



2 December 2009

## Using Twitter policy

### 1.0 About this document

This document describes why and how we intend to establish and manage a corporate presence on Twitter

### 2.0 Online objectives and risks

## Objectives

<b>Objective</b>	<b>Measures</b>
Extend reach of existing corporate messages online (e.g. news, speeches, web updates, YouTube videos) by building relationships with relevant audiences including intermediaries, stakeholders, and key influencers such as journalists and bloggers (see Appendix B)	Number of followers on Twitter; relevance and type of followers; number of web traffic referrals from Twitter, blogs, forums and online articles to our website content
Provide an informal, 'human' voice of the organisation to promote comprehension of and engagement with our corporate messages	Feedback from followers and bloggers (unsolicited and solicited)
Promote debate, provide thought leadership and credibility, increasing our visibility as the experts in our remit within the online space	Feedback from followers (unsolicited and solicited); number of re-tweets (Twitter users repeating our updates); clickthroughs from our tweets Feedback from bloggers Daily monitoring trends

In line with Government policy (Digital Britain; Cabinet Office Digital Engagement policy and Power of Information) demonstrate commitment to and understanding of digital channels with exemplary use of emerging channels such as Twitter	Feedback from followers (unsolicited and solicited); +ve, -ve and neutral Mentions on the blogosphere
Provide additional, low-barrier methods for audiences to interact with the ICO to provide feedback, seek help and suggest ideas	Volume and quality of @reply and DM contact from followers; impact of this feedback on the ICO Daily monitoring trends
Provide ways for our audiences to subscribe to updates (by RSS, email and SMS)	Achieved by having a presence on Twitter through the ICO website
Monitor online mentions of the ICO, the Information Commissioner and flagship policy initiatives, engaging with our critics and key influencers to resolve problems/dissatisfaction. Correct factual inaccuracies and amplify satisfied customers' positive comments	Qualitative assessment of individual cases of turning negatives to positives and positives into advocates
Provide live coverage of events (such as policy launches or promotions) for those who cannot attend	Number of events covered per year; positive feedback on that coverage

## Risks

Risk	Mitigation
Criticism arising from an inability to meet the demands of Twitter users to join conversations/answer enquiries, due to resource and clearance issues	Reduce by managing expectations with clear, published Twitter policy; use holding replies where answer will need research; (only if swamped) respond to 'themes' not individual replies.
Criticism arising from perceptions that our use of online media is out of keeping with the ethos of the platforms (such as too formal/corporate, self-promoting or	Reduce by sourcing varied content (see 5.3 and 5.4 below). Accept that there will be some criticism regardless.

'dry')	
Criticism of jumping on the bandwagon/waste of public money/lack of return on investment/pointless content	Reduce by evaluating against objectives above and adhering to content principles below
Inappropriate content being published in error, such as: <ul style="list-style-type: none"> <li>• News releases under embargo</li> <li>• Information about commissioner whereabouts</li> <li>• Protectively marked, commercially or politically sensitive information</li> </ul>	Establish 'light' but effective procedural controls and guidelines for Twitter users; require clearance of all tweets along established press office protocols.
Technical security of the Twitter account and potential for hacking and vandalism of content	Change Twitter password frequently using strong passwords; avoid using unknown 3 <sup>rd</sup> party tools that require the account password
Lack of availability due to Twitter being over capacity	Accept (affects all Twitter users, occurs rarely and is brief).
Changes to the Twitter platform (to add or change features, or to charge users for accessing the service)	Review business case for continuing to use the service when any such changes are made Squatters/spoofers on Twitter Reduce by registering alternative names. Accept residual risk and monitor for this occurring. Report spoof accounts to Twitter for suspension.
ICO staff unaware of content and unable to access Twitter on desk tops.	Comms and ER have four stand-alone machines where access is possible.  Contents will be summarised and added to ICON as 'Tweets of the day' item.  It is hoped to have more stand alone machines in communal areas when the new building is complete.
Press Office and ICO staff commenting on ICO posts though their own personal Twitter accounts.	As a third party supplier, Press Office staff will be asked not to comment or post any Tweets in relation to the ICO from their own personal, or work accounts.  ICO staff – if ICO staff wish to use their own personal Twitter accounts

	to 'follow' the ICO and post comments, we will ask that they identify themselves as an ICO employee within their tweet.
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### 3.0 Twitter

#### Overview

Twitter is a 'microblogging' platform which allows users to post short text messages (up to 140 characters in length) and converse with other users via their phones or web browsers.

