedias. We should not remove derogatory or offensive comments but must report them to the relevant administrators for them to take action.

Acceptable Use Policy for internal discussion fora

The Acceptable Use Policy is intended to create a positive environment where employees can contribute their views online without fear of abuse or harassment, or exposure to offensive or otherwise inappropriate content and protecting the operators of the online forum from legal liability.

When contributing your views to an internal discussion forum, please ensure that you:

Do

- post material to the forum that is relevant to the issues currently being discussed;

- represent your own views and not impersonate or falsely represent any other person;

Do not

- act abusively, harass or threaten others;
- make defamatory or libelous comments;
- use insulting, provocative or hateful language;
- use obscene or offensive language;
- post material to the forum that infringes the intellectual property rights of others;
- post multiple versions of the same view to the forum;
- promote commercial interests in your posts to the forum; and
- engage in any behaviour that would contravene the council's Code of Conduct.

Platform usage guidelines

This section describes the processes and approval mechanisms for services who wish to set up and operate a social media channel. The guidelines cover the mainstream platform types – ie photo and video sharing, blogging and micro-blogging, forums and social networking.

Currently one platform dominates most of the different type of platform types (eg video-sharing/YouTube, micro-blogging/Twitter, photo-sharing/Flickr, social networking/Facebook, etc). Please bear in mind that these platform protocols, while taking into account the current mainstream platforms, aim to focus on platforms by type in view of the fact that platform domination changes rapidly in the online environment.

Please also bear in mind that these platform usage guidelines may need to be tweaked over time to keep abreast of changes to ensure they remain fit for purpose.

NB: Social media channels are communications channels and should therefore only be set up following discussion with and approval by the Communication and Consultation Service (CCS) via the Web Communications Team.

Requirements for all proposed channels

For each proposed social media channel a business case and a project checklist will need to be drafted by the project owner and approved by the Communication and Consultation Service (CCS). This should be emailed to the Webcommunications mailbox.

Business case

Each business case should cover the following:

- **Business objective**
Explain what you aim to achieve with the channel, and how this fits in with the Council's Communications Strategy.
- **Project timescale**
Consider if this is to be time-limited and if not, when reviews will take place.
- **Project owner**
This must be a service head and budget holder.
- **Project facilitators** to ensure site monitored
Note a realistic assessment of the amount of resource required to manage the channel will need to be shown.
- **Method for monitoring and responding to issues raised on the site**
Consider both your proactive and reactive engagement strategies.

Clear guidelines will need to be created on how to deal with negative criticism in keeping with the Social Media Policy.

See the [Managing your online reputation flowchart](#) for more information

- **Evaluation method**

What is the measure of success?

Which tools shall be used to measure activity?

How often will the channel be reviewed?

Checklists

We have produced checklists for each social media channel which need to be completed alongside the Business Case and sent to the Web Communications Team for review. The checklists go into the detail of how the channel will be managed, and covers areas such as name and choice of platform, officers responsible, sample content, approval and moderation procedure and evaluation methodologies.

- Blank checklists and well as some sample completed checklists can be found in the [appendix](#).

Roles and responsibilities

There are three key roles that are essential to setting up and managing a social media channel. These are: (1.) project / channel owners, (2.) project / channel facilitators, and (3.) Web Communications Team. A description of the responsibilities for each role is given below.

1. Project / channel owners

Project owners are the respective service managers (or someone nominated by them) of the service area for which a social media channel is planned.

As part of the role, the project owners will:

- Identify the need for and/or approve the implementation of a social media channel for their service area.
- Sign off the business case and completed checklist and submit it to CCU via the Webcommunications mailbox.
- Authorise payment for the channel (if required).
- Approve the marketing plan (working with the Marketing Communications Team and facilitators) and authorise budget for marketing and any publicity materials.
- Identify and approve appropriate facilitators – ensuring the channel is adequately resourced at all times.

- Be ultimately responsible for the content on the channel.
- With support from their facilitator, highlight any process/management issues as soon as they are identified.
- With support from their facilitator, provide feedback on the overall effectiveness of the channel – using the agreed evaluation method to say if the channel is meeting the business objectives.
- Identify a deputy to make management decisions in their absence.

2. Project facilitators

The project facilitators are the members of staff responsible for the day to day running of the social media channel.

The facilitators will:

- Support the project owner to agree the business case and complete the project checklist.
- Work on a marketing plan with Marketing Communications Team.
- Work with the Web Communications Team to set up the social media channel.
- Research and post all content to the channel using an appropriate method agreed with the Web Communications Team.
- Ensure all content on the channel is legal (eg in the case of photos and video that we have appropriate copyright and consent to upload content).
- Respond to all comments and online interactions (depending on the channel this may include friend requests, members of groups, re-posting of content etc) using agreed guidelines.
- Moderate all online conversations (proactively or reactively depending on the agreed guidelines for the channel) identifying and raising any potential issues with the project owners and the Web Communications Team.
- Along with Web Communications, monitor usage of the channel and relay any concerns to the project owner and Media/PR team as appropriate.
- Research appropriate external organisations/individuals/groups to engage with online, commenting on other channels and sharing content as appropriate as part of the marketing plan for the channel.
- Provide reports and statistics to project owner and Communications teams as required.

3. Web Communications Team

The role of the Web Communications Team is to provide advice and support to services using social media channels. The team will act as moderators for the accounts – working closely with the Media and PR Team to resolve any potential issues.

Specifically Web Communications will:

- Provide support and guidance to the project owners in creating the business case, highlighting the benefits of using the collection as well as the potential dangers and resource implications.
- Help set up the channel - forwarding the password to the approved members of staff (facilitators and owner). **Note – the Web Communications Team must have administrative access to all channels.**
- Provide training and guidance to facilitators where necessary on how to use the social media channel and explain the different features and functions.
- Advise facilitators on best practice methods of successful engagement.
- Monitor usage of the channel and relay any concerns to the project owner and Media/PR team as appropriate.
- Report any abuse of the facility or serious issues to the project owner and Media/PR team, suspending use of the collection in a worst case scenario.

About the platforms

The document covers the main social media platform types which may be considered for council use. Notable omissions include Wikis, MySpace, Ning and LinkedIn. We do intend to add to this document over time as new channels become popular and/or demand increases.

Discussion Forums

Discussion forums are online channels aimed at making it easy to have public conversations. Conversations on the forums can be made public or kept private (for members - or staff - only). Contributions can be accepted from everyone, members only, moderated in advance of publication or completely unmoderated.

Typically forums are either Communities of Interest or Communities of Practice and will range in size and amount of activity accordingly.

Software available to deliver forums is available from a number of different providers – ranging from free public tools such as Yahoo Groups to paid for solutions (a number of content management systems now have this functionality). Currently Haringey is using the GovX software for all its internal forums because this solution is free to use for local authorities, is easy to use and has been developed to a high security standard.

Should an external forum be required then IT will need to be involved in the selection of an appropriate provider.

See also:

- [Acceptable use policy for internal discussion forums](#)
- **Guidelines on being a forum facilitator** – document available from Web Communications Team
- [Moderating internal discussion forums, blogs and other social media \(Step Two Designs\)](#)

Social networking (Facebook)

Social networks are platforms which allow users to link up with each other and share information. They can be used for personal and professional purposes, with each network offering a different environment suited to different users and needs eg. LinkedIn is commonly used by professionals for business networking, while Bebo is typically used by younger children for socialising with friends. Facebook is currently the most popular social networking tool, although this may well change as social networking develops.

On Facebook people become friends with each other after one person sends another a friend request and that friend request is accepted. From that point on the friends are able to view each other's information and contact each other.

Activities available via Facebook are constantly being added to, and are subject to changes in trends, but here are some basic activities:

- Posting short status updates eg. Stuck in traffic for 5 hours
- Leaving messages on each others walls (a wall is where messages are displayed and conversations held, similar to a noticeboard)
- Uploading and sharing photos and videos
- Sending personal messages
- Organising and publicising events (friends can state whether they are attending or not)
- Buying or exchanging virtual gifts
- Playing online games

Users can restrict what people can see about them, ranging from everything being open to everyone, to certain friends being able to view certain pieces of information.

Users can set up individual profiles, groups, events and fan pages.

