



# LBBD Member Training – Social Media

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# Best Practice Online

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# Your granny and eggs

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# Health warning

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Material placed on social media can be accessed by the press and the general public  
and *cannot be considered private*

# Basic good practice

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- Treat others with respect
- Comply with equality laws
- Do not disclose confidential information about yourself or others
- Do not disclose any personal or sensitive information
- If using third party material, ensure you have permission and that it is fact-checked
- If you use photographs, it is good practice to get the consent of anyone included in them
- Everything you do online will be linked to your official role, therefore always use your head twice and your fingers once

# If in doubt ...



## Social Media Policy

Social media provides a great opportunity for Barking and Dagenham Council to connect with residents and improve our reputation. This policy is designed to protect staff by making personal and professional expectations clear, and explaining the consequences of inappropriate use.

The policy applies to all employees of Barking and Dagenham Council. All staff are expected to comply with the arrangements set out in this policy, which should be read alongside the:

- Employee Code of Conduct
- The Disciplinary Procedure
- Acceptable Use Policy
- Data Protection Policy
- Information Security Policy
- Social Media Guidance

This policy is recommended as best practice to schools with delegated authority for staffing matters.

## Social media

Social media websites and applications provide space for people to connect, share opinions, display video and images, and exchange ideas.

When discussing social media, this policy refers to blogs, forums, Snapchat, Instagram, Facebook, Facebook Messenger, Twitter, Periscope, Skype, WhatsApp, Google+, YouTube, LinkedIn, Pinterest, Yelp, and all other sites where content can be created, published, manipulated or shared.

This space is constantly evolving; therefore, employees should apply the policy to all social media channels they use, both inside and outside of work.

## Associated legislation

The Data Protection Act 1988 and General Data Protection Regulation, which will apply from 25 May 2018, outline how information about people can be collected, handled and used.

The Human Rights Act 1988 gives employees a 'right to respect for private and family life, home and correspondence'.

The Regulation of Investigatory Powers Act 2000 outlines the extent to which organisations can monitor and record communications sent within the employer's telecommunication systems.

## Roles and responsibilities

### Staff

Staff are personally responsible for ensuring that their social media activity, be it on a personal or professional account, is in line with the Council's policies and procedures, including the Social Media Policy and Social Media Guidance.

## Codes Of Conduct

# Labour's Social Media Policy

## Code of Conduct: Social Media Policy

All codes of conduct and NEC statements form part of the agreed relationship between individual Labour Party members, and set the minimum code of conduct expected by the Labour Party of all its members.

## Skip to:

[National Executive Committee Statement](#)  
[Principles for the Labour Party's use of Social Media](#)

<https://labour.org.uk/members/my-welfare/my-rights-and-responsibilities/coc-social-media>



# Legal best practice

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- Libel – a successful libel claim will result in an award of damages against you, even if you are only repeating content published by others
- Copyright – using images or text from a copyrighted source (for example extracts from publications or photos) without permission is likely to breach copyright
- Data Protection – do not publish the personal data of individuals unless you have their express written permission
- Bias and pre-determination – avoid publishing anything that might suggest you don't have an open mind about a matter you may be involved in determining
- Equality – have regard for current equality laws and take care in publishing anything that might be considered sexist, racist, ageist, homophobic or anti-faith
- Obscene material – do not publish anything which any individual may consider obscene





REMEMBER

The written word has no voice – except for the one in the reader’s head!

You can’t do right for doing wrong!



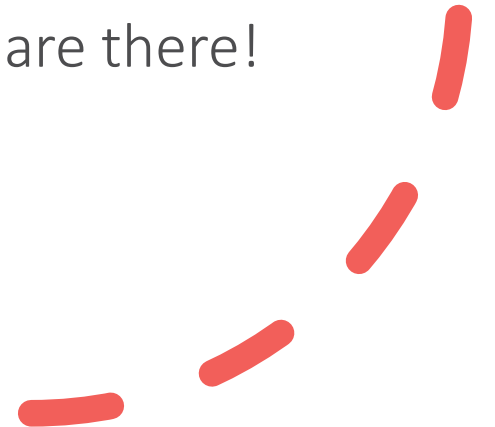
# Why Use Social Media

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# You can use social media to

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- Promote the work you do / the work of the local authority
- Acquire more personal authority as you build trust and credibility with your audience
- Reach much larger – and new – audiences
- Create better/faster communication channels with your constituents, including questions and support
- Allow you to be seen as a person and can show your personality
- Meet you constituents, because they are there!



# The Platforms

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# What's right for you?

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- Your 'people' will not all be in one place
- Just because you like a platform, it doesn't mean they do



# Facebook



- Biggest social media platform by use in the UK
- Most powerful platform due to targeting functionality. You can reach 71% of the UK's population – 40 million people
- Gender split: 52% Women, 48% Men
- Age split: 60% 35-65+
- Use a Page with the category 'Public Figure' (not your personal profile). This will help you keep public and private separate

# Instagram



- 24 million users in the UK (one billion globally)
- Gender split: 54% Women, 46% Men
- Age split: 64% 18-34, 79% 18-44
- Most active users: 18-29
- Use a Business Account for your public work and keep your personal profile closed to those you choose to connect with



# LinkedIn



- 
- 27 million users in the UK (610 million globally)
  - Gender split: 40% Women, 60% Men
  - Age split: 66% 30-65+
  - Growing rapidly – 50% more engagement year-on-year
  - It's becoming your work-life Facebook
  - You should only have one personal profile that covers all of your activity – employee, businessowner, local councillor. Set up a LinkedIn company page for your public life

# Twitter



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- 14 million users in the UK (321 million globally)
  - Gender split: 40% Women, 60% Men
  - Age split: 62% 18-49
  - Need to be “visible” to succeed on Twitter
  - Great platform to build influence, talk with journalists and engage in debate

# Pinterest



- 
- 291 million users globally
  - Gender split: 80% Women, 20% Men
  - Majority of users aged between 25-54
  - As this is a female dominated platform it would be a really good place to engage with female voters and constituents

# YouTube



- 
- Second most popular with 37 million users in the UK
  - On average people are staying 40 minutes (up 50% year-on-year) on this platform – great for long videos/interviews
  - People are searching for tutorials, how-to's
  - Video is far more effective than static images. A regular video post about what you are doing in your Ward could be an idea

# Snapchat



- 
- Video & Photo sharing app
  - 300 million users globally
  - Gender split: 70% Women, 30% Men
  - Age split: 90% 13-24
  - Probably not for you – but best to be aware it exists

# Tik Tok



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- Video sharing app
  - 500 million users globally
  - Gender split: 45% Women, 55% Men
  - Age split: 77% 18-29 (but getting older!)
  - It is now the fourth most used social media platform
  - This platform is really starting to make traction and could be useful with younger votes / constituents

# Being Effective Online

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# Control the narrative

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- You need to be seen and stand out online – in the right way
- Build your personal brand
- Show evidence of your passions, achievements and experience
- Google yourself – what comes up?

# Social media can impact you, whether you like it or not ...

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**British Council worker sacked for calling Prince George 'white privilege' sues for discrimination**

**Ashitha Nagesh**  
Sunday 9 Jul 2017 4:38 pm



**Tesco worker's epic rant about going to work because she's too tired**

Comment

**Basit Mahmood** Friday 27 Sep 2019 11:59 am

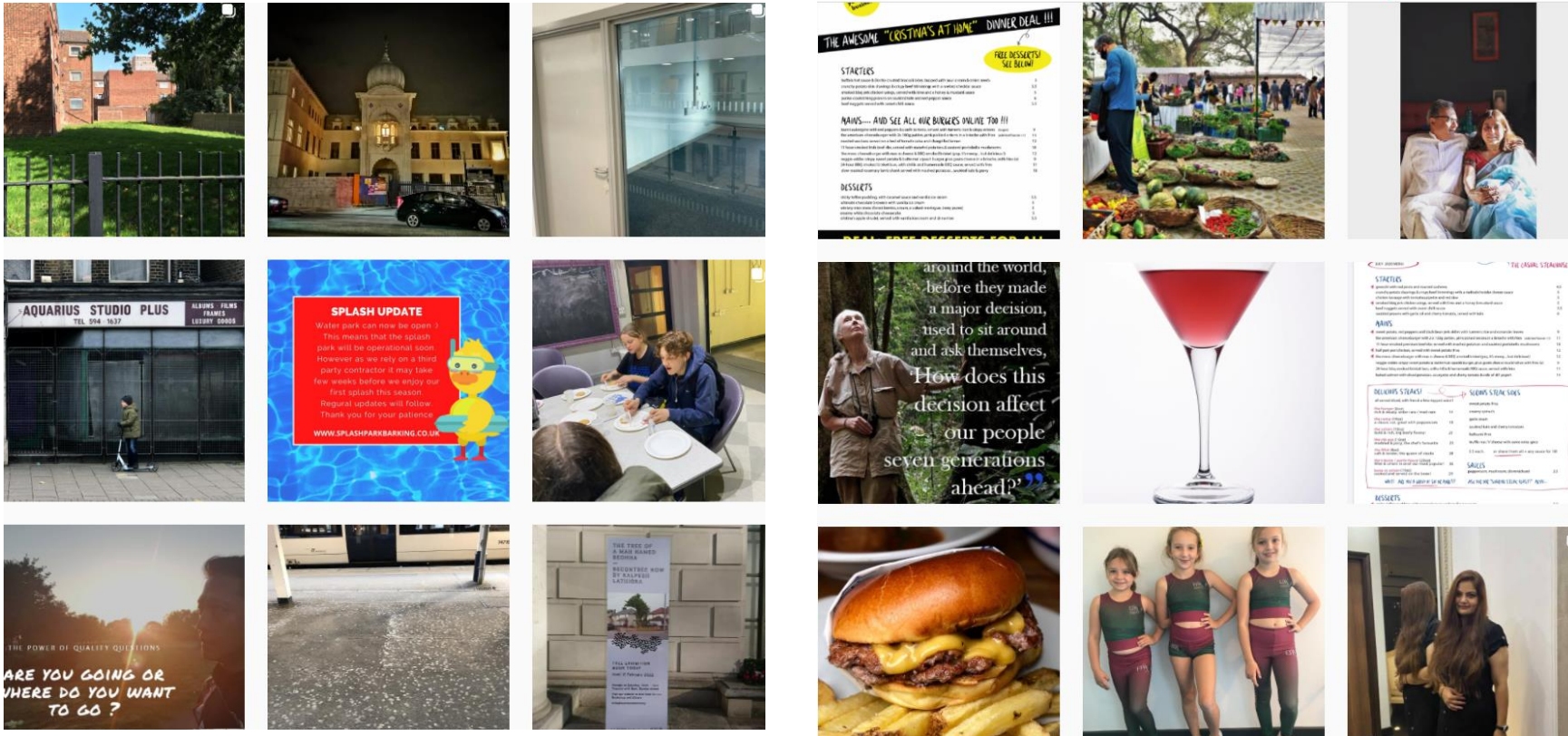
69 SHARES

Tesco worker's funny rant





# Biggest 'sin'?



- Being boring
- Being inconsistent
- Being absent



# Tell stories



Southwark Council @lb\_southwark · 1h

Southwark's Citizens' Jury will announce their recommendations about we how tackle the climate emergency and will discuss their experiences in an online event on Thursday 10 March from 7pm. Find out more [orlo.uk/1OWj9](https://orlo.uk/1OWj9)



Southwark Council @lb\_southwark · 7h

As the rules around COVID-19 change, it's important to remember that vaccinations and boosters continue to be the best way to protect our families and our friends from the virus. Check if you are eligible and book today [orlo.uk/3pJJE](https://orlo.uk/3pJJE)



London Borough of Southwark

36m · 🌐

Southwark is proud of its LGBTQ+ community, and of the fantastic new popup community centre that opened in December with the council's support. Cllrs Kieron Williams and Alice Macdonald visited last week as part of #LGBTHM22 <https://orlo.uk/EHXbQ>



# Planning Your Content

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# Example: a weekly content plan

## MONDAY

### Motivational Monday

Use images to highlight positive local activities / people (Memes, GIFs, Infographics etc.)

## TUESDAY

### Top Tip Tuesday

Be useful to your audience by sharing a local / nation opportunity

## WEDNESDAY

### What's Happening Wednesday

Ask your audience a question, start a conversation, go Live

## THURSDAY

### Throwback Thursday

Share something from the past (it doesn't have to be centuries ago!)

## FRIDAY

### Friday Fun Fact

Is there something about the borough, your constituency (you?) they may not know?



Thank  
You

**ANY QUESTIONS?**