Unlike email or text messaging on mobile phones, these conversations take place in the open. The platform is experiencing a phenomenal adoption curve in the UK and being used increasingly by government departments, Members of Parliament, a number of our stakeholders as well as millions of businesses, non government organisations and individuals. It is free to use with a relatively low impact on resources and has the potential to deliver many benefits in support of our communications objectives.

For more about Twitter and why it's important that we join it, see Appendix A. For a glossary of terms see Appendix E.

Twitter should not be thought of as pure content, in the way that Youtube or Flickr are, or as a social network like Facebook. Twitter is essentially a real-time distribution channel or an 'expert' channel. People follow people mainly for links to content and to stay abreast with the content distributed by a peer group. Twitter also has a strong 'viral' capacity, with people redistributing significant and interesting links to content.

### 3.1 Channel proposition and management

The avatar will be our logo. The profile text will read:

"Official Twitter channel of Information Commissioner's Office – upholding information rights in the public interest "

The background image for the ICO profile page will be a (tbc) with the following:

Logo  
Slogan  
[www.ico.gov.uk](http://www.ico.gov.uk)

### 3.2 Tone of voice

Though the account will be anonymous (i.e. no named officials will be running it) it is helpful to define a hypothetical 'voice' so that tweets from multiple sources are presented in a consistent tone (including consistent use of pronouns).

The ICO's Twitter 'voice' will be an extension of the ICO's communications, positioning the channel as an extension of the main ICO website – effectively an 'outpost' of the press office where new digital content can be signposted throughout the day. This will be implicit, unless directly asked about by our followers.

### 3.3 Resources

The resource impact of running a Twitter account is low relative to other channels and will be regarded as an add-on to business as usual with the press office, Comms Planning and the web team. We will record the time taken to source, gain approval for and publish tweets, coordinate replies to incoming messages and monitor the account.

#### Evaluation

Between ICO press office and the Communication team in Wilmslow we will gather evaluation data using a range of methods.

- The daily online monitoring
- Web analytics and click throughs from URLs in our tweets (using bit.ly) – to track referrals from Twitter to our web pages
- Twitter surveys – regular 'straw poll' surveys on Twitter to ask for feedback
- Twitter data – the follower/following data presented in our Twitter account
- Third party tools – analytics tools including measures based on re-tweeting (Retweet Radar; Twist); online reputation (Monitter, Twitter Grader); impact and influence (Twinfluence, Twittersheep); unfollowers (Qwitter)
- Alert services – tweetbeep.com and other methods for tracking mentions of our staff
- Real time observation - <http://twitterfall.com/> and similar tools
- Analysis of our followers using <http://tweepler.com/> and similar tools

We will ask the press office to evaluate using the above methods and include in their monthly report.

### 3.4 Content Principles

Content for our Twitter channel will be:

- **Varied:** see below for a list of proposed sources and types of 'tweet'. The channel will cover a broad base of content types and sources to retain interest levels.

- **Human:** Twitter users can be hostile to the over-use of automation (such as generating Twitter content entirely from RSS feeds) and to re-gurgitation of press release headlines. While corporate in message, the tone of our Twitter channel must therefore be informal spoken English, human-edited and – for the most part - written/paraphrased for the channel. Some use of RSS to Twitter is acceptable so long as this does not dominate the whole stream.
- **Frequent:** We would expect to tweet around three times a week, with a minimum gap of 30 minutes between tweets to avoid flooding our followers' Twitter streams. (Not counting @replies to other Twitter users, or live coverage of a crisis/event).
- **Re-tweetable:** to make it easy for others to re-tweet our most important announcements, we will restrict those tweets to 130 characters. (Allowing sufficient space for "RT @[Dept]" to be included as a prefix).
- **Timely:** in keeping with the 'zeitgeist' feel of Twitter, our tweets will be about issues of relevance today or events/opportunities coming soon. For example it will not be appropriate to cycle campaign messages without a current 'hook'.
- **Credible:** while tweets may occasionally be 'fun', we should ensure we can defend their relation back to our objectives. Where possible there should be an actual link to related content or a call to action, to make this credibility explicit.
- **Inclusive:** in keeping with the knowledge-sharing culture of social media, the ICO should pursue opportunities to signpost relevant content elsewhere and re-tweet messages from stakeholders and other government departments. (See retweeting policy below). Exclusive use of Twitter for self-promotion can lead to criticism.
- **Corporate:** as an extension of the ICO's corporate website, the primary focus should be on policy development and consultation as distinct from business and citizen-facing guidance and services.

### 3.5 Types and sources of content

Content for the channel will comprise a mixture of business as usual communications output re-purposed for Twitter, and content produced exclusively for Twitter.

### 3.6 Leveraging existing web content

• **News releases, speeches and statements published on the web** - the headlines of news releases, speeches and statements. Depending on subject matter and length, these may be paraphrased to fit within 140 characters.

**All** press releases, speeches and statements will be mentioned on Twitter unless there is a reason not to.

- **Marketing campaign messages** - information about events we are running or attending, campaign materials we want to disseminate online.

- **ICO job adverts**

- **Videos on Youtube and photos on Flickr** – alerting our Twitter followers to new media content on our other digital outposts. Where possible, embedding photos into our tweets with [twitpic.com](http://twitpic.com) or via our Flickr channel.

- **Blog posts** – any future blogs run by the ICO can be configured to automatically post an update and short URL on Twitter, announcing the new content.

- **Other website updates** - new or updated sections on [www.ico.gov.uk](http://www.ico.gov.uk), new publications, or website user surveys and online interactive consultations where we are inviting participation

- **Thought leadership (or “link blogging”)** - highlighting relevant research, events, awards etc elsewhere on the web to position the ICO as a thought leader and reliable filter of high quality content.

- **Asking and answering questions** – occasionally, we may be able to ask questions of our Twitter followers for immediate customer insight or to conduct a ‘straw poll’ on behalf of a specific policy area. More often, we will answer questions put to us via Twitter from our followers. These answers will be visible to all our followers, not just the person who asked them.

- **Crisis communications** – Twitter can be used to keep followers up to date, but this is more likely to be of use to organisations dealing with major news events (e.g. accidents). Activity will be considered and agreed on a case-by-case basis.

NB – social networking etiquette guides suggest that while submitting our own news and articles to networking sites is acceptable, social news is about reciprocal relationships and so we should also engage, contribute and share knowledge within the communities in which we are established. This may also help generate a better response to our own posts.

### 3.7 Clearance

News releases will be cleared by Communications Planning once paraphrased for Twitter by the press office. All other tweets will be cleared by appropriate staff as per press release and statement sign off procedures.

### 3.8 Hashtags

It is a convention among Twitter users to distinguish content using semantic tags

(keywords), preceded by a # sign. This enables other users to search and filter based on those key terms, collaborate and share relevant information, and enables 'trending' (as displayed on the Twitter.com homepage).

The ICO will use hashtags when:

- Providing live coverage of events (live-tweeting)
- Providing crisis communications. In this event it is likely that a common hashtag will already have been established and we would follow suit.

Please note that #ICO has been taken by the playstation game, but it would be possible to adopt a protocol of hashtags around things like 'dataprotection' and 'blagging'.

### 3.9 Link shortening

Unless they are already very short (e.g. [www.ico.gov.uk/stuff](http://www.ico.gov.uk/stuff)) URLs in tweets will be shortened using link compressing sites (like [tinyurl.com](http://tinyurl.com)). To avoid any implied

endorsement of one such service we will vary our choice as much as possible – but preferring those which provide click tracking statistics (such as [bit.ly](http://bit.ly)).

The top five providers are:

- [is.gd](http://is.gd)
- [bit.ly](http://bit.ly)
- [tinyurl.com](http://tinyurl.com)
- [sinpurl.com](http://sinpurl.com)
- [cli.gs](http://cli.gs)

### 3.10 Re-tweeting

Reactive re-tweeting:

We may occasionally be asked to re-tweet content from other Twitter users. We will consider these case by case but generally aim to honour such requests on relevant topics.

In the interests of commercial propriety and competitiveness we will not honour requests from profit-making organisations, as we would not be able to do so fairly.

Proactive re-tweeting

We should actively seek opportunities to re-tweet content that helps position the

ICO as a filter of business intelligence, and inclusive/supportive of stakeholders.

As such we may wish to consider re-tweeting interesting content that shows up in our own Twitter stream:

- Research findings and statistics
- Relevant industry / business networking events
- Relevant celebrations/commemorations e.g. awards, themed days (e.g. International Right to Know Day)

### **3.11 Following and followers**

As part of the initial channel launch we will actively follow other relevant organisations and professionals (see Appendix B for a full list of potential users to follow). We will not *initiate* contact by following individual, personal users as this may be interpreted as interfering / 'Big Brother'-like behaviour. We will, however, follow back anyone who follows our account, using an automated service such as [tweetlater.com](http://tweetlater.com). This is because:

- It's good Twitter etiquette to follow people back when they follow you, assuming we are talking about real people (and not just a marketing entity)
- Having an imbalance between 'following' and 'follower' figures can result in poor

Twitter reputation and grading on third party Twitter sites like

[Twittergrader.com](http://Twittergrader.com) –

and even account suspension by Twitter administrators in extreme cases

- Vetting followers and manually following them back is a time intensive and low value activity

We will make it clear in our Twitter policy (Appendix D) that following back is automatic and therefore does not imply any endorsement by the ICO.

### **3.12 Campaign-specific accounts**

While we should aim to avoid diluting the corporate Twitter channel, it may occasionally be more appropriate for a particular campaign to have its own Twitter account.

We should consider separate Twitter accounts when the subject matter is niche or specialist (i.e. of limited interest to the bulk of our followers; or with a specific target audience such as young people/women/vulnerable workers)

When additional accounts are used we will need to ensure they cross-refer to each other and re-tweet any content of relevance to the different sets of followers.

### **3.13 Elections**

The same approach will be taken to Twitter as other communication channels during Purdah. We let our followers know the reason for reduced volume of content with a tweet to announce the start and end date.

### 3.14 Promotion

At launch, the channel will be promoted by:

- An ICON story (and possibly an article in the staff magazine), including a request that all staff add it to their email signatures
- A link from the our website homepage and news index page
- Finding and following relevant Twitter users
- Asking key influencers on Twitter to announce us to their own Twitter stream
- Adding the link to the email signatures of the press office
- Internal noticeboards

Once the channel has become more established, we will further promote it by:

- Adding the link to the 'notes to editors' section in all press releases
- An email to key stakeholders
- Presentations to teams
- A link in the e-newsletter

## Appendix A

### What is Twitter?

Twitter works like this:

- You create an account. Your account comprises your username and password, avatar image, optional background image to display behind your page
- You find interesting people to follow, and they can choose to follow you back.

Other Twitter users may also initiate contact by following you. This will include your real life friends and contacts, but it is also normal Twitter etiquette to follow/be followed by people who you do not know offline. In this way, unlike many social networks Twitter is a powerful way of building a network, making new introductions and accessing interesting and varied content. (Use by institutions is different – see corporate policy on following, above).

- You post updates of up to 140 characters in length. You can do this using a variety of applications over the web on your computer or mobile phone. Everyone who is following you can read your updates. People can also subscribe to your updates using the RSS feed (this means they can receive your updates via their preferred feed reader software or browser start page, without using Twitter), or see them in the Twitter public timeline.
- Twitter updates are usually in the form of an answer to the imaginary question:

“What are you doing now” or “What holds your attention now”? This will often include links to other websites (using link shortening services such as tinyurl.com).

Two useful terms often used to describe this activity are “microblogging” – blogging in miniature by posting short updates throughout the day about thoughts and findings of interest – and “hyper-connectedness” – the idea of being in constant contact with your network and aware of what holds their attention right now.

- Your Twitter stream (the information you see when you use Twitter) is made up of your own updates and those of all the Twitter users you are following. Other users will see their own streams, which display the updates of the users they are

following. Therefore what you see is not the same as what other users will see.

- Users interact with each other in the following ways:

- o **@Reply.** You can reply to an update posted by another user in your Twitter stream by clicking the reply button or typing @ and then their username at the start of the message. Anyone following you will see this reply, irrespective of whether they are already following the recipient. (This is one of the ways in which users find new people to follow, as you are effectively introducing that person to your followers by showing his/her username and engaging them in conversation).

- o **DM.** You can send Direct Messages to individual users, provided you are ‘friends’ (i.e., you are both following each other). These are private and can

only be seen by the sender and recipient.

- o **Re-tweeting.** Because people have different networks of followers, it is

common to repeat interesting tweets from your own stream for the benefit of all of your followers, preceding it with “Re-tweet:” or just “RT” for short. You do not need permission to do this – it is considered a compliment to the originator to repeat their content as long as you credit them within the post.

- o **Hashtags.** You can include keywords in your updates in order to associate those updates with a particular event, movement, current trend or issue by adding a hash sign (#) in front of a word. For example at events Twitter users will often agree a common tag to identify themselves to each other and form a Twitter ‘back channel’ for that event. Tagging tweets enables users to

collaboratively document a cultural happening, and aggregate all tweets containing that tag on another medium – for example on a blog, projected on screen at the event, or displayed on a map as a visual representation of what is being said in different places about the same issue.

- The Twitter website itself is not the only (or even the main) way that users access or post updates to their Twitter accounts. The majority of Twitter access is via mobile devices (such as Twitter applications on the iPhone), third party desktop applications (such as TweetDeck or Thwirl), web browser plugins (such as Twitterfox) or widgets on personalised homepages (such as iGoogle, Pageflakes or Netvibes).

- It is also possible (and popular) to include photos and videos in your messages

using third party add-ons, such as TwitPic.

- Your Twitter updates can also be integrated with your other social media profiles – for example you can use Twitter to edit your Facebook status updates and show your Twitter updates on your blog, if you have one.

### **Why is Twitter important?**

- It's a place where news often breaks - e.g. Hudson river plane crash, Mexico earthquakes, Michael Jackson's death,

- It's establishing itself as the main source of live update information – e.g. safety and travel info during the Mumbai terror attacks in Nov 2008; school closures during the heavy UK snow in Feb 2009; spread and prevention of Swine Flu in the UK.

- Trending: As everything being discussed on Twitter is by its nature happening now, it is increasingly being used as a way of monitoring and reporting on trends. Top trends are shown on the right hand side of every Twitter user's stream, and tracked by other tools (examples include Retweetist, Twitturly and Twitvision). For example, during the government's Digital Britain Summit on 17 April 2009, #digitalbritain appeared at position 5 in the top 10 trending list on Twitter itself – further raising the profile and discussion around the event.

- Search Engine Optimisation – because it is updated frequently, Twitter content

ranks highly on Google, and is therefore an increasingly important way to generate traffic and disseminate messages online.

### **Stats on Twitter usage**

Nielsen stats from Feb 2009 at <http://www.twistimage.com/blog/archives/the-rapid-growth-of-twitter-with-the-stats-to-prove-it/> include the following:

- 1,382% year-over-year growth. Total unique visitors grew from 475,000 in Feb 2008 to seven million in Feb 2009.

- Twitter is not just for kids: In February 2009, adults ages 35-49 had the largest

representation on Twitter - almost 3 million unique visitors from this age group (almost 42% of the entire audience).

- 62% of the audience access Twitter from work only, while only 35% access it only from home. This could suggest a trend towards professional use.

Hitwise stats from

[http://weblogs.hitwise.com/robin-goad/2009/01/twitter\\_traffic\\_up\\_10-fold.html](http://weblogs.hitwise.com/robin-goad/2009/01/twitter_traffic_up_10-fold.html) include the following:

- Twitter receives the largest amount of its traffic from the USA, but its penetration is greater in the UK market

- Twitter is becoming an important source of Internet traffic for many sites, and the amount of traffic it sends to other websites has increased 30-fold over the last 12 months. Almost 10% of Twitter's downstream traffic goes to News and Media

websites, 17.6% to entertainment websites, 14.6% goes to social networks, 6.6% to blogs and 4.5% to online retailers.

## **Appendix B**

## Who else is using it?

Below is a list of relevant users the ICO may wish to interact with or be aware of. A more thorough trawl will need to take place when the account is launched.

Central government

BIS [www.twitter.com/bisgovuk](http://www.twitter.com/bisgovuk)

[www.twitter.com/bis\\_science](http://www.twitter.com/bis_science)

[www.twitter.com/bis\\_unis](http://www.twitter.com/bis_unis)

[www.twitter.com/bis\\_skills](http://www.twitter.com/bis_skills)

[www.twitter.com/sciencesowhat](http://www.twitter.com/sciencesowhat)

[www.twitter.com/digitalbritain](http://www.twitter.com/digitalbritain)

DFID [www.twitter.com/dfid\\_uk](http://www.twitter.com/dfid_uk)

CLG [www.twitter.com/communitiesUK](http://www.twitter.com/communitiesUK)

No 10 [www.twitter.com/downingstreet](http://www.twitter.com/downingstreet)

FCO [www.twitter.com/foreignoffice](http://www.twitter.com/foreignoffice)

DCSF <http://twitter.com/dcsfgovuk>

HMT <http://twitter.com/hmttreasury>

MoJ <http://twitter.com/justiceuk>

<http://twitter.com/mojwebteam>

DFT <http://twitter.com/transportgovuk>

UKTI <http://twitter.com/UKTI>

Directgov <http://twitter.com/directgov>

Businesslink <http://twitter.com/BusinessLinkGov>

NHS Choices <http://twitter.com/nhschoices>

COI <http://twitter.com/coigovuk>

<http://twitter.com/digigov>

EHRC <http://twitter.com/ehrc>

CRC [http://twitter.com/crc\\_uk](http://twitter.com/crc_uk)

Ofcom <http://twitter.com/ofcom>

Cabinet Office <http://twitter.com/cabinetoffice>

Cabinet Office – Director of Digital Engagement <http://twitter.com/DirDigEng>

Unofficial aggregators of government content

All Gov Departments' NDS news feeds See

<http://davecole.org/blog/2009/04/22/thegovernment-on-twitter/>

Gov consultations <http://twitter.com/govconsultation>

HM Gov news <http://twitter.com/hmgov>

Government News <http://twitter.com/governmentnews>

Parliament, politicians and ministers

Houses of Parliament <http://twitter.com/ukparliament>

51 MPs (and counting!) See <http://tweetminster.co.uk/> and [www.twitter.com/tweetminster](http://www.twitter.com/tweetminster)

For all other MPs, there is an unofficial 'holding' account with information fed from TheyWorkForYou

See <http://mptweets.tyoc.co.uk/>

Tweety Hall (tweeting councillors) <http://www.tweetyhall.com/>

<http://twitter.com/TweetyHall>

Political parties

Labour <http://twitter.com/UKLabour>  
Conservatives <http://twitter.com/Conservatives>  
Lib Dems <http://twitter.com/libdems>  
Local government  
86 local authorities (and counting!) See <http://is.gd/tCQ1>  
Mayor of London [www.twitter.com/mayoroflondon](http://www.twitter.com/mayoroflondon)  
LGA <http://twitter.com/firsteditor>

Our stakeholders/intermediaries

Find them by:

- looking at your list of stakeholders and reviewing their websites for Twitter links. Sometimes it's under the RSS / subscribe pages; sometimes it's with the news/press releases
- trying to guess their Twitter usernames and seeing if they exist
- browsing through the Twitter followers of your stakeholders and peers – it's likely they'll likely be following each other already.
- using Mr Tweet, Twellow and other Twitter directory services

