

Protocol for Principals





What is Twitter?

- Twitter is a social media tool used to tell followers what you're doing or what you are interested in at any given time - in 140 characters or less.
- Twitter has expanded quickly and many businesses, community organizations & public service agencies have jumped on board using it as part of their strategy to gain exposure.



What is Twitter?

- Recent global survey of business & organizations suggests 87% use Twitter (82% Facebook ~ 69% You Tube ~ 57% Linked In)
- Increasingly used by the public sector including:
 - Government ministries
 - Municipalities including Police & Fire Departments
 - School Boards & Post-secondary Institutions
 - Museums
 - Office of the Privacy Commissioner



@LimestoneDSB on Twitter

- Why are we using it?
 - Increase global profile of LDSB initiatives & issues;
 - Extend the reach of existing LDSB messages
 - Provide a more informal voice to encourage engagement;
 - Provide a more immediate way for audiences to interact with LDSB ;
 - Support crisis communications in real time;
 - Monitor the LDSB brand;
 - Promote transparency and accountability.



@LimestoneDSB on Twitter

- How are we using it?
 - Publicly available content
 - Board and/or school news and events
 - Board speeches, statements or presentations
 - Bus and school cancellations or closures
 - Crisis communications as required
 - Positive media coverage
 - Content from relevant & credible outside sources
 - Consultation and feedback



@LimestoneDSB on Twitter

- Guided by Social Media Use & Management Protocol -LDSB Official Use
 - Audit of public sector organizations to determine best practices with specific lens for education
 - Ontario College of Teachers guidelines
 - OPSBA
 - Other School Boards
 - Ontario Privacy Commissioner
 - Legal Counsel
 - New Administrative Procedure re staff expectations
 - Experience/emerging issues



@LimestoneDSB on Twitter

- Established late 2011 – 7 followers
- January 2012 – specific focus on Twitter
- March 2012 – 247 followers
- December 2012 – 900 followers
- March 2013 – 2,050 followers
- January 2014 – 3,890 followers



Twitter Dos and Don'ts

- **Dos**

- DO be engaging
- DO tweet regularly
- DO include links to relevant content
- DO include criticisms
- DO follow official relevant accounts
- DO retweet relevant posts
- DO cross-promote Twitter account
- DO adhere to all LDSB administrative procedures
- DO keep in mind the fine line between professional and private



Twitter Dos and Don'ts

- Don'ts
 - DON'T post too often to avoid flooding followers' streams
 - DON'T post or retweet profit-making organizations
 - DON'T post anything not already in the public domain
 - DON'T post anything that is up for decision or vote
 - DON'T post personal or confidential information
 - DON'T use to resolve specific complaints/personnel issues



LDSB Social Media Response/Assessment Guide

Discovery

Social Media Comment

A post/comment/tweet is posted about LDSB, a school, staff, students or trustees. Is it positive, neutral, accurate?

Evaluation



Response Considerations

Transparency
Always disclose
your LDSB
affiliation

Sourcing
Cite your sources
with links, image
or other
references

Timeliness
Take the time to
create a good
response

Tone
Respond in a
professional tone
that reflects the
mission of LDSB

Influence
Is poster credible
and does he/she
have a strong
relationship?



How to set up Twitter

- Establish name for account
 - i.e. Limestone DSB, Ecole_SirJohnA_LDSB, TPCS Elem School
- Establish handle (@) for account – LDSB should be within handle
 - i.e. @LimestoneDSB, @SirJohnA_LDSB, TPCS_LDSB
- Create bio for account – include school website
- Create avatar (use official school/mascot logo)
- Create header (background photo)
- Find followers/followings



How to set up Twitter

- LDSB will follow official accounts of those we believe are relevant to the work we do.
- LDSB will follow the official Twitter accounts of:
 - Government organizations
 - Other official school board accounts
 - Educational organizations
 - Media outlets
 - Law enforcement and public safety initiatives
 - Community partners
 - LDSB will not follow personal accounts of individual users including staff, students, reporters and politicians except those that hold public office within the district (municipal, provincial and federal representatives).



How to set up Twitter

Suggested 'followings'

- @LimestoneDSB
- @CityofKingston
- @TriboardTrans
- @KingstonPolice
- @unitedwaykfla
- @OntarioEDU
- @KFLAPH
- @kfpl
- @YGKTraffic
- @WhigStandard
- @CKWS_TV
- @KidsHelpPhone
- @PartnersforMH
- Consult @LimestoneDSB following list for more suggestions
- Set up url shortening service i.e. www.bit.ly
www.ow.ly or www.tiny.url
- Start tweeting!



TwitterSpeak

- **twitterverse:** slang for community of twitter users
- **tweet:** what you are posting – it's not a twitter
- **tweeter/twitterer:** account holder who posts & reads tweets
- **tweeps:** twitter followers (as in your peeps)
- **RT or retweet:** copying & posting another person's content
- **MT or modified tweet:** Similar to RT, placed before the retweeted text when users manually retweet a message with modifications, for example shortening a Tweet.
- **hashtag:** used to mark keywords or topics and also refers to witty commentary – must use # ahead of hashtag
- **mention:** when someone uses your handle to mention you
- **#FF:** "Follow Friday" - twitter users often suggest who others should follow on Fridays by tweeting with hashtag #FF.



TwitterSpeak

- **direct message:** a private message between users but you must follow each other for it to be private
- **tweetup:** a meetup (organized or impromptu gathering) of people that use twitter
- **twitt:** a newbie or bothersome person
- **twitterati:** elite whose feeds attract thousands of followers
- **twibe:** a group of twitter users interested in a common topic
- **twalker:** someone who "stalks" others on twitter in the sense that he/she doesn't tweet but reads others' tweets and lurks like a troll
- **tweckling/tweckler:** someone who "heckles" via twitter
- Twitter basics & full glossary can be found on twitter at <https://support.twitter.com/>



Parting words, er, tweets

- Be sure to read & *reread* Social Media Use & Management Protocol -LDSB Official Use. Found on Social Media Resources folder on First Class
- Always use common sense & good judgment as main guiding principal – don't hand over the reins to just anyone.
- And remember



When in doubt, leave it OUT!



"Words cannot express how sorry I am, and how necessary it is for me to apologize to the people of South Africa."

- Justine Sacco

TWITTER FIRESTORM

WOMAN UNDER FIRE SPEAKS OUT

abc NEWS