





WLGA • CLIC

# **SOCIAL MEDIA**

## **Staying...in touch**



# Overview

## **Part 1: Staying in touch**

- What is Social Media?
- Why should you use it?
- What types of Social Media are out there?
- How to use it?

## **Part 2: Staying out of trouble**

- Legal Issues
- Code of Conduct
- Reputation



# What is social media?

- Social media broadly means online multimedia/apps which allow you to create and publish content and engage in two-way communication.
- Social media can be accessed via apps on your smartphone, computer, tablet, smart TV or smart watch.
- Social media accounts tend to be free can be set up quickly and easily



# What is social media?

- It's just a new(ish) form of communication
- Humans have communicated and shared information through graphic, oral or written media for millennia...
- ...why should we be afraid of or dismissive of this relatively new media?
- It's free, available and open to all – information and mass-communication from the palm of your hand!



# It's popular!

## Facebook:

- Around 30 million users in UK.
- Facebook is the default social networking site for 96% of UK adults who are online (Ofcom)

## Twitter:

- Twitter says 15m UK users (end of 2013)
- ONS suggests around 9.5m

Stats from <http://www.rosemcgrory.co.uk/>

## Newspapers:

- 8m national newspaper circulation

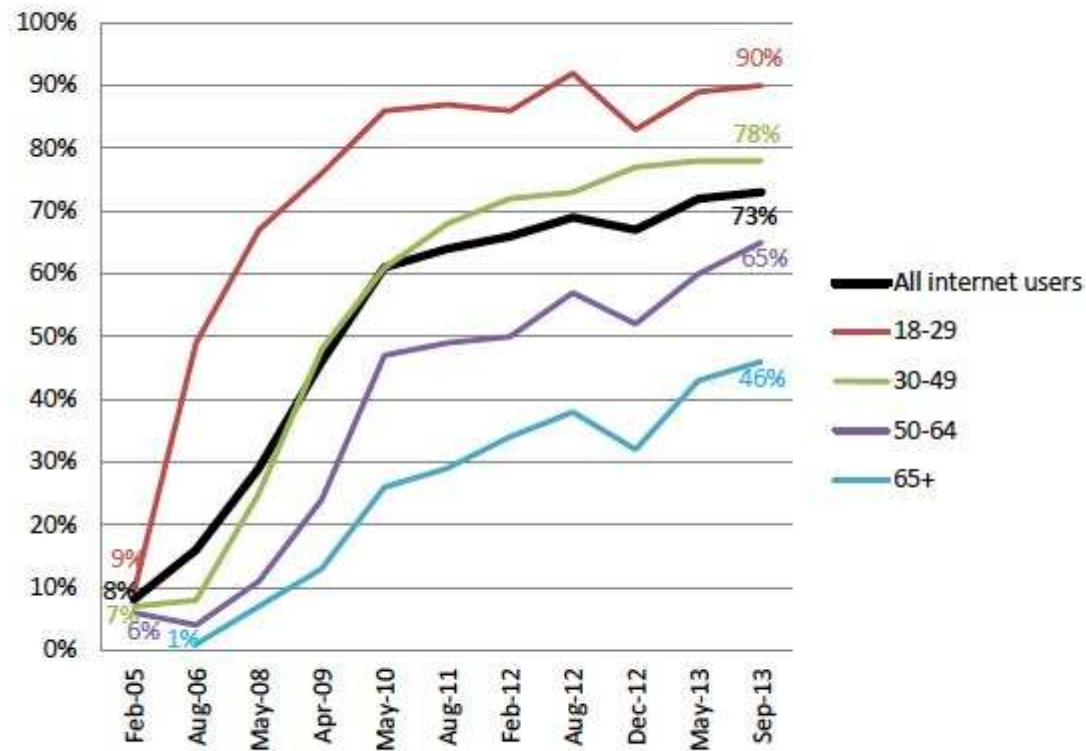


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# It's growing!

## Social networking site use by age group, 2005-2013

*% of internet users in each age group who use social networking sites, over time*



Source: Latest data from Pew Research Center's Internet Project Library Survey, July 18 – September 30, 2013. N=5,112 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on internet users is +/- 1.6 percentage points.



## **It's here to stay...or is it?**

- **Who still paints caves?**
- **Who still relies on town criers for the latest gossip from Albert Square?**
- **Who still sends a postcard wishing your Great Aunt Mable was with you clubbing in Ayia Napa?**
- **Who still buys a daily newspaper?**
- **Who remembers 'Friends Reunited'?**

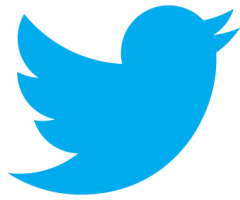




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# What is Social Media?

...online multimedia/apps allowing you to create and publish content and engage in two-way communication.





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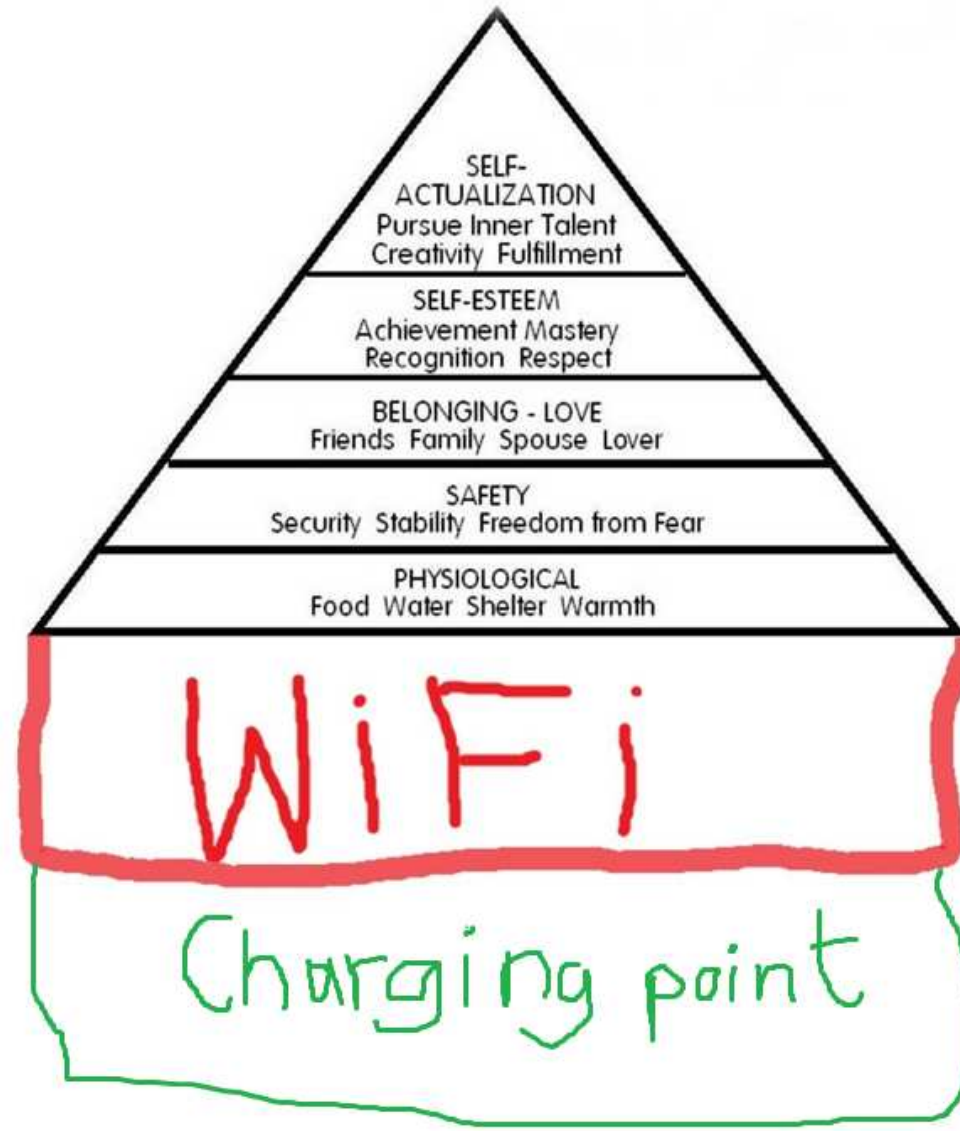
# Increasingly part of everyday life





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# Increasingly part of everyday life





# What is Social Media?

“LinkedIn is for the people you know.  
Facebook is for the people you used to  
know. Twitter is for people you want to  
know” Unknown



# Bloggging



- Arguably, where social media started.
- Basically, a personal website which is easy to update and might typically include:
  - Diary or journal
  - Occasional Thoughts
  - Articles or thinkpieces – often to prompt debate and exchange of views.
  - Photos or media.





# Some live examples



<https://cardiffleadersblog.wordpress.com/>



**The Leader's blog**  
Cllr Phil Bale



Home Cymraeg

## Kelda, Cathays Cemetery and the success of the ball in the wall

Posted on **October 13, 2015** by [cllrbale](#)

### Kelda Ground Breaking

Earlier this year, the City of Cardiff and the Vale of Glamorgan signed a 15-year £13.4m joint organic waste deal with Kelda Organic Energy Limited to build a new facility to convert food waste into a soil fertiliser and use the gases produced to generate renewable energy.

This agreement reinforces the Council's commitment to meet the statutory Welsh Government targets around recycling as we work towards their 'Zero Waste' goal for 2050. The new plant will use the latest technology that will not only treat and recycle the organic waste but will also produce sustainable sources of energy and fertiliser for farming.



#### RECENT POSTS

- [Kelda, Cathays Cemetery and the success of the ball in the wall](#)
- [Foster for Cardiff and the Cardiff Half](#)
- [City Leaders and the Rugby World Cup visit Cardiff](#)
- [Top Marks for Cardiff Schools!](#)
- [Revamped Central Library and all change at Central Square](#)

#### RECENT COMMENTS

#### ARCHIVES

- [October 2015](#)



# Some live examples



<https://pgriffithsblog.wordpress.com/>



pgriffithsblog

HOME

ABOUT ME

CONTACT ME

## Why have Councillors?

Welsh Government is planning to complete a 40 year programme of reducing the number of councillors by 90%. Does it matter?

As in many walks of life, the less obvious a councillor the more effective she or he is likely to be. I have worked with councillors for many decades. I disagree with many. I like most. I respect almost all.

Let me share some experiences of the past week. I met two councillors who have been leading the governing body of brand new school. They were clearly the bridge between the community and local authority as the school was designed and built. They played their part in creating and supporting the professional leadership of a school which is now achieving well beyond expectations.

I listened to another councillor who shared the experience of working to untie the knots of Welsh Government's disjointed application of three competing anti-poverty programmes to one small community. He could have walked away; he was in no way a responsible player, indeed he was often made unwelcome, but instead he was committed to the hard graft of making the unworkable work better.

For myself, I spent a productive day talking to parents, transport managers and bus companies to ensure that a school bus could be re-routed to avoid a new construction site. Within 24 hours we turned a hostile stand-off into a new route to school.



OCTOBER 12, 2015

PGRIFFITHSBLOG

UNCATEGORIZED

PAUL GRIFFITHS

The  
**little**  
**casino**  
Company

### RECENT BLOG POSTS

October 2015

September 2015

June 2015

February 2015

January 2015

November 2014

October 2014

September 2014

June 2014



# Facebook



- Most popular social media platform in the world.
- 1 billion users worldwide and around 30 million users in UK
- Public or Private forum to:
  - Blog
  - Post messages to friends and family
  - Share photos
  - Share things of interest, concern or humour
- Your contacts or “friends” can comment on your posts, share them with their “friends” or “like/dislike” things.





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# Some live examples



Facebook page for Plaid Cymru. The header features a green background with a large yellow flower graphic. The main text reads "Ymunwch â Phlaid Cymru" and "Join The Party of Wales". Below this, the website addresses "www.Plaid.Cymru" and "www.Partyof.Wales" are listed, along with the party name "Plaid Cymru | Party of Wales". A profile picture of a yellow flower is shown on the left. Navigation buttons for "Sign Up", "Like", and "Message" are visible. The page is set to "Public" and has 20,068 likes. A recent post from 28 minutes ago contains a video and text regarding the Wales Bill.

Plaid Cymru  
Political Party

Sign Up Like Message

Timeline About Take Part / Cymryd Rhan Events More

20,068 people like this

Invite friends to like this Page

ABOUT

Write something...

Post

**Plaid Cymru**  
28 mins · Public

"Never again should Welsh land, Welsh culture, or Welsh communities be allowed to be so drastically undervalued.

"The Secretary of State has a chance to make his mark on Welsh history - the Wales Bill is an opportunity to put this right. I urge him to take it."

Liz Saville Roberts AS/MP marks 50 years since the drowning of Capel Celyn to supply the city of Liverpool with water.



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# Some live examples



The Labour Party

WE'VE BEEN FIGHTING FOR A  
**FAIRER COUNTRY**  
— FOR OVER —  
**100 YEARS.**

Join us: [join.labour.org.uk](http://join.labour.org.uk)

**The Labour Party** ✓  
Political Party

Sign Up Like Share

Timeline About Videos Photos More

399,360 people like this

Invite friends to like this Page

ABOUT

**The Labour Party** 15 hrs · 🌐

READ: Why now is exactly the wrong time for a multi-billion pound cut to working people's tax credits:  
<http://www.mirror.co.uk/.../six-million-workers-below-living-...>






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# Some live examples



Conservatives

Daniel Home 20+

**Conservatives** ✓  
Political Party

Sign Up Like Share

Timeline About Photos Likes Videos

537,575 people like this

Invite friends to like this Page

ABOUT >

Strong leadership. A clear economic plan. A brighter, more secure future.

**Conservatives** shared David Cameron's post. 1 hr ·

**David Cameron** 1 hr ·

Today's employment rate is the highest since records began. Our long term plan is delivering security and opportunity for working people.

Like Comment Share



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# Some live examples



Facebook interface for the Liberal Democrats page. The top navigation bar includes the Facebook logo, the page name "Liberal Democrats", a search icon, and user information "Daniel Home 20+".

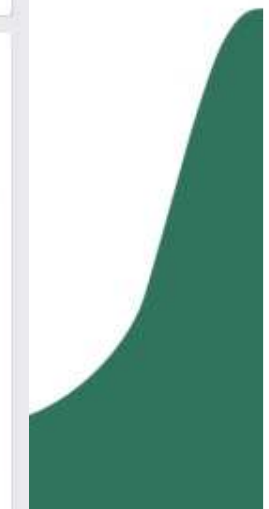
The main content area features a large photo of a crowd of people holding orange signs that say "Liberal Democrats" and "Winning Here". To the right of the photo is a yellow banner with the Liberal Democrats logo and the text "Join the Fightback". Below the photo is the page name "Liberal Democrats" with a verified badge and the description "Political Party". There are buttons for "Sign Up", "Like", "Share", and a menu icon.

Below the main content are navigation tabs: "Timeline", "About", "Likes", "Photos", and "Videos".

On the left side, there are statistics: "127,018 people like this" and "Invite friends to like this Page". Below that is an "ABOUT" section with a right-pointing arrow. The "ABOUT" section contains:
 

- A description: "The Liberal Democrats are a political party working to build a stronger economy in a fairer society, creating opportunity for everyone."
- A website link: "http://www.libdems.org.uk/"
- An "Impressum" link with a question mark icon.

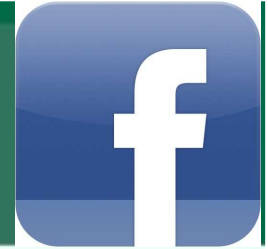
The main post area shows a post from "Liberal Democrats" 22 hours ago, with the text "Welcome to the first 'Tim Talks' edition, Tim Farron's take on the news." Below the text is a video player showing a man in a blue shirt speaking.





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# Some live examples



Facebook profile page for Daniel Hurford.

Profile picture: Daniel Hurford sitting on a scooter in a driveway.

Navigation tabs: Timeline, About, Friends 217, Photos, More.

Activity section:

- + Add a short bio
- + Add info about you
- + Add featured photos

FRIENDS · 217

Nerys Hurford	David Cumberbatch	Rhian Clarke
John-Paul Davies	Jacqui Phillips-Jones	Rhian Edwards

Post by Nerys Hurford: shared Liz Laine's photo. 6 October at 09:58. We need this message shared in our street Daniel Hurford Libby Cronin!



# Why use Facebook?



- Very easy to set up
- You can have public or private groups (or pages)  
– you can act as an administrator or editor, so you can approve who joins your group and can remove inappropriate postings (if necessary)
- Can be used as a community mini-website



# Why use Facebook?



- Useful for seeking views, engaging with people and promoting events etc.
- Easy to promote and share and get more 'friends', exposure and engagement

## **Watch-out for:**

- Hearing things that may be challenging – it's all about engagement after all. These 'negative' comments will be seen by all.
- Inappropriate comments and postings
- It taking over your life!!!



# Twitter



- Lot of users – between 9.5m and 15m in UK
- Each post is called a tweet
- Brevity is key - maximum of 140 characters per tweet (including all spaces, letters and numbers)
- You can add pictures and videos or links to websites etc.
- You can ‘favourite’ a tweet or ‘retweet’ a tweet





# Twitter



- You can ‘DM’ (Direct Message) someone – i.e. a private message like a text or email
- You can ‘follow’ and have ‘followers’

“On Twitter we get excited if someone follows us. In real life we get really scared and run away.” Unknown via @mozusa




# Some Live Examples



Home | 1 | Messages | Search Twitter | Profile | Compose

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**Daniel Hurford**  
@drhhurf

TWEETS 82 | FOLLOWING 1,393 | FOLLOWERS 203

**Trends - Change**

**Lamar Odom**  
Former NBA star Odom found unconscious at Nevada brothel  
318K Tweets about this trend

**#PMQs**  
Just started trending


**Stephen Fry**  
Stephen Fry has quit as the host of QI - and will be replaced by...  
Just started trending

**Sanjiv Bhatt**  
Sacked IPS Sanjiv Bhatt didn't come with 'clean hands', tried to...  
18.7K Tweets about this trend

**#PAK-ENG**


What's happening?

[View 15 new Tweets](#)




**Fraser Nelson** @FraserNelson · now  
So are we arming the Syrian People's Front, or the People's Front of Syria? ...  
Bradley on the never-ending madness: [blogs.new.spectator.co.uk/2015/10/is-the...](http://blogs.new.spectator.co.uk/2015/10/is-the...)

Reply Retweet Favorite More




**PoliticsHome** @politicshome · now  
Karl McCartney opens with a puff Q about job stats - takes a dig at Corbyn ca...  
him 'honorable' with no 'right': [polho.me/1jyvACS](http://polho.me/1jyvACS)

Reply Retweet Favorite More



**Faisal Islam** @faisalislam · now  
PMQs up now live on #skynews followed by panel of @ayeshahazarika @JuliaHB1 and @jennirsl

Reply Retweet Favorite More



**Ben Glaze** @benglaze · now  
\*LONG TERM ECONOMIC PLAN KLAXON\* #PMQs

Reply Retweet Favorite More



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# Some Live Examples



The screenshot shows a mobile Twitter interface. At the top, the status bar displays 'EE 4G', '12:38', and '100%' battery. The navigation bar includes a '+', the Twitter bird, a search icon, and a share icon. The feed contains three tweets:

- Harry Cole @MrHarryCole** (19s): "7 mins late and Bercow decides to give a sermon." Includes reply, retweet, and star icons.
- PoliticsHome @politicshome** (20s): "PMQs is overrunning by 7 minutes! Speaker Bercow tells MPs to be snappier with their questions. [polho.me/1jyvACS](http://polho.me/1jyvACS)" Includes reply, retweet, and star icons.
- Telegraph Football @TeleFootball** (24s): "With former #NUFC boss Big Sam taking charge at #SAFC, here's the best ever 'traitors' XI [telegraph.co.uk/sport/football...](http://telegraph.co.uk/sport/football...)" Includes a grid of football player images.

The bottom navigation bar shows 'Home', 'Notifications' (with a '2' badge), 'Messages', and 'Me'.



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# Some Live Examples



The screenshot shows the Twitter profile for WLGA (@WelshLGA). The profile header features the WLGA logo and the text "WLGA • CLILC". Below the header, the profile statistics are displayed: 3,641 tweets, 1,143 following, 5,521 followers, 141 favorites, and 5 lists. The bio states: "The Welsh Local Government Association. Representing local government, and promoting local democracy in Wales. Tweets by @stu\_hodges". The location is Cardiff, the website is wlg.gov.uk, and the account was joined in April 2011.

The main content area shows a tweet from WLGA @WelshLGA, posted 22 hours ago. The tweet text is: "The 16 Oct deadline to submit evidence commission on #localgov finance in #Wales is looming. Instructions here: ow.ly/TkFJW". The tweet has 4 retweets and 0 replies. Below the tweet, it is noted that WLGA Retweeted a tweet from ICLGF\_Wales @ICLGF\_Wales, dated Oct 9.



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# Some Live Examples



TWEETS 738   FOLLOWING 696   FOLLOWERS 1,430   FAVORITES 83   LISTS 1     [Following](#)

## Peter Fox

@PeterFox61   [FOLLOWS YOU](#)

Leader of Monmouthshire County Council, Councillor for Portskewett, White Ribbon Ambassador, livestock Farmer and an advocate of the Cardiff Capital Region

Portskewett, Monmouthshire

[peterfox61blog.wordpress.com](http://peterfox61blog.wordpress.com)

Joined April 2010



113 Followers you know



[Tweets](#)   [Tweets & replies](#)   [Photos & videos](#)

Peter Fox Retweeted



**Monmouthshire SpLD** @MonSpLD · 18h

Wonderful Mon school staff determined to be dyslexia aware. Jane and Debbie with their certificates [@thedellschool](#)





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# Some Live Examples



TWEETS  
11.9K

FOLLOWING  
1,102

FOLLOWERS  
1,550

FAVORITES  
6,043



Following

## Ellen ap Gwynn

@EllenapGwynn FOLLOWS YOU

Arweinydd/Leader Cyngor Sir Ceredigion  
County Council, Cyng/Cllr Ward  
Ceulanamaesmawr. Ganed yn  
Albanes /Scots born, magwyd yng  
Nghymru/ Welsh bred.

📍 Tal-y-bont, Ceredigion, Wales

🕒 Joined April 2011



👤 93 Followers you know



Tweets

Tweets & replies

Photos & videos



Ellen ap Gwynn Retweeted



**Gruffudd Pritchard** @grufffion · 13h

Gobeithio bydd defnydd amlwg a balch @FAWales o'r gymraeg yn  
ysbrydoli @WelshRugbyUnion





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# Some Live Examples



TWEETS 2,355    FOLLOWING 763    FOLLOWERS 1,253    FAVORITES 480



Following

## Aaron Shotton

@AaronShotton    FOLLOWS YOU

Leader of Flintshire County Council / Deputy Leader Welsh Local Government Association / Connah's Quay Central Ward / Labour Party / Evertonian.

📍 Connah's Quay

🕒 Joined July 2011



👤 104 Followers you know



Tweets    Tweets & replies    Photos & videos

🔄 Aaron Shotton Retweeted



**Daily Post Wales** @dailypostwales · 16h

North Wales Refugee and Homeless Aid Centre 'inundated' with 6,000kg of donations [bit.ly/1LM6EEL](http://bit.ly/1LM6EEL)



👤 11    ★ 8    ⋮



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# Some Live Examples



TWEETS 15.6K   FOLLOWING 5,096   FOLLOWERS 11.8K   FAVORITES 2,296   LISTS 1     [Following](#)

**Leighton Andrews**  
 @LeightonAndrews  
 Assembly Member for the Rhondda. Minister for Public Services in Wales, where Labour is still in government. Sunny disposition. Personal Twitter.  
 Rhondda, Wales  
[leightonandrews.wales](#)  
 Joined April 2008

Tweet to Leighton Andrews

360 Followers you know

Tweets   Tweets & replies   Photos & videos

**Leighton Andrews** @LeightonAndrews · 4h  
 Party on #TogetherStronger

0:20

1

Leighton Andrews Retweeted

**Keith Edwards** @KeithEdwards121 · 5h  
 X party Senedd support for new models of public services  
 @LeightonAndrews @SimonThomasAC @peterblackwales





## Why use Twitter?



- Probably the easiest and most accessible social media to use
- Instantaneously communicate with your followers, and potentially within seconds millions of others!
- Share news stories or events from others
- Find out what other people are saying (maybe about you or things you care about – sophisticated searches and alerts)



# Why use Twitter?



- Find out about intelligence or breaking news as it happens (careful here though...). Then share it and pass it on.
- Can be very, very funny!
- Can help make you appear human and normal!



# Why use Twitter?



## What to watch out for:

- 'Trolls' and abuse
- Getting drawn into protracted public arguments
- Tweeting when a text might be better
- Tweeting when you're 'tired and emotional'



# Why use Twitter?



## What to watch out for:

- Don't believe everything you read on twitter...
  - Some of it is gossip and rumour
  - Some of it is deliberately untrue
  - There are some spoof accounts – people are not always who they purport to be
- 'Clickbait'



# Why use Twitter?



## What to watch out for:

- Retweeting some things... 'retweets do not necessarily mean endorsements' doesn't stand up in court
- The 'twitterati bubble' – twitter users are not necessarily a representative sample of society
- A tweet is permanent, even if you think you've deleted it...so think before you tweet something contentious



## So, to recap:

1. Social media is simple and free to use
2. Mass and quick communication
3. To make the most of it, don't just tell people what you're doing, listen to feedback too
4. People can find out about the real you
5. It can be fun!
6. It's all going on already – you might be missing out



# Tweet within twenty seconds...

- Go to [twitter.com](https://twitter.com)
- Sign-up (for free, no strings attached).
- Choose your twitter username (@somebody) and a password.
- Create your 'profile', with as much or as little detail as you'd like and maybe a picture or two.
- Tweet and retweet
- And remember to follow too, that's how you find out what people are doing or saying and how you get followers back...



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**Any Questions?**