

Twitter

Twitter is a social networking and micro-blogging service that allows users to send and read short text updates (up to a maximum of 140 characters) via an Internet Web site. The updates are known as Tweets and are displayed on the user's profile page and can be read by anyone who has signed up to view them.

Glasgow City Council has developed its own page on Twitter which can be viewed at:

www.twitter.com/glasgowcc

The service offers the Council the potential to transmit information about new services, developments and news in almost real-time to a potentially wide audience, many of whom will not necessarily find out about the Council through other, more traditional channels, such as the telephone, or face-to-face contact.

As this is a new development and service provided by the Council to citizens and staff, the following Twitter usage protocols are proposed:

1. Council staff posting items to the Council's Twitter site must ensure the information is directly related to services and information provided by the Council. This may include reports from committees; news items; events; emergency information such as a building evacuation, or fire; information about items located on the Council's primary Web site and cancellations.
2. Postings about personal matters are not permitted, for example personal diaries; opinion; rants or anything not connected to the business of the Council.
3. Profanity is not permitted.
4. Party political content is not permitted.
5. Religious or sectarian content is not permitted.
6. The style of postings should follow that of the Council's corporate style guidelines, although some abbreviations (for reasons of space) are acceptable.
7. 'Text speak' is not permitted – for example we should always spell out 'you' and not use 'u'
8. Updates are to be as frequent as possible – Twitter lives or dies by the quality and quantity of its updates.
9. Pictures can be added, where the picture adds value to the posting.
10. Twitter can be updated via a Blackberry or mobile device – provided a small piece of software is downloaded first.
11. Remember that officers posting to the Glasgow City Council Twitter site are seen as representatives of the Council and its views.
12. Twitter is free to use and, as such, may sometimes be slow to access within the Council's network.
13. Twitter is intended to be fun, as well as informative.
14. You can hyperlink to items on the World Wide Web for further information. This is encouraged as the character limitations of Twitter mean it is not suitable for posting lengthy and complex information.