Facebook is good for:

- Bringing together groups of people with shared interests
- Connecting with existing communities
- Giving people regular short service updates
- Organising events
- Being a central point linking off to your content on other social media tools eg Flickr
- Sharing information with a community of interest

The decision to use a social networking tool such as Facebook needs to take into account the current benefits and limitations of this channel against traditional publishing on the council website. The business case needs to prove that the service is geared up to handle service requests through this channel – such requests may be posted prominently on the wall, and a fast response may be necessary (including out of hours). Conversations may take place through this channel which would need to be responded to quickly and professionally.

Blogs

Blogs (weblogs) are online journals or diaries of individuals. By blogging, individuals are able to share their thoughts and ideas with other people, and

receive comments. People can subscribe to blog updates via RSS and content can be shared easily through other social media channels.

Blogs can be used for:

- Sharing personal or political opinions (eg councillors)
- Giving expert advice
- Sharing ideas and inviting discussion
- Holding conversations and providing news updates to a community of interest
- Announcing service updates, news stories and events

Blogs can be internal or external facing. Examples of an internal blog would be a Chief Executive blog (such as the [“Talk to Paul” Homes for Haringey](#) example). External blogs tend to be from thought leaders or political figures (eg Councillors).

The decision to create a blog needs to take into account the current benefits and limitations of this channel against traditional publishing on the council website. If you intend to moderate all comments in advance and to blog on an infrequent basis (once a week or month) then it's possible you could simply create a webpage, offering RSS updates and a commenting facility.

If you wish to post regularly and engage in conversations then there are a number of tools to choose from – the most popular free blogging tools are currently Blogger, Wordpress and Typepad although increasingly standard content management systems offer blogging functionality.

Personal blogs

Members of staff with personal blogs need to consider their position as a member of Haringey Council staff and act accordingly. Further guidelines can be found in the [Guidelines for Personal Blogging](#) section.

Microblogs (Twitter)

Microblogging is another type of blogging which consists of blogs with very short posts. The market leader is currently Twitter, however as the Web evolves over time this may well change and the choice of preferred platform may well change, or the decision taken to develop an in-house solution.

On Twitter users can send and receive updates from other users they choose to follow. Sending an update on Twitter for example is similar to sending a text message on a mobile phone; you enter up to 140 characters of text that is sent to all of your ‘followers’ – other people that want to be kept updated with your activities.

Twitter is good for:

- giving people regular short service updates

- promoting local events
- breaking news stories quickly
- providing quick short answers to questions
- holding and contributing to conversations
- sharing information with a community of interest

The decision to use a microblogging service such as Twitter needs to take into account the current benefits and limitations of this channel against traditional publishing on the council website. Microblogging is about real engagement with your customers – the business case needs to prove that the service is geared up to be able to handle service requests through this channel and respond quickly and professionally to conversations which take place.

Key differences between blogs and microblogs¹

- A blog is primarily a **one-way conversation**. Blogs do have comments about the content of the blog, whereas microblogs are more freeform, a bit like chat rooms containing many parallel conversations taking place at the same time.
- Blog **content is longer** covering much more ground and requiring more research. Microblog posts are shorter and more frequent.
- The **purpose is different**. Twitter itself answers a simple question "What's happening?"

Suggested further reading

- Template Twitter Strategy for Government Departments - <http://blogs.cabinetoffice.gov.uk/digitalengagement/post/2009/07/21/Template-Twitter-strategy-for-Government-Departments.aspx>

Photo-sharing (Flickr)

Photo sharing websites offer a range of facilities including:

- quick and easy photo hosting,
- online editing,
- sharing and commenting,
- ranking and tagging of content,
- ordering of prints, and
- engaging with pre-existing communities.

¹ Derived from blog post **It's time to get rid of the word 'microblogging'** by Patricio Robles http://econsultancy.com/blog/5024-it-s-time-to-get-rid-of-the-word-microblogging?utm_medium=email&utm_source=topic

The main benefits of using an online photo sharing site instead of simply placing images on the Council website includes ease of use, and the social networking opportunities to engage with our customers. The disadvantages include security, ownership and privacy concerns, the accessibility of the platform plus possible reputation damage if the collection is not managed or promoted correctly.

The market leader is currently Flickr, particularly in terms of connecting with existing communities. However as the Web evolves over time this may well change, leading to a corresponding change in the choice of preferred platform, or the decision taken to develop an in-house solution.

The decision to create a council collection of photos online through a commercial service needs to take into account the current benefits and limitations of this channel against traditional publishing on the Council website through the content management system.

Video-sharing (YouTube)

The use of video on websites is increasing as broadband speeds get faster. More and more councils are adding video to their websites – with content ranging from council meeting webcasts to music videos produced by young people.

For the last few years Haringey have been using Public-I to host all video content. However with the introduction of an accessible media player for our website which accepts video streams from YouTube we will be increasingly using YouTube as a hosting service for our video content.

As well as hosting, YouTube offers a number of social networking functions such as commenting, sharing and groups to engage with customers and promote content more widely.

It should be noted that YouTube (now owned by Google) is one of many video sharing websites. Many councils use Vimeo and other sites such as Flickr, Facebook and MySpace make it easy to upload and share videos also.

Considerations for people commissioning videos

When approaching a company to produce a video for the council the company must ensure they create a version of the video optimised for use on YouTube so it can be easily uploaded by the Web Communications Team.

Also subtitles and captions need to be costed in at the outset to maintain maximum accessibility of all content.

- See [mini-checklist for videos](#) for more information.

Appendix 1: Checklists

Below are blank project checklists which will need to be completed for each proposed social media channel. To help complete the checklists we have also included sample complete checklists for you to refer to.

Discussion Forum Checklist

Name of the forum	
Forum owner	
Forum facilitator(s)	
Purpose of the forum	
Reasons for staff to use the forum (ie consider from their perspective what the 'pay back' is for the time invested)	
<p>How will you use the discussion forum?</p> <p>Examples include:</p> <ul style="list-style-type: none"> • general discussion and debate • research • sharing of information and experiences • small group collaboration • take decisions (using polls) 	
<p>Is this an existing community?</p> <p>If so give some details (history, purpose, number of members, frequency and nature of communications)</p>	
<p>If not a closed community, how will you market/promote the forum?</p>	
How long will the forum run for?	
Will the forum discussions be public or private (members only)?	

What are the rules for membership (open to all, private/invite only?)	
What are the rules for moderation (all posts to be moderated before publication)?	
Can members start new discussions?	
Can members end discussions?	
Will you allow anonymous postings (not available using GovX platform)?	
Any other requirements (wiki, shared documents/knowledge, blog area for example)?	
What will be the measure of success ? (include any baseline measures used for measurement)	

All forums to provide the following (to be made available within the forum itself):

- Description of the forum – ie purpose, etc.
- Clear guidance notes for facilitators
- Clear guidance notes for members

Sample completed checklist: Web Publishing Discussion Forum

Name of the forum	Web Publishing Forum
Forum owner	Maria Stewart
Forum facilitator(s)	Paul Barnett and Suzanne Sinnott
Purpose of the forum	<ul style="list-style-type: none"> • To improve Haringey's online web presence • To provide help and support with use of the content management system • To promote more accessible and usable web pages

	<ul style="list-style-type: none"> To discuss wider web development issues
Reasons for staff to use the forum (ie consider from their perspective what the 'pay back' is for the time invested)	<ul style="list-style-type: none"> To improve their web writing skills To liaise with and learn from others doing a similar job To find out more about what is happening in the world of Web To get help and support in use of the content management system To share their knowledge and expertise
<p>How will you use the discussion forum?</p> <p>Examples include:</p> <ul style="list-style-type: none"> general discussion and debate research sharing of information and experiences small group collaboration take decisions (using polls) 	<ul style="list-style-type: none"> To provide advice and guidance Share information on updates Discuss best practice initiatives Share up to date research on relevant topics Promote and develop the Haringey Style Guide
<p>Is this an existing community?</p> <p>If so give some details (history, purpose, number of members, frequency and nature of communications)</p>	<p>We have a list of 100+ publishers and reviewers, plus colleagues in IT who already receive regular Web publishing updates.</p> <p>The forum will be open to all colleagues whose information ends up on the Web or Harinet.</p>
<p>If not a closed community, how will you market/promote the forum?</p>	<p>Page in the Web Publishing Toolkit.</p> <p>Mention/digest of activity in monthly Websight newsletter.</p> <p>Email to all existing and new web publishers.</p>
How long will the forum run for?	3 months initially

Will the forum discussions be public or private (members only)?	Private
What are the rules for membership (open to all, private/invite only?)	People will be sent an invite. All new members must be approved (although for the first 2 weeks we skip the approval process). People can also apply to join the space directly.
What are the rules for moderation (all posts to be moderated before publication)?	Posts not to be moderated.
Can members start new discussions?	Yes
Can members end discussions?	No – facilitators only
Will you allow anonymous postings (not available using GovX platform)?	N/A
Any other requirements (wiki, shared documents/ knowledge, blog area for example)?	Knowledge area will be used for core documents RSS feeds from the likes of Nielsen and McGovern
What will be the measure of success ? (include any baseline measures used for measurement)	Higher standard of web publishing (better feedback from users) Discussion of problems = less need for one to one publisher refresher sessions? More cross-referencing (related links, etc.) of web content

Social Networking checklist (Facebook)

Name of page/group	
Page or group?	

Social Media Policy and Platform Usage Guidelines

Page/group owner	
Page/group facilitator	
Purpose of the page/group	
How often will it be updated?	
Approval process for adding content	
Risks and mitigation	
How will you promote your page/group?	
Policy on banning fans/group members	
Content to be used	
Profile information	
Branding	
How long will the presence be maintained?	
Measure of success	

Blogging Checklist

Name of the blog account	
Web address / url	
Choice of platform and why (include accessibility considerations)	
Account owner	
Account facilitator(s)	
Purpose of the blog	

What will the blog be used for?	
How often will you blog?	
Clearance procedure	
How will success be measured?	
List any third party tools you will use, alongside purpose and frequency of use	
Risks and mitigation	
How will you market/promote the blog?	
Policy on comments (moderated or not)?	
Profile	
Branding / profile picture	
How long will the blog run for?	

Microblogging (Twitter) Checklist

Name of the Twitter account	
Twitter url	
Account owner	
Account facilitator(s)	
Purpose of the Twitter account	
What will the Twitter feed be used for?	
How often will you tweet?	

Clearance procedure	
How will success be measured?	
List any third party tools you will use, alongside purpose and frequency of use	
Risks and mitigation	
How will you market/promote the Twitter feed?	
Policy on following and followers	
RSS feeds to be used	
Branding / Avatars	
How long will the Twitter feed run for?	

Sample completed checklist: Haringey Libraries Twitter

Name of the Twitter account	<ul style="list-style-type: none"> Haringey Libraries
Twitter url	<ul style="list-style-type: none"> http://twitter.com/HaringeyLibrary
Account owner	<ul style="list-style-type: none"> Diana Edmonds
Account facilitator(s)	<ul style="list-style-type: none"> Elena Pippou Maria Stephanou
Purpose of the Twitter account	<ul style="list-style-type: none"> Engage with library customers Extend reach of messages online by building relationships with audiences, stakeholders and influencers Increase visibility of library services Drive up traffic to other online channels such as

	<p>library events, catalogue and web pages</p> <ul style="list-style-type: none"> • Provide a low-barrier method for customers to interact with us, provide feedback, seek help and suggest ideas
What will the Twitter feed be used for?	<ul style="list-style-type: none"> • Library news • Adult learning • Events coming up in libraries incl. Author visits • New stock catalogue announcements – eg magazines/CDs/DVDs • How-to guides • Book reviews • Classes • Gallery events • News from the book world • Engagement with other libraries • Technology news re WiFi • Kids and holiday activities • Discounts on media borrowing • Advertise website updates • Marketing campaign messages • Consultations • Interesting stats • Twitter surveys/straw polls • Live coverage of library events • + less formal subjects
How often will you tweet?	<ul style="list-style-type: none"> • 2-3 tweets a day <p>(what about weekends? % of ReTweets?)</p>
Clearance procedure	<ul style="list-style-type: none"> • All tweets to be issued by account facilitators • News stories to be vetted in advance by Media and PR Team • Contentious issues / replies to complaints to go through Diana/Media and PR? • Activity to be monitored by Web

	Communications Team and any concerns relayed to Account holder and Media and PR team
How will success be measured?	<ul style="list-style-type: none"> • Number of followers, relevance and type of followers • Number of web traffic referrals from Twitter to our website • Feedback from followers (+ve, -ve and neutral mentions) • Number of events covered • Click through rates of links in tweets (most link shorteners will provide stats on usage) • Customer surveys
List any third party tools you will use, alongside purpose and frequency of use	<ul style="list-style-type: none"> • Link shorteners (eg bit.ly, is.gd, tinyurl.com) • Automated follow-back services such as tweetlater.com • Monitoring tools to measure Re-tweets, online reputation, impact and influence and unfollowers (eg Twist, Monitter, Twittersheep, Twittergrader and Qwitter) • Alert services (tweetbeep) • Photo embedding (using twitpic or Flickr for example) • Archive tools • Spam filters • Business tools such as Hootsuite, CoTweet offer professional monitoring of tweets, multi user support, statistics and other services (note these are not free).
Risks and mitigation	<ul style="list-style-type: none"> • Responses to criticism of services • Public campaigns (eg library closures) • Inability to meet demands of Twitter users (join conversations and answer queries quickly due to resource and clearance issues) • Avoiding twaddle • Criticism of jumping on bandwagon/wasting

	<p>public money</p> <ul style="list-style-type: none"> • Criticism that use of Twitter is too corporate/self-promoting/dry • Technical security of channel – account passwords • Twitter site unavailable • Squatters/spoofers • Changes to Twitter terms and conditions (what if they start charging/using ads?)
How will you market/promote the Twitter feed?	<ul style="list-style-type: none"> • Locate and engaging with people using Twitter in the vicinity • Links from libraries pages • Flyers and posters in libraries • Haringey People • Local press
Policy on following and followers	<ul style="list-style-type: none"> • Automatically follow people who follow us • Block any obvious spammers or obscene followers • Proactively research and follow other local libraries and relevant organisations
RSS feeds to be used	<ul style="list-style-type: none"> • These to be used sparingly, as effective tweets need re-authoring into 140 characters. However we could perhaps use the Library events feed.
Branding / Avatars	<ul style="list-style-type: none"> • Haringey Council website branding to be used. • Avatar to be Haringey Council logo
How long will the Twitter feed run for?	<ul style="list-style-type: none"> • 3 months initially

Photo-sharing checklist (Flickr)

Name of collection/group:	
Owner of collection/group:	

Collection facilitators:	
Purpose of the collection/group:	
Sets within the collection (plus gallery ideas)	
Measure of success:	
Type of content expected:	
Clearance procedure:	
Promotion:	
Policy on group members: Who can we invite?	
Risks and mitigation:	
Duration of relevance: How long will the collection be relevant for?	

Sample completed checklist: MyHaringey photo collection (Flickr)

Name of collection/group:	<ul style="list-style-type: none"> • My Haringey
Owner of collection/group:	<ul style="list-style-type: none"> • Communication and Consultation Service (CCS)
Collection facilitators:	<ul style="list-style-type: none"> • Web Communications Team
Purpose of the collection/group:	<ul style="list-style-type: none"> • Part of the My Haringey Civic Pride campaign • Encourage participation (favourite parts of Haringey, what people have done to make Haringey better) • Showcase achievements and events • Drive traffic to our website
Sets within the	<ul style="list-style-type: none"> • My favourite Haringey places

collection (plus gallery ideas)	<ul style="list-style-type: none"> • Parks • Festivals and events (eg Green Lanes Food Festival)
Measure of success:	<ul style="list-style-type: none"> • Statistics – as gathered within Flickr Pro • Number of comments (positive vs negative) • Number of photos/videos added by external members
Type of content expected:	<ul style="list-style-type: none"> • Mostly photos, although will permit videos and illustrations
Clearance procedure:	<ul style="list-style-type: none"> • Any potential problems raised with Media and PR Team. • All images to be cleared by Web Communications Team. • Content to be cleared by the collection owner, and uploaded by collection owner or moderators. • Prior to upload by Haringey Council staff the owner of the content (photographer, illustrator etc) must confirm, in writing, what rights they want protected – by selecting one of the Creative Commons licences, or all rights protected. • The normal permission forms for any people in the content must have been completed, approved for use on the web, and when permission expires after 2 years, the photo must be removed by the collection moderators. • External members will be reminded about setting their rights and getting permissions as part of the join-up process for the group • Collection owner to set up RSS feeds to monitor submissions for fast response to potential problems.
Promotion:	<ul style="list-style-type: none"> • By joining other relevant Flickr groups • Links from our websites • Printed material eg Haringey People, posters etc.
Policy on group members: Who can we invite?	<ul style="list-style-type: none"> • Relevant local groups and individuals already on Flickr • Block any offensive/ inappropriate/ commercial or political usage

Risks and mitigation:	<ul style="list-style-type: none"> • External members uploading offensive images – offensive images can be flagged by members, images can be deleted by moderators. • Negative comments – offensive comments can be deleted by moderators, criticism would need to be responded to online, with reference to the Media Team if necessary. • Pre-publishing moderation for photos and comments is available – but not expected to be needed. • Flickr unavailable • Flickr increases charges for the Pro account • Security of our account – limit number of people with passwords, and limit number of moderators. • Uploading unsuitable content ourselves – follow the clearance procedure to avoid this.
Duration of relevance: How long will the collection be relevant for?	<ul style="list-style-type: none"> • Collection owner must be responsible for removing images when no longer wanted, bearing in mind whether the collection is still receiving attention from external members.

Video-sharing checklist (YouTube)

Name of the video-sharing account (channel title)	
Video-sharing platform url	
Channel tags (used to help people find content)	
Account owner	
Account facilitator(s)	
Password policy	
Email address for registration	
Purpose of the Video-sharing account	
What types of video will be uploaded to	

the Video-sharing channel?	
Video sources	
Clearance procedure	
How will success be measured?	
List any third party tools you will use, alongside purpose and frequency of use	
Risks and mitigation	
How will you market/promote the Video-sharing channel?	
Policy on friends	
Policy on comments	
Accessibility	
Branding / Avatars	
Modules to display	
Profile text	
Activity to display	
How long will the Video-sharing account run for?	

Sample completed checklist: Haringey Youthspace YouTube channel

Name of the Video-sharing account (channel title)	<ul style="list-style-type: none"> Haringey Youth Space
Video-sharing url	<ul style="list-style-type: none"> http://www.youtube.com/haringeyyouthspace

Channel tags (used to help people find content)	<ul style="list-style-type: none"> • Haringey youth service • Young people • Youth • Teenagers...
Account owner	<ul style="list-style-type: none"> • Ayten Kiani / Belinda Evans
Account facilitator(s)	<ul style="list-style-type: none"> • Andrew Jayasuriya • Web Communications Team
Password policy	<ul style="list-style-type: none"> • Account password to be held by account facilitators and owners only, and changed every 2-3 months
Email address for registration	<ul style="list-style-type: none"> • Youthspacx@xxxxxxxx.xxx.xx
Purpose of the Video-sharing account	<ul style="list-style-type: none"> • Showcase the work and achievements of young people in Haringey to a wider audience • Provides a free hosting service for videos streamed through the accessible media player on the Youth Space website • Increase visibility of youth services • Promotion of local services • Drive up traffic to other online channels such as Youth Space website and facebook pages • Engage with young people and partners – encouraging feedback and comments (with moderation)
What types of video will be uploaded to the Video-sharing channel?	<ul style="list-style-type: none"> • Work produced by young people • Videos of events • Films showcasing the work of local youth services • Approved videos by partner agencies aimed at local young people
Video sources	<ul style="list-style-type: none"> • Exposure • Youth Projects
Clearance procedure	<ul style="list-style-type: none"> • All videos uploaded must be:

	<ul style="list-style-type: none"> ○ of a professional high quality, ○ appropriately branded, ○ legal, ○ have proper consent and copyright, ○ be cleared for broadcast by the account owners and the Web Communications Team. <ul style="list-style-type: none"> • Any potential issues/concerns are to be raised with Media and PR Team prior to broadcast • Videos to be uploaded by account facilitators • Activity to be monitored by Web Communications Team and any concerns relayed to Account owner and Media and PR team
How will success be measured?	<ul style="list-style-type: none"> • Number of times videos viewed • Number of web traffic referrals from Video-sharing to Youth Space website • Comments (+ve, –ve and neutral comments) • Video ratings
List any third party tools you will use, alongside purpose and frequency of use	<ul style="list-style-type: none"> • Google Analytics to monitor referrals from Video-sharing to Youth Space website • Video-sharing Insight Statistics and Data – reports on all activity for videos posted (views, popularity, demographics)
Risks and mitigation	<ul style="list-style-type: none"> • Responses to criticism of services – how to handle negative feedback from viewers? Comments to be allowed on the site from anyone (not just friends), but moderated prior to being displayed. Allow negative comments (not obscene or offensive ones). Respond to any criticisms online. • Videos ‘go viral’ – negative PR – Check all videos in advance with Media and PR Team. • Technical security of channel – account passwords – Regular password changes and strictly limit number of people with access to account. • Video-sharing site unavailable

	<ul style="list-style-type: none"> • Squatters/spoofers • Changes to Video-sharing terms and conditions (what if they start charging/using ads?)
How will you market/promote the Video-sharing channel?	<ul style="list-style-type: none"> • Locate and engage with other relevant local and young people's channels • Links from Youth Space / videos embedded in Youth Space website • Links from Facebook / videos embedded in Facebook • Links in Youth Space newsletter • Flyers and posters • Haringey People • Local press
Policy on friends	<ul style="list-style-type: none"> • Accept or reject friend requests by checking the friend's profile • Block any obvious spammers or obscene friends • Proactively research and follow other local and relevant organisations and befriend them
Policy on comments	<ul style="list-style-type: none"> • Comments to be allowed from anyone • Prior approval required for each comment.
Accessibility	<ul style="list-style-type: none"> • To be accessible all videos should contain captions or subtitles for the hearing impaired and transcripts for the visually impaired. Exceptions to this rule would be entertainment/music videos.
Branding / Avatars	<ul style="list-style-type: none"> • Haringey Youth Space website branding to be used – background image black with red text for headings etc. • Director logo to be Youth Space logo
Modules to display	<ul style="list-style-type: none"> • Comments - YES • Friends - YES • Subscribers - YES

	<ul style="list-style-type: none"> • Subscriptions - YES • Recent Activity - YES
Profile text	<p>Name: Haringey Youth Service Channel Views: ---- Style: ---- Age: 13-19 Joined: ---- Last Sign In: ----- Videos Watched: ----- Subscribers: ----- Website: http://www.youthspace.haringey.gov.uk</p> <p>Description: Haringey Youth Space is a website for young people in Haringey ages 13 – 19 to find out what is happening in the area, share ideas, promote the work they do and get help and advice.</p> <p>The videos here have either been produced by young people themselves, or have been created to highlight the work going on in the borough.</p> <p>Hometown: Haringey Occupation: Youth Service Films: ---- Music: ---- Books: ----</p>
Activity to display	<ul style="list-style-type: none"> • Come online - NO • Becoming friends with someone - YES • Channel subscriptions - YES • Videos watched (share with everyone / friends only) - NO • Video ratings - YES • Favourite videos - YES • Video comments - YES • Videos uploaded - YES • Playlists - YES
How long will the Video-sharing account run for?	<ul style="list-style-type: none"> • 3 months initially

Mini-checklist for videos to be used

- **Copyright** - ensure we have proper copyright / consent to use. NB this applies to soundtracks too.
- **Credits** - agree the proper credits and description to be used online (eg director, actors, sponsors etc.)
- **Video file format** – note the following are accepted by Video-sharing:
 - Windows Media Video (.WMV)
 - .3GP (cell phones)
 - .AVI (windows)
 - .MOV (mac)
 - .MP4 (ipod/psp)
 - .MPEG
 - .FLV (adobe flash)
 - .MKV (h.264)

MPEG4 video with MP3 audio is recommended for best results. If these file formats not available then extra costs may be incurred converting the video.

- **Video File name** – use plain English – don't stick with the default
- **Title** – full video name with creator is best
- **Description** – make this keyword rich so people can find when searching – ensuring copyright and credit are properly acknowledged
- **Tags** – use individual keywords – not long phrases. Use words already in the title, description and file name so long as relevant.
- **Subtitles and transcript** – required for informational videos