

# Cllr Introduction to... Digital Communications

## Purpose of the Session

- Covid-19 has forced unprecedented change and channel shift on communities, workforces and members. Cllrs need as much support as possible to navigate the emerging technologies now required to continue fulfilling their democratic duty to residents. Digital communications and new forms of engagement will be important to master as more and more services move online.
- How can Cllrs embrace the new forms of digital communication?

# Fireside Chat: Cllr Shama Tatler, LB Brent

- Top tips:
  - Look at building safeguards and creating boundaries online
  - Know when to disconnect and being disciplined in your routine
  - Putting on an out of office on your email to ensure you set reasonable expectations for replies and responses
  - Reserve days in the week and coordinate with your lead officers to have days for council work or designated days when devices are turned off

# Digital Communications

## Civility in Public Life: Digital Citizenship

Dr Sofia Collignon, Royal Holloway University of London

18/02/2021



ROYAL  
HOLLOWAY  
UNIVERSITY  
OF LONDON





In this presentation I will make three points:

1. That online harassment is frequent
2. What digital citizenship is and why is it important
3. Resources to help councillors develop a healthy civic culture when communicating online

## **Data:**

### **Bottom-up approach**

- Online survey conducted, with the support of BA/Leverhulme small grant SRG19\191702 between April and June 2020
- Three webinars conducted in December 2020



## “Abuse, intimidation, harassment facilitated by technology” (Esposito 2020)

*Incivility, derogatory communication, non-policy based or that derive in the personal characteristics of the individuals in a derogatory manner (Kuperberg 2020)*

- 40% of councillors have been on the receiving end of technology-enabled abuse
- 91% experienced the abuse from angry members of the public or other councillors
- 6 in every 10 experienced fear as result
- Current approaches are reactive and limited
- **What can we do to change they way we interact online?**

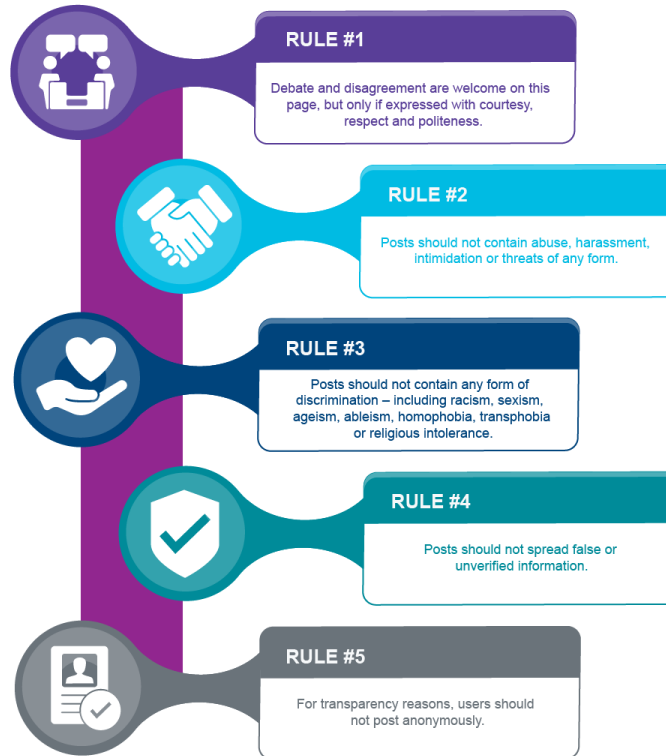


- It is part of Civility in Public life
- Responsible behaviour when using technology and encouraging others to do so as well.
- Digital literacy, ethics, etiquette, online safety, norms, rights, culture and more.
- Developing digital citizenship requires us to improve online political communications
- Agree to disagree and disagree in a respectful way

# RULES OF ENGAGEMENT

Welcome to my page, which aims to communicate my activities as a councillor.

If you wish to be a part of this online community, you must agree to abide by this code of digital engagement, which is designed to keep everyone safe.



If any of these rules are broken, page admins reserve the right to delete posts, block users and report content to the police if necessary.



It may not be possible to respond to all queries on this page due to time constraints - if you have specific enquiries or casework, please send directly to my official email.




# AVOIDING THE SPREAD OF MIS AND DISINFORMATION:




**STEP 1:  
CHECK THE  
SOURCE**

Look for the original source and be suspicious of websites of unknown reputation, even if they look professional.



**STEP 2:  
TRIANGULATE  
INFORMATION**

Check if the same information has been published on other known, reliable websites.



**STEP 3:  
READ BEYOND  
THE HEADLINES**

Never share information if you have not read the full article. False information often hides below attention-grabbing headlines



**STEP 4:  
CORRECT  
FALSEHOODS**

If you see something on social media that is not true, calmly correct it by providing factual information, especially where people may look to you as a trusted community representative.



**STEP 5:  
BE CONSTRUCTIVE**

Websites and articles can mix facts with inaccurate information. Before sharing, check that the content conveys a constructive message that matches the headline.



# HANDLING ONLINE ABUSE



- 1 SET EXPECTATIONS**  
Point people to your rules of engagement and apply these consistently.
- 2 LEAD BY EXAMPLE**  
Do not post comments that could be considered abusive, and avoid posting false or unverified information.
- 3 CONSIDER CONTENT**  
Some content will be more controversial than others. Consider before posting how you will manage engagement with this, for example only engaging in comments on the policy itself or directing people to consultation documents.
- 4 DEFUSE CONFLICT**  
Waiting to respond can take the heat out of situations, as can reframing your own language.
- 5 KNOW WHEN TO STEP BACK**  
Remember you do not have to engage with abusive or threatening behaviour. You can set the record straight with factual information if you wish, but you can step away when you want to.
- 6 PROTECT YOUR PRIVACY**  
Set different passwords for different accounts, and do not post information that can allow people to identify your whereabouts outside of official council business.
- 7 UNDERSTAND PRIVACY SETTINGS**  
There is a range of settings to help you manage who can see or comment on your posts.
- 8 GET AND GIVE SUPPORT**  
Where you feel able, provide support to fellow councillors online, and reach out to colleagues and your council for support where needed.
- 9 RECORD ABUSE**  
Screenshot comments and keep a record of abusive or threatening communications.
- 10 REPORT SERIOUS ISSUES**  
If you feel unable to deal with online abuse yourself or have any concerns about your safety, report this to your council or the police.





1. Reactive approaches to deal with online harassment are insufficient
2. We need to change the way we engage in political discussions
3. Digital Citizenship is about having civic conversations
4. The LGA has been working on guidelines to help fostering a positive political culture
5. No approach will be sufficient but steps are going on the right direction

## Personal Perspective

- Cllr Peter Fleming, Leader, Sevenoaks District Council;  
Chair Improvement and Innovation Board, LGA





social media

*noun*

websites and applications that enable users to create and share content or to participate in social networking

A photograph of a social gathering, likely a party or networking event. In the foreground, a man with curly hair in a blue t-shirt looks towards the camera. Behind him, a diverse group of people are talking and smiling. In the lower-left foreground, there is a table with several laptops, two bottles of liquor (one labeled 'V.O. SINGLES'), and a glass of water. A semi-transparent blue banner with white text is overlaid in the center of the image.

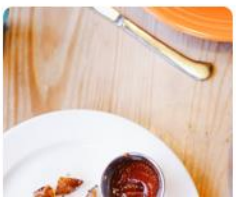
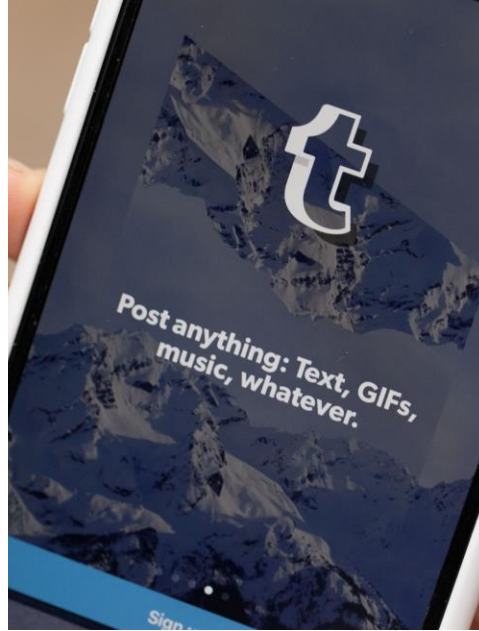
# the social network

















A person's hands are holding a white rectangular sign. The sign has the words "TOP" and "3" written in a large, bold, dark red font. The background is a colorful bokeh of out-of-focus lights in shades of red, orange, yellow, and green.

**TOP**

**3**



JUL  
2020

# THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, OR ADDRESSABLE ADVERTISING AUDIENCES (IN MILLIONS)

FACEBOOK

2,603

YOUTUBE\*

2,000

INSTAGRAM\*\*

1,082

TIKTOK

800

REDDIT

430

SNAPCHAT\*\*

397

PINTEREST

367

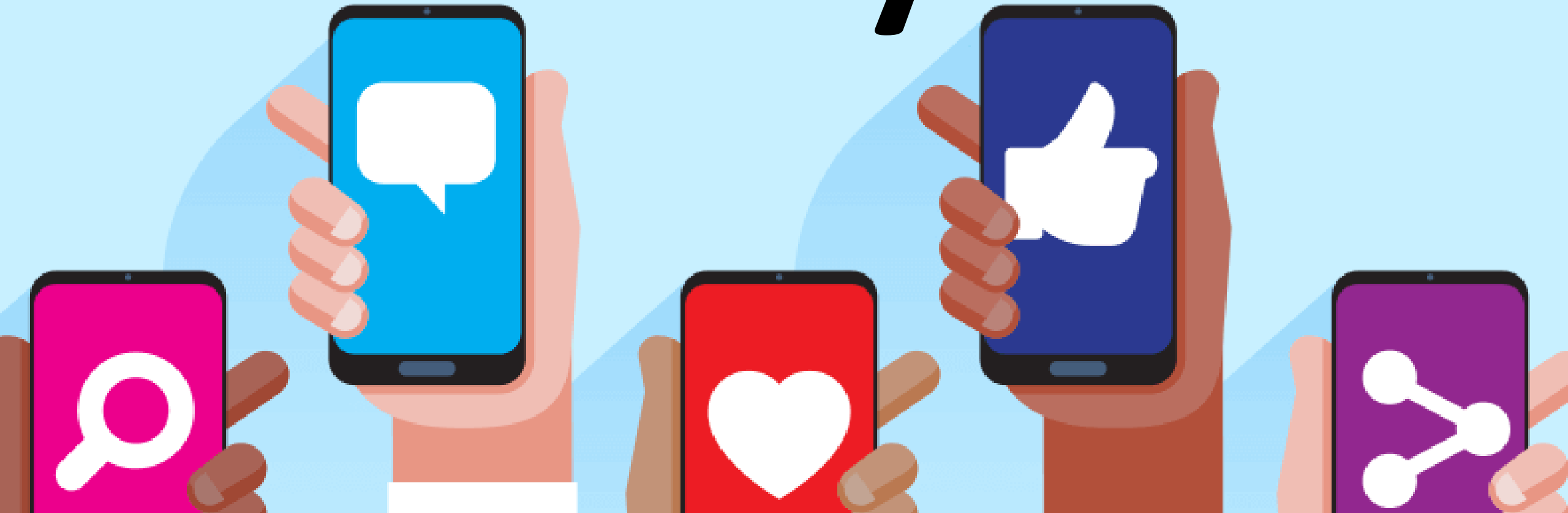
TWITTER\*\*

326



DATA UPDATED TO:  
16 JULY 2020

# why?

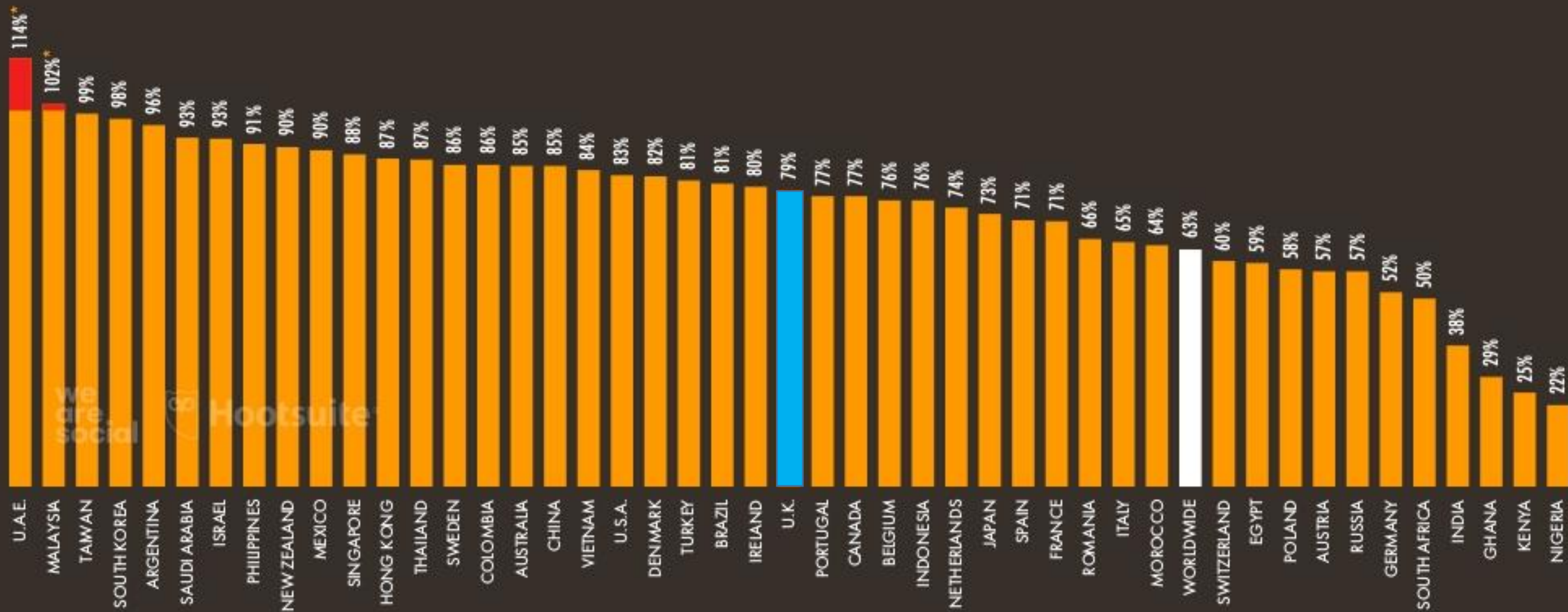


Social media  
doesn't fix anything.  
It just amplifies  
things.

JAN  
2020

# SOCIAL MEDIA USE BY ELIGIBLE AUDIENCES

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS COMPARED TO POPULATION AGED 13+

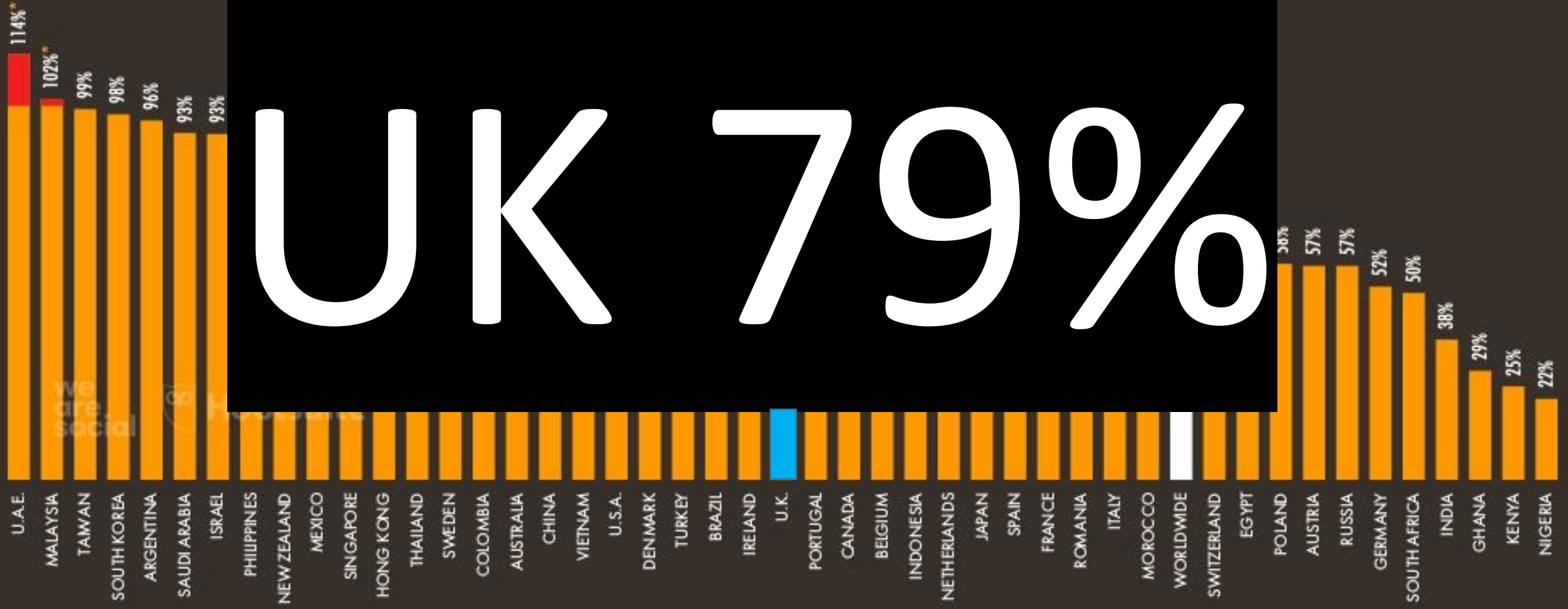


**SOURCES:** SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU. \***ADVISORY:** TECHNICALLY, IT IS NOT POSSIBLE FOR THESE PERCENTAGES TO EXCEED 100%, BUT WE HAVE OPTED TO REPORT PLATFORMS' PUBLISHED DATA AS-IS TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ♦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN  
2020

# SOCIAL MEDIA USE BY ELIGIBLE AUDIENCES

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS COMPARED TO POPULATION AGED 13+



UK 79%

**SOURCES:** SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU. **\*ADVISORY:** TECHNICALLY, IT IS NOT POSSIBLE FOR THESE PERCENTAGES TO EXCEED 100%, BUT WE HAVE OPTED TO REPORT PLATFORMS' PUBLISHED DATA AS-IS TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. **◆ COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



facebook  
facebook



facebook

43m users







The background of the image is a dense, overlapping pattern of Instagram logos. Each logo is a white camera icon inside a rounded square, with a color gradient from purple to yellow. The logos are arranged in a way that they appear to be floating or overlapping each other, creating a vibrant and busy visual texture.

30m

users









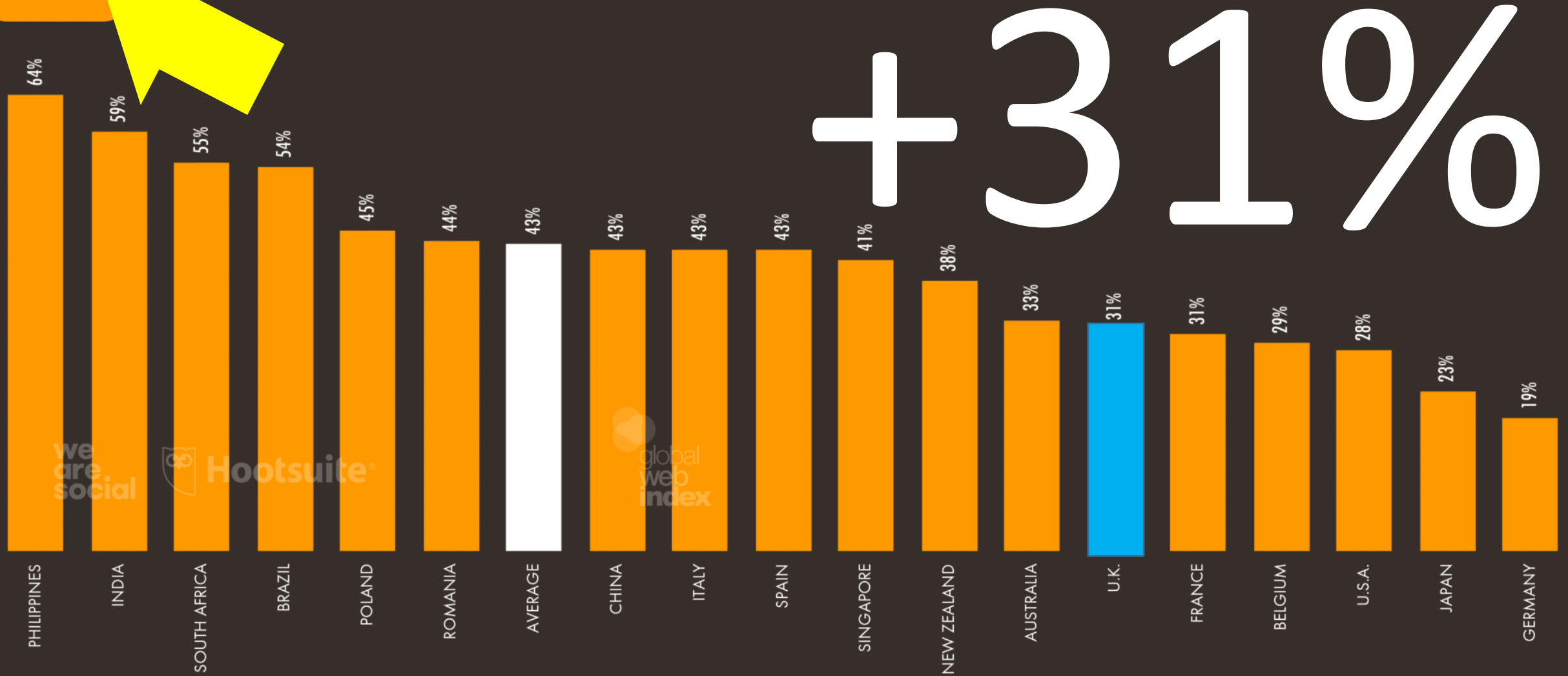
15m

uscore

JUL  
2020

# COVID-19: INCREASED SOCIAL MEDIA USE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT SPENDING MORE TIME USING SOCIAL MEDIA DUE TO COVID-19



+ 31%

**SOURCE:** GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). **\*NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.



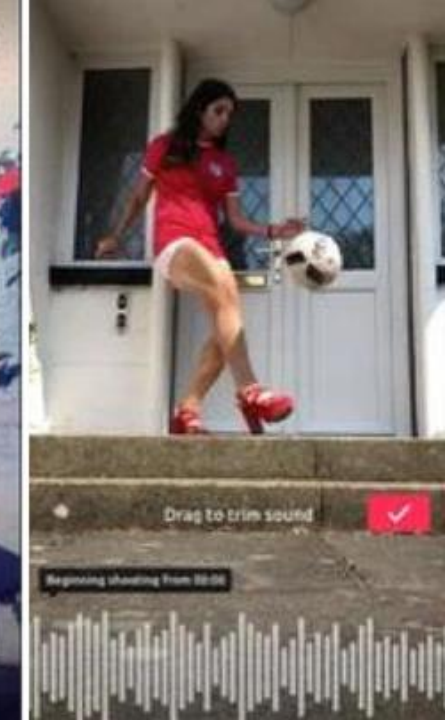
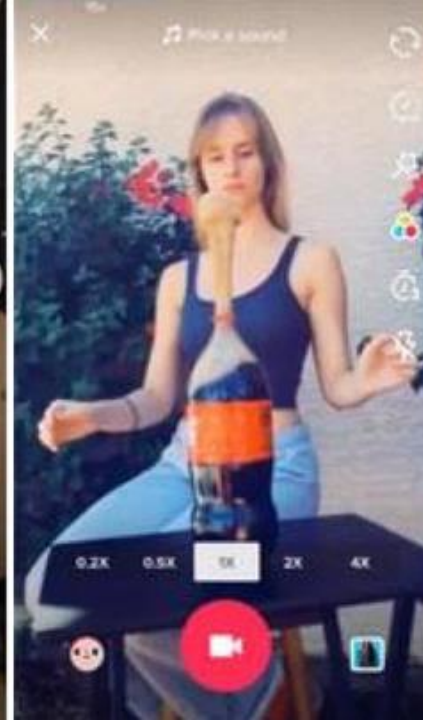
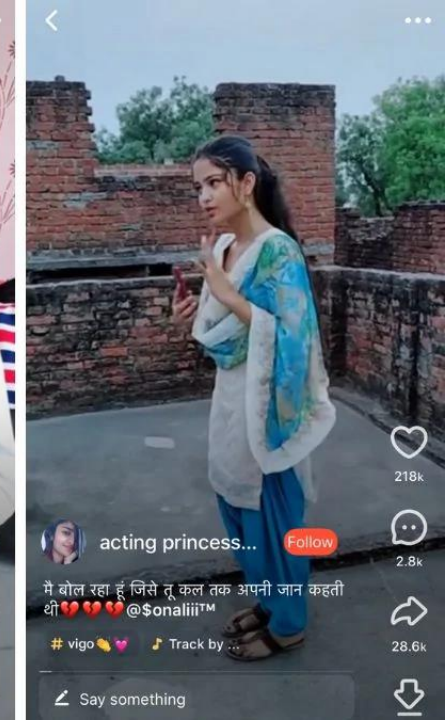
**IF A PICTURE IS WORTH A  
THOUSAND WORDS; THEN, A  
VIDEO IS WORTH A MILLION.**



# INSTAGRAM STORIES

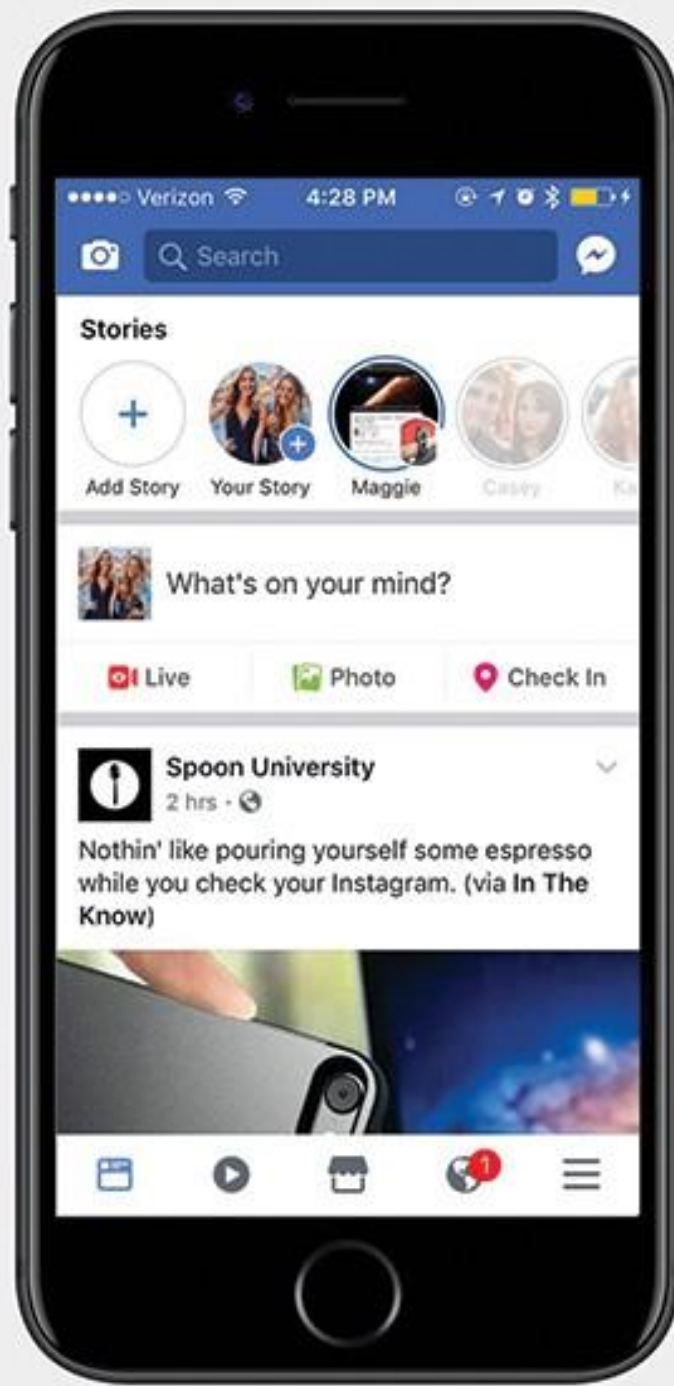

















**PRO**

**FTP**



A young man with dark, curly hair is shown from the chest up, wearing a light-colored, ribbed turtleneck sweater. He is looking directly at the camera with a neutral expression. The background is a cityscape, with the Eiffel Tower prominently visible in the center-left. The scene is set outdoors, likely on a rooftop or balcony, with a clear sky.

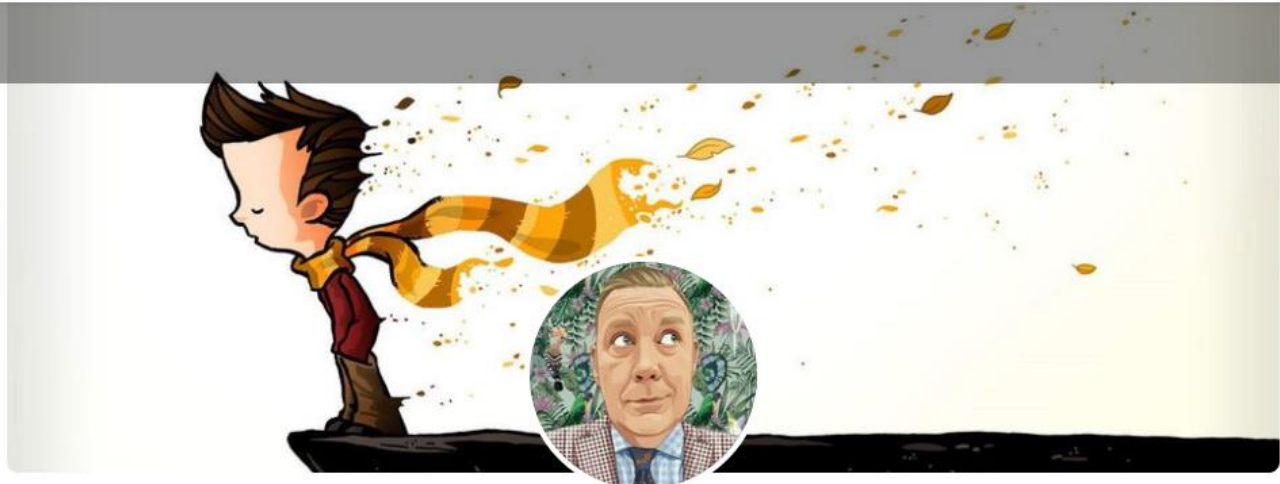
**I'm speaking to you, dear viewer.**



**FACEBOOK PAGE VS.  
FACEBOOK PROFILE:  
EVERYTHING  
YOU NEED TO KNOW**

This content on your profile is: Public

Exit View As



# Peter Fleming

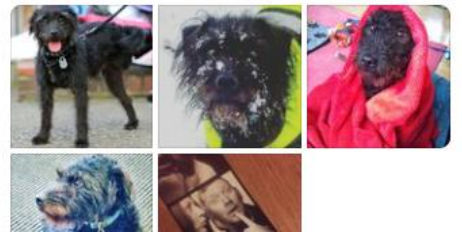
Posts About Friends Photos Videos More

Add Friend, Messenger, Search, More

**Do you know Peter?**  
To see what he shares with friends, send him a friend request.



Add Friend

## Intro



## Posts

Filters

 Peter Fleming updated his cover photo.  
4 January at 17:41 · 







Search Facebook

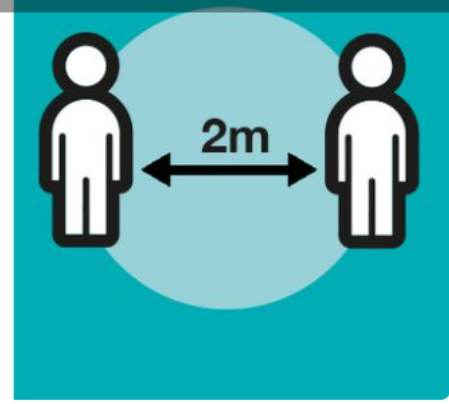


Peter



This is what your Page looks like to a visitor.

Exit View As



**Cllr Peter Fleming**

@cllrpeterfleming · Politician

Send Message

Home About Videos Events More

Liked



About

See all

Leader of Sevenoaks District Council and Ward Councillor for Sevenoaks Town and St John's. Will post council and community related content and will engage with comments, if you need to contact me regarding an issue please use cllr.fleming@sevenoaks.gov.uk

Leader Sevenoaks District Council and Ward Councillor for Sevenoaks Town & St



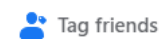
This Page posts about COVID-19

Visit the COVID-19 Info Centre for updates and answers to questions you may have about coronavirus.


See Info




Create Post











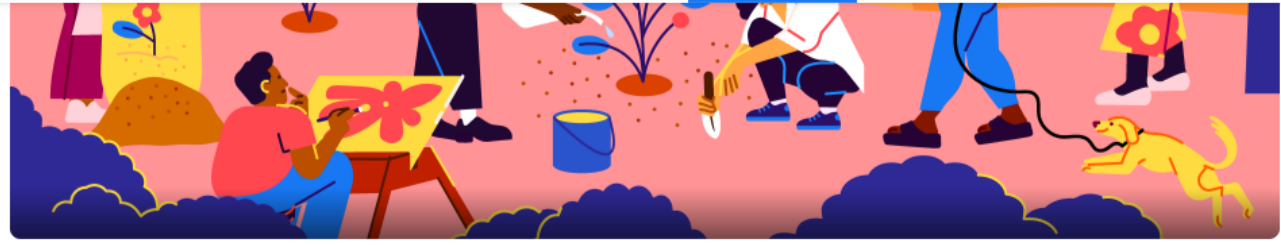


**Groups** 

Search groups


See More 

- Your groups
-  **Dog Friendly Sevenoaks**  
Last active about an hour ago
  -  **Sevenoaks Bookshop Bookclub**  
Last active 6 days ago
  -  **London Pirates - Talk Like a Pirate Day**  
Last active a day ago
  -  **Incidentally Sevenoaks - events, things to do and local interest**  
Last active 10 hours ago
  -  **sevenoaks and surrounding area businesses.**  
Last active 46 minutes ago
  -  **WEST ENDERS 1990-2010**  
Last active about an hour ago
  -  **The Wildernesse Class of 88**  
Last active 2 years ago
  -  **Virtual Choir**  
Last active 3 weeks ago







# London Pirates - Talk Like a Pirate Day

Private group · 2.1K members



 [+ Invite](#)

- About
  - Discussion**
  - Rooms
  - Members
  - Events
  - Media
-  

 What's on your mind, Peter?

 Photo/Video  Tag people  Feeling/Activity

New activity 

 **Aahley Little** shared a post.  
Yesterday at 16:27 · 


[#thelittlemermaid](#) [#crazycaptain](#) [#mermaids](#)





**About**

It be INTERNATIONAL TALK LIKE A PIRATE DAY the 19th September

So if you hold the sea in your heart, be you grown up or child, come join sea dogs... [See more](#)

 **Private**  
Only members can see who's in the group and what they post.

 **Visible**  
Anyone can find this group.

 **General group**





**Cllr Peter Fleming**

28 June 2018 · 🌐

BRADBOURNE LAKES \* DOG OWNERS \* BRADBOURNE LAKES \* DOG OWNERS \* BRADBOURNE LAKES

During this hot weather algae has formed in the lakes, certain algae can be very harmful to dogs and humans, Sevenoaks District Council are urgently having tests carried out to ascertain which particular algae is present in the lakes. PLEASE DO NOT ENTER THE WATER, OR LET YOUR FOUR LEGGED FRIEND ENTER UNTIL FURTHER NOTICE



**31,709**  
People reached

**5,960**  
Engagements

[Boost again](#)

### Performance for your post

**31,709** People Reached

**698** Reactions, comments & shares ⓘ

**148**



Like

**67**

On post

**81**

On shares

**14**



Wow

**0**

On post

**14**

On shares

**17**



Sad

**11**

On post

**6**

On shares

**2**



Angry

**1**

On post

**1**

On shares

**78**

Comments

**44**

On Post

**34**

On Shares

**439**

Shares

**427**

On Post

**12**

On Shares

**5,262** Post Clicks

**206**

Photo views

**0**

Link clicks ⓘ

**5,056**

Other Clicks ⓘ

#### NEGATIVE FEEDBACK

**3** Hide post

**0** Hide all posts

**0** Report as spam

**0** Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.



**Cllr Peter Fleming**

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**0** Unlike Page

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**Cllr Peter Fleming**

31 October 2019 · 🌐



### LOCAL PLAN UPDATE

We have continued to express concerns after the Planning Inspectorate unexpectedly cancelled the next round of Local Plan hearings.

Despite having the Local Plan evidence 169 days earlier, the Government Appointed Inspector, Karen Baker, wrote to us on 17 October, about our 'Duty to Co-operate' with neighbouring councils to find sites for new homes. She said: "My main concern relates to the lack of constructive engagement with neighbouring authorities to res...

[Continue reading](#)



### Performance for your post

**16,761** People Reached

**233** Reactions, comments & shares *i*

**122**



Like

**45**

On post

**77**

On shares

**1**



Love

**0**

On post

**1**

On shares

**4**



Wow

**0**

On post

**4**

On shares

**2**



Angry

**2**

On post

**0**

On shares

**51**

Comments

**19**

On Post

**32**

On Shares

**53**

Shares

**53**

On Post

**0**

On Shares

**3,020** Post Clicks

**101**

Photo views

**104**

Link clicks *i*

**2,815**

Other Clicks *i*

NEGATIVE FEEDBACK

that (35





**Cllr Peter Fleming**

2 November 2018 · 🌐



Sevenoaks District Councils Waste Enforcement Team working with the Police have this week been tackling the illegal carriage and transfer of waste, which often leads to flytipping. £2,400 of fines issued to 8 drivers caught without any of the required licences or documents. If you think you can come to Sevenoaks District and work outside the law think again we will work with our partners to stop, disrupt, challenge and prosecute! Flytipping is a crime, a crime that blights our communities and our environment and frankly we have had enough!



### Performance for your post

**13,965** People Reached

**255** Reactions, comments & shares ⓘ

<b>145</b> 👍 Like	<b>83</b> On post	<b>62</b> On shares
<b>1</b> ❤️ Love	<b>0</b> On post	<b>1</b> On shares
<b>3</b> 😂 Haha	<b>3</b> On post	<b>0</b> On shares
<b>6</b> 😡 Angry	<b>3</b> On post	<b>3</b> On shares
<b>55</b> Comments	<b>38</b> On Post	<b>17</b> On Shares
<b>45</b> Shares	<b>45</b> On Post	<b>0</b> On Shares

**4,693** Post Clicks



**Jamie Bartlett** ✓

@JamieJBartlett



I've done this several times:

Ask a room if they think voters were influenced by targeted Facebook ads / online disinformation.  
Approx 50% of hands go up.

Then ask if **THEY** were influenced in the same way.  
0% of hands go up.

It's always some other gullible fools, isn't it?

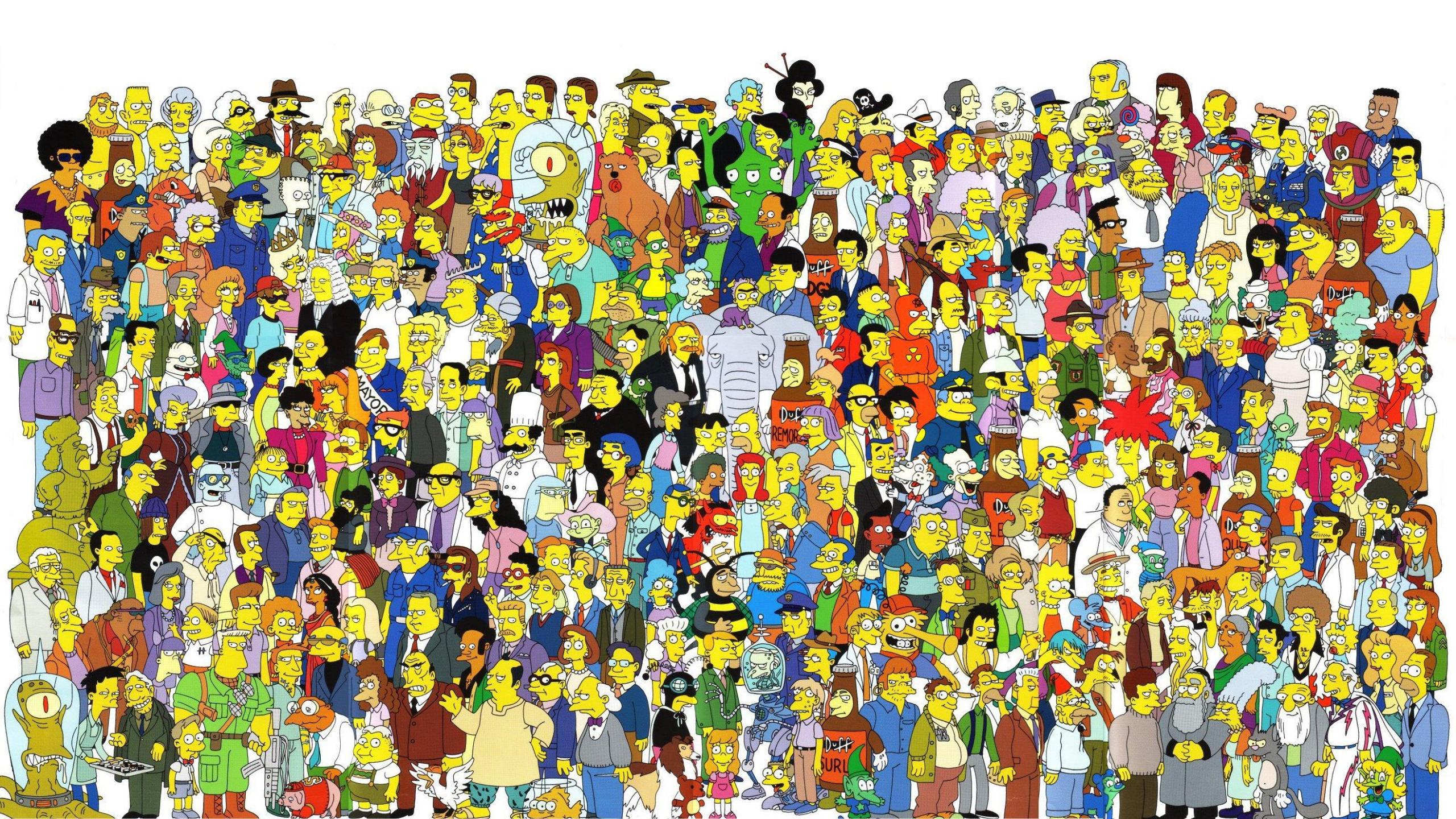
11:48 AM · Dec 14, 2019 · [Twitter Web App](#)

---

**87** Retweets   **448** Likes

---













**Sorry for the  
late reply.**









WE THROW IN EXTRA PARTS  
JUST TO MESS WITH YOU.













Delete

Enter

Space



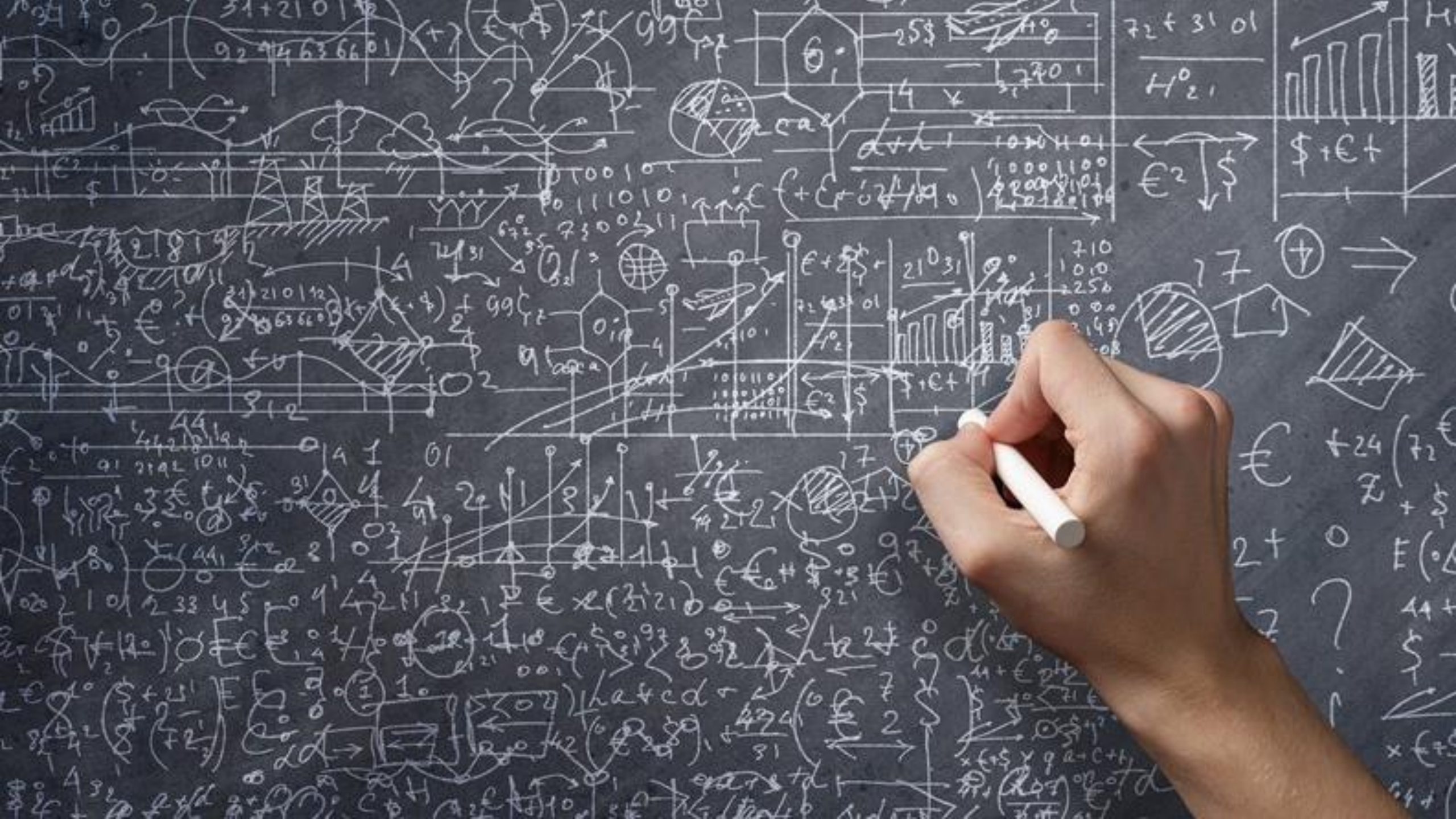












I HOPE THE GUY WHO  
INVENTED AUTOCORRECT BURNS  
IN HELLO!





@dmontfort  
She isn't on Twitter

@philxxxxxx  
Why not? She should be.

@dmontfort  
I don't believe it is a prerequisite



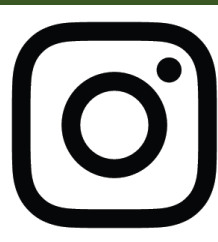




**@dmontfort**



**@cllrpeterfleming**



**@dmontfort**



**@dmontfort**

**@thelongboardchronicles**



**peterfleming72**





**DIGITAL  
COMMUNICATIONS:  
TOP TIPS FOR  
COUNCILLORS**

with [@darrencaveney](#) on behalf of the LGA

# Today's facilitator...



SOCIAL PLATFORM	FAVE	LEAST FAVE
TWITTER		
FACEBOOK		
INSTAGRAM		
YOUTUBE		
PINTEREST		

workshop: intro  
tell us...  
• name  
• what you do



**Darren Caveney**  
creator of comms2point0 and owner of creative communicators ltd  
comms2point0 • Leeds Metropolitan University  
Birmingham, United Kingdom • 500+ 

I am a communications specialist, creator of communications industry resource and community, comms2point0, and founder of Creative Communicators Ltd. My 20-year career in communications mar...



@darrencaveney | @comms2point0.co.uk | darrencaveney@gmail.com



# QUESTIONS...

1. Should you be on social media?
2. Is it harder for an elected member?

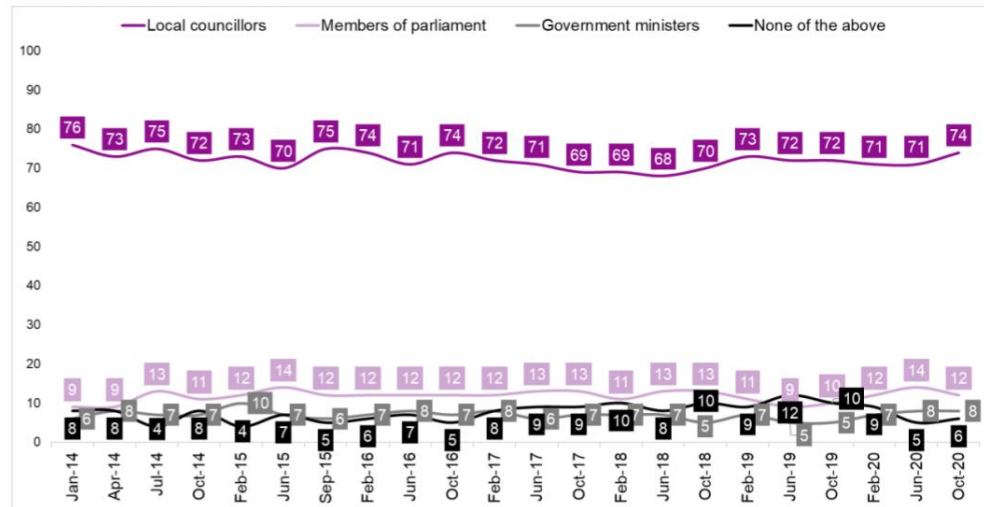


# TRUST Locally

74% of respondents singled out **local councillors**, as opposed to members of parliament (12%) and government ministers (8%), as the individuals they most trust to make decisions about how services are provided.

LGA, Oct 2020

Figure 8: And which individuals do you trust most to make decisions about how services are provided in your local area?<sup>10</sup>



Base (all respondents): Between 1000 and 1009 British adults per round from Jan-14 to Oct-20. This question was introduced in January 2014.

# WHERE DO YOUR RESIDENTS GET THEIR NEWS?

# 45% FROM SOCIAL MEDIA

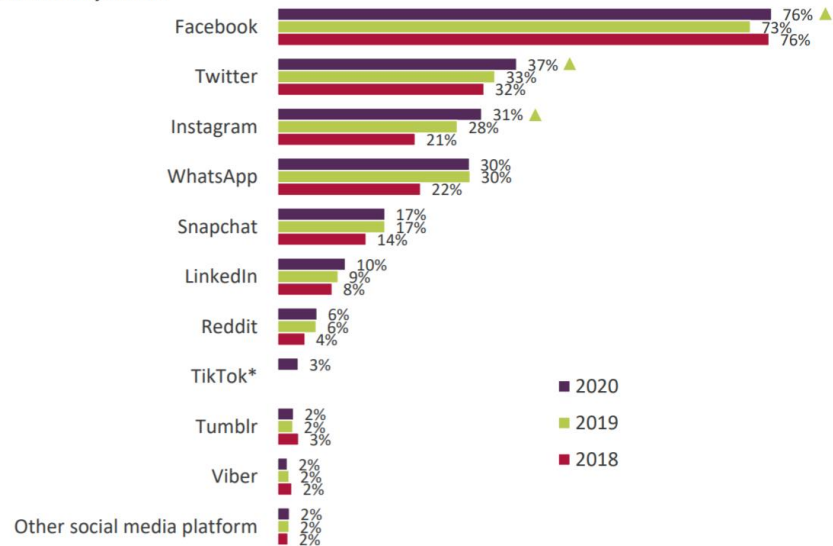
Among the 45% of adults who consume news via social media, a greater proportion claim to get news via Facebook, Twitter and Instagram than in 2019



**Figure 7.1**

## Social media used for news nowadays

All using social media for news



Source: Ofcom News Consumption Survey 2020

Question: D7a. Thinking specifically about social media (on any device), which of the following do you use for news nowadays?

Base: All using social media for news – 2020=2143, 2019=2331, 2018=2058

Green/red triangles indicate statistically significant differences between 2020 and 2019

TikTok added in 2020





**SPOTTING**  
**OPPORTUNITIES**

# SPOTTING OPPORTUNITIES





**Joe Lycett** ✓  
@joelycett

I am the comedian formerly known as Hugo Boss

📍 Birmingham, England [joelycett.com](http://joelycett.com) 📅 Joined December 2008

**4,023** Following **867.9K** Followers

⋮ 🔔 **Following**



joelycett ✓ [Follow](#)

2,791 posts 925k followers 2,698 following

Joe Lycett  
I am the comedian formerly known as Hugo Boss  
[www.joelycett.com](http://www.joelycett.com)

# SOCIAL MEDIA WORKSHOP



**Joe Lycett** 

@joelycett

Follow



Just emailed the Lord Mayor of Birmingham to ask if she'll unveil my kitchen extension lol



# SOCIAL MEDIA WORKSHOP

Dear Lord Mayor Yvonne Mosquito,

I am the owner of a mid-terrace property in south Birmingham. When I purchased it there was an outhouse at the back with an asbestos roof which I have arranged to have rebuilt, extending the kitchen out into the garden. I think it will be particularly delightful in the summer. I am writing to ask if you will consider the honour of unveiling the aforementioned kitchen extension.





If you agree I will have a commemorative plaque commissioned with the agreed date and your name on it which will be affixed to the new extension and unveiled with a traditional ribbon cutting ceremony out the back of my house. I will invite many local people and dignitaries, plus Paul Chuckle. It could take you as little as 10 minutes, or longer if you would like to stay for refreshments. I am flexible with dates but sometime in June/July works well for me.

Please don't hesitate to contact me with any further questions.

# SOCIAL MEDIA WORKSHOP

1,058 Retweets 14,678 Likes



 214    1.1K    15K   

# SOCIAL MEDIA WORKSHOP

Home Moments Notifications Messages Search Twitter Tweet

**Lord Mayor of Bham**  
@BrumLordMayor

Really looking forward to meeting @joelycett and unveiling his new kitchen extension tonight in support of the Lord Mayor's Charity @LMBCharity, which this year focuses on health and wellbeing. Please find out more and make a donation here [birmingham.gov.uk/info/20158/lor ...](http://birmingham.gov.uk/info/20158/lor...)

0:01 584 views

5:04 PM - 14 May 2019

6 Retweets 21 Likes

1 6 21

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# SOCIAL MEDIA WORKSHOP



**Joe Lycett**  @joelycett · 8h

It's official - [@bbcr1](#) is the official host radio broadcaster of the grand opening of my kitchen extension. Tune in from 6pm today.

 29

 71

 3.0K



# SOCIAL MEDIA WORKSHOP



A screenshot of a tweet from Joe Lycett (@joelycett) dated May 14, 2019. The tweet text reads: "Final reminder before I crack open the fizz: you can watch the Lord Mayor of Birmingham open my kitchen extension on my Instagram live from 6:25pm, or tune into the official radio broadcast partner @BBCR1 from 6pm, or watch the weather live from my garden on @bbcmttd at 6:50pm." The tweet has 61 retweets and 1,022 likes. The interface shows a 'Following' button and a dropdown arrow. At the bottom, there are icons for replies (34), retweets (61), likes (1.0K), and a direct message icon.

**Joe Lycett**   
@joelycett Following 

Final reminder before I crack open the fizz: you can watch the Lord Mayor of Birmingham open my kitchen extension on my Instagram live from 6:25pm, or tune into the official radio broadcast partner [@BBCR1](#) from 6pm, or watch the weather live from my garden on [@bbcmttd](#) at 6:50pm.

2:27 PM - 14 May 2019

61 Retweets 1,022 Likes 

 34  61  1.0K 

# SOCIAL MEDIA WORKSHOP





# SOCIAL MEDIA WORKSHOP

Bham City Council Retweeted



**Lord Mayor of Bham** @BrumLordMayor · 11m

.@joelycett's kitchen extension is officially OPEN!

What an honour and Joe has already raised so much for the Lord Mayor's Charity.

You can donate at [bit.ly/2vBVRn](https://bit.ly/2vBVRn)



Bham City Council, Joe Lycett, BBC Midlands Today and 3 others



Retweet icon 5

Like icon 15



**WHAT DOES  
GOOD  
LOOK LIKE...**



Read a good book

Look after your family

Focus on what you can control

Keep a diary

Go for a long walk

Try not to worry

Get creative

Ask for help

**Be kind to each other**

Watch some telly

CORONAVIRUS  
STAY HOME  
PROTECT  
THE NHS  
SAVE LIVES

LET'S GET THROUGH THIS TOGETHER

Let's  
Do It  
FOR  
DONCASTER

Check on your loved ones

Limit your social media time

Stay in touch

**BAKE**

Talk to friends

**Stay active**



Doncaster  
Council

⋮

✉

🔔

Following

**Doncaster Council** ✓

@MyDoncaster Follows you

Hello! We're Doncaster Council. If you need to report problems with any service, please use our website: [doncaster.gov.uk/report-it](https://doncaster.gov.uk/report-it)

📍 Doncaster [doncaster.gov.uk/twitter](https://doncaster.gov.uk/twitter) 📅 Joined July 2011

969 Following 42.2K Followers



# TOP TIPS FOR GETTING THE MOST FROM SOCIAL MEDIA



# Top Tip for content ratio – **The ‘Rule of Thirds’**

**First third** – your key messages/priorities

**Second third** – sharing other people’s content

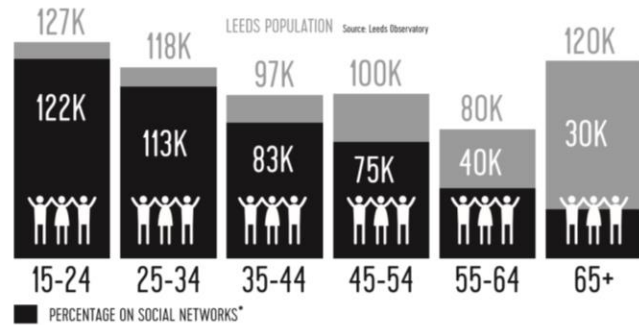
**Final third** – engagement, non work related content

# TOP TIP: KNOW YOUR MEDIA LANDSCAPE



## LEEDS MEDIA LANDSCAPE MAY 2019

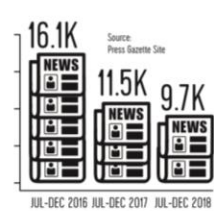
LEEDS ADULT (18+) SOCIAL MEDIA AND MESSAGING STATS Source: Digital 2019 report from We are Social



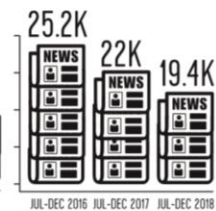
LEEDS CITY COUNCIL WEBSITES



YEP CIRCULATION



YORKSHIRE POST CIRCULATION



NEWSPAPER WEBSITES



TWITTER FOLLOWERS



\*Source: Office for National Statistics \*\*Based on UK averages



# FACEBOOK TIPS



# FACEBOOK TIPS – TOP 3

1. understand your **insights** – trends, what works/doesn't work
2. **local/interest groups** identify them and ask if you can join
3. **comments** are better than likes...





# TWITTER TIPS



# TWITTER TIPS – TOP 3

1. influential **consider breaking news, opinion formers and media**
2. make the most of your **profile page**
3. twitter **algorithm** – use your full 280 characters



# 5 POTENTIAL BENEFITS FROM LINKEDIN

1. engagement and reach rates
2. groups and companies on your patch
3. better recruitment opportunities
4. improve/promote your organisational profile
5. network and talk with peers



# DON'T FORGET EMAIL

## QUESTION

HOW MANY UK ADULTS HAS AN EMAIL ACCOUNT?



93%



good practice

elected member account





**Waseem Zaffar MBE**

22.3K Tweets



Follow

**Waseem Zaffar MBE**

@WaseemZaffar

#Lozells @UKLabour Councillor | @BhamCityCouncil Cabinet Member - Transport & Environment | @SWBHnhs NED | @labourkashmir Gen Sec | @heathfld Chair | #avfc

📍 Lozells, Birmingham UK [facebook.com/waseemzaffar/](https://facebook.com/waseemzaffar/) Joined July 2009

449 Following 6,749 Followers

**good** governance

**STRICTLY  
PRIVATE.  
EMPLOYEES ONLY**  
BY ORDER  
GENERAL MANAGER

# GOOD GOVERNANCE

REMEMBER – **ANYONE** CAN BE BANNED FROM SOCIAL...





# **governance** issues to things to think about...

- **social media policy**
- **councillor guidelines**
- **members code of conduct**
- **opening a new account**
- **passwords**

# purdah top tips...

## Purdah - social media condensed

Purdah is the name given to the pre-election period. During this time, there are restrictions on the publicity local councils can issue.

### 10 tips

1. Remember that **all social media platforms** operated by staff are subject to the rules of Purdah.
2. When using Twitter, Facebook, YouTube or Flickr, explain that as a council channel of communication you are **governed by Purdah**. It may be helpful to tweet a link to an explanation of Purdah for guidance.
3. Do not retweet or share **political opinion** or content posted by political parties or politicians.
4. Do not tweet, post images or share updates on matters which are **politically controversial**.
5. **Monitor your page** and delete any content which is politically controversial.
6. Do not stage a significant **social media-based campaign** unless it can be demonstrated that it was planned before the election was called.
7. Social media by and about the Mayor may be retweeted, shared or used as long as it is **not of a political nature**.
8. **Disable** the ability to download images of politicians during Purdah.
9. In exceptional circumstances **seek permission** from the communications unit to tweet or retweet a comment by a politician or to use video and images of a politician during Purdah.
10. Third party social media profiles, including business partnership profiles which the council supports, are also governed by Purdah. Council staff who update these profiles can either continue to add content in line with Purdah restrictions or hand over ALL admin to a non-council member of the partnership during Purdah.

### Pre-election period

A short guide to publicity during the pre-election period.



### #OurDay 2019

The 8th annual #OurDay took place on 19 November 2019.



try **not** to argue on social media..



# Summary 1: Online Harassment

- Online harassment is any form of abuse or intimidation that has been facilitated by technologies of information. This includes threats, insults or derogatory communications delivered on social media or over email.
- Based on this definition, results of an LGA survey show that 30% of the respondents have suffered of online harassment.
- Online harassment has important emotional consequences as 6 in every 10 councillors have experienced some fear while performing their duties
- Some limitations emerge from the various forms of social media and online harassment. This can include multiple platforms and multiple perpetrators.
- Also, some practical limitations due to the large volume of communications and limited resources of time and money faced by councillors and the police.
- Some ethical limitations come from the moderation approach itself. Who decides what is and what is not threatening online? This really depend on values and social norms.
- In all, what we can say is that current approaches are reactive and not preventive. But the reality is that once a post is seen, the threat cannot be unseen, and it is already done. We need to tackle, from the root, the reasons why members of the public feel entitled to communicate with representatives this way. We need a long term solution that changes culture.

## Summary 2

46% of councillors experience some form of inappropriate behaviour

30% experienced harassment on social media

28% received abusive or threatening emails

Together it means that 40% of councillors have been on the receiving end of technology-enabled abuse

25% of online harassed also received threats and 12% had people loitering around their homes or work

91% experienced the abuse from angry members of the public or other councillors

## Summary 3: What can we do?

- Engaging in appropriate and responsible behaviour when using technology and encouraging others to do so as well. It encompasses digital literacy, ethics, etiquette, online safety, norms, rights, culture and more.
- Developing digital citizenship requires us to improve online political communications. It is about expressing our opinions while respecting others' rights and personas and avoiding putting them at risk or causing unnecessary distress. It is about respecting freedom of speech and dissidence while condemning abuse.
- Look at building safeguards and creating boundaries online – avoid reactive approaches to deal with online harassment. Know when to step away and return with a level head.



# resources to help: introduction to digital communications

## USEFUL RESOURCES

LGA – councillors guide to handling intimidation

<https://www.local.gov.uk/councillors-guide-handling-intimidation>

LGA – councillors and social media advice

<https://www.local.gov.uk/councillors-and-social-media>

LGA – purdah advice

<https://www.local.gov.uk/our-support/guidance-and-resources/pre-election-period>

Building a narrative – effective storytelling

<https://www.local.gov.uk/our-support/guidance-and-resources/comms-hub-communications-support/building-narrative-your-council>

comms2point0 - public sector communications best practice

<https://comms2point0.co.uk/>