Journalists and news outlets

BBC news & comment <http://twitter.com/bbcbusiness>  
<http://twitter.com/BBCClick>  
<http://twitter.com/bbccouk>  
BBC journalists Tom van Aardt - <http://twitter.com/tomVS>  
Richard Sambrook - <http://twitter.com/sambrook>  
Tania Teixeira - <http://twitter.com/taniateix>  
Jon Fildes - <http://twitter.com/jonfildes>  
Declan Curry - <http://twitter.com/declancurry>  
Daren - <http://twitter.com/darenBBC>  
Dave Lee - <http://twitter.com/davelee>  
Rory Cellan-Jones - <http://twitter.com/ruskin147>  
Darren Waters - <http://twitter.com/djwaters1>  
FT news and comment <http://twitter.com/TheLexColumn>  
<http://twitter.com/financialtimes>  
<http://twitter.com/ftmedianews>  
<http://twitter.com/FTfinancenews>  
<http://twitter.com/ftbuseducation>  
<http://twitter.com/FTtechnews>  
FT journalists Tim Bradshaw - <http://twitter.com/tim>  
Chris Nuttall - <http://twitter.com/ftchris>  
Peter Whitehead - <http://twitter.com/peterwhitehead>  
Richard Waters - <http://twitter.com/richardwaters>  
Kevin Allison - <http://twitter.com/kevinallisonft>  
Kate Mackenzie - <http://twitter.com/kmac>  
Stacy Marie Ishmael - [http://twitter.com/s\\_m\\_i](http://twitter.com/s_m_i)  
Gideon Rachman - <http://twitter.com/gideonrachman>  
Times news & comment <http://twitter.com/timesonline>  
<http://twitter.com/theredbox>  
<http://twitter.com/timestech>  
<http://twitter.com/timesmoney>

<http://twitter.com/timesbusiness>  
<http://twitter.com/timescomment>  
<http://twitter.com/timeseconomics>  
Times journalists [Mike Harvey](#)  
[Joanna Geary](#)  
[Jeremy Griffin](#)  
[Nico Hines](#)  
[Lucia Adams](#)  
[Drew Broomhall](#)  
[Rose Wild](#)  
[Jennifer Howze](#)  
[Tom Whitwell](#)  
[Kaya Burgess](#)  
[Julian Burgess](#)  
[Mariana Bettio](#)  
[Graham Hutson](#)  
[Usman Patel](#)  
Guardian news & comment <http://twitter.com/guardiannews>  
<http://twitter.com/guardiantech>  
Guardian journalists [Neil McIntosh](#) - <http://twitter.com/nmcintosh>  
[Charles Arthur](#) - <http://twitter.com/charlesarthur>  
[Dave Hill](#) - <http://twitter.com/DaveHill>  
[Stephen Brook](#) - <http://twitter.com/SDBrook>  
[Cath Elliott](#) - <http://twitter.com/CathElliott>  
[Bobbie Johnson](#) - <http://twitter.com/bobbiejohnson>  
[Kevin Anderson](#) - <http://twitter.com/kevglobal>  
[Jemima Kiss](#) - <http://twitter.com/jemimakiss>  
[Kate Bevan](#) - <http://twitter.com/katebevan>  
[James Anthony](#) - <http://twitter.com/jimboeth>  
Telegraph <http://twitter.com/TelegraphMG>  
Telegraph journalists [Marcus Warren](#) - <http://twitter.com/MarcusWa>  
[Ian Douglas](#) - <http://twitter.com/IanDouglas>  
[Shane Richmond](#) - <http://twitter.com/shanerichmond>  
[Justin Williams](#) - [http://twitter.com/justin\\_williams](http://twitter.com/justin_williams)  
[Catherine Gee](#) - <http://twitter.com/catherinegee>  
[Claudia Beaumont](#) - <http://twitter.com/claudineb>  
[Milo Yiannopoulos](#) - <http://twitter.com/yiannopoulos>  
ePolitix <http://twitter.com/ePolitix>  
Freelance, online and regional  
journalists  
See <http://www.prblogger.com/2008/11/uk-journalists-ontwitter/>  
for a substantial list.  
Sky <http://twitter.com/SkyNews>

## Appendix C

**How other government departments resource their Twitter accounts**  
10 Downing Street

<http://twitter.com/downingstreet>

20 minutes a day (2-3 tweets a day plus a few replies, 5-6 tweets a day in total. 30 seconds on top of business as usual press releases, stories, events etc.)

FCO

<http://twitter.com/foreignoffice>

Less than 45 minutes a day.

CLG

<http://twitter.com/communitiesuk>

45 minutes to 1 hour a day.

COI Digital Policy

<http://twitter.com/digigov>

5 to 10 minutes a day.

DFID

[http://twitter.com/dfid\\_uk](http://twitter.com/dfid_uk)

Not yet established pattern of normal use. Direct questions take a small amount of time to answer, big announcements take time to draft for impact in 140 characters

UKTI

<http://twitter.com/ukti>

Anything from 5 mins to 2 hours per day across both Twitter and LinkedIn – including actively finding and joining relevant conversations.

## Appendix D

### Twitter policy

The following text will be published as a new page on [www.ICO.gov.uk](http://www.ICO.gov.uk), and a link to this page will be provided in our profile on Twitter.

### Content

The ICO Twitter account is managed by the Communications and External Relations department on behalf of colleagues across the ICO. We may occasionally use some automation (such as tools which generate tweets from RSS feeds) but intend that this will not dominate the messages posted.

If you follow us, you can expect between 2 - 5 tweets a day covering some or all of the following:

- Alerts about new content on our other digital channels (news, publications, videos on YouTube, speeches, publicity campaigns etc)
- Invitations to provide feedback on specific issues on which we are consulting
- Information from our team about what they're doing
- Occasional live coverage of events

## Following

If you follow @ICOnews we will not automatically follow you back. This is to discourage the use of direct messaging, avoid resource wasting spam handling and so that you can easily identify other key Twitter users that we think are relevant to our industry and government in who we follow. However, being followed by ICO does not imply endorsement of any kind.

## Availability

We will update and monitor our Twitter account during office hours, Monday to Friday. Twitter may occasionally be unavailable and we accept no responsibility for lack of service due to Twitter downtime.

## @Replies and Direct Messages

We welcome feedback and ideas from all our followers, and endeavour to join the conversation where possible. However, we are not able to reply individually to all the messages we receive via Twitter.

## Appendix E

### Glossary

**Twitterverse** or **Twittersphere** or **Statusphere** - the universe/world sphere of Twitter (cf. blogosphere)

**Tweet** – an update on Twitter, comprising a message of up to 140 characters, sometimes containing a link, sometimes containing a picture or video. Also a verb: to tweet, tweeting.

**Reply** or **@Reply** – a message from one user to another, visible to anyone following the user who is giving the reply. Also visible to the entire world (and search engines) in your Twitter profile page.

**Direct message** or **DM** – a message from one user to another in private (not visible to other users, the internet or search engines).

**Re-tweet** or **RT** – repeating a message from another user for the benefit of your followers and in recognition of its value (the Twitter equivalent of forwarding an email)

**Twitter client** or **application** – software on your mobile phone or computer that you use to access Twitter. Popular clients are the Twitter website itself, Tweetdeck desktop software and a number of iPhone applications.

**Micro-blogging** – the term given to the practice of posting short status updates via sites like Twitter (there are others, but none as big)

**Follower** – someone who has subscribed to read your tweets. Displayed on Twitter as:

“**Following**” The people that you follow on Twitter

“**Follower**” Someone who follows you on Twitter

“**Friend**” Someone who you follow that also follows you.

**Twitter API** – Twitter is an ‘open platform’ meaning other people can develop tools (software and websites) which use the Twitter functionality and the

published content (all the stuff that's displayed publicly on twitter.com, but not users' private messages or personal information). The API (application programming interface) is the publicly available information used by coders to do this. It enables sites like Tweetminster, Twittergrader and Hootsuite and applications like Tweetdeck to be created.

## **Appendix F**

### **Monitoring Twitter**

The ICO Twitter account is managed by the Communications and External Relations department on behalf of colleagues across the ICO. Part of this function will include daily monitoring of the account using a real-time web based tool such as Tweetdeck.