Social Media Policy

Serhat ATAKUL

TurkStat Expert

serhat.atakul@tuik.gov.tr

Training Course on Development of Dissemination Methods

Kuwait

11-13 December 2017

Plan

- Some Facts
- Pro Argument
- Contra Argument
- Objectives
- Guidelines
- Usage Policy for Followers
- Usage Policy for Employees

Some Facts

- Social media usage is growing rapidly

- Social media are very present in mobile devices

- More and more people are bound to social media platforms which become their entry point to online information and consume significant proportions of their available time

Pro Argument

- Social media
    - helps reach and get in contact with more people
    - helps find new customers and keep current ones
    - provides a new way for users to find facts quickly
    - many debates and exchanges of knowledge take place and opinions are formed in social media
    - allows quick and spontaneous reaction to issues raised in society
    - participating in social media can help foster reputation and strengthen the brand of statistical agencies by increasing brand associations

Contra Argument

- Social media can be a high risk place for discussing views, i.e. where the boundaries between social discussion of organisational policy can become blurred

- Resources to support social media and to respond by routine to online criticism do not exist

- Juridical aspects of what is the view of the organisation and of the individual

Possible Objectives

- Raising awareness of available statistics

- Actively follow social media discussion: observe, listen to and analyse the views of users and customers

- Communicate/engage in dialogue with the users, customers and respondents

- Reach potential co-workers

Objective Examples

Journalists and the general public

• Ensuring that the available statistics are used to the greatest extent possible in informing debate, decision-making and further research

Secondary students, university students, interest groups and competitors

• Strengthen the picture of the statistical agency as an attractive employer and at the same time arouse interest in working with statistics

Objective Examples

Politicians and decision-makers, researchers, statisticians, journalists

- Strengthen the position of the national statistical agency service as number one in the country when it comes to producing high quality statistics

Private individuals

- Strengthen long-term interest and understanding of the information, and why it is important (strengthening our brand)

Guidelines

- Think about your goal and purpose

- Review agreements, if any

- Create internal rules
  - Government agency or private person?

- Responsibility of the government agency
  - Also responsible for what those outside the organisation write

- Handling of public documents
  - That which is written will be a public document
  - Accessible for others, able to be distributed, kept in order

Guidelines

- Archiving
  - Entries should be archived

- Case management
  - Types of cases/entries that are not answered in social media
  - Types of cases/entries that are removed

- Be on the lookout
  - Remove offensive personal information as soon as possible (may lead to liability to pay damages)
  - Take appropriate safety measures

Guidelines

- Inform in each social medium
  - The responsible government agency
  - Purpose
  - Access for other visitors
  - All forms of writing are considered public documents
  - Information that is not permitted to be published (offensive personal information)
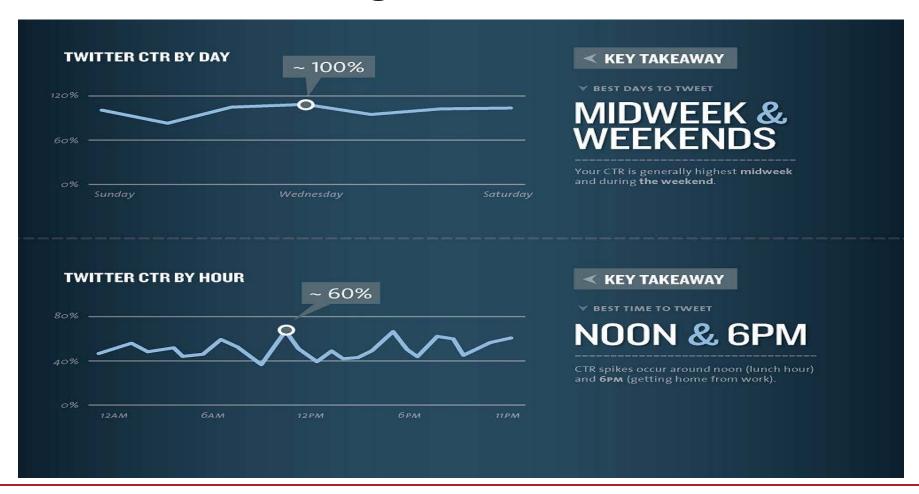 - What the agency does in case the rules are not followed (remove, block)

Facebook Shares

Twitter Click-through Rate

Usage Policy for Followers

- TurkStat aims to creat a respectable platform while coming together in social media with users

- In this direction, TurkStat and users should be required comply with certain principles

- All sharing and comments made by users on TurkStat's social media accounts are subjected to rules of law and general ethics
  - In case of TurkStat's social media accounts be seized by viruses or pirated software etc., TurkStat does not held accountable any sharing or comments post from these accounts.
  - TurkStat has the right to delete which is not suitable the principles
  - If users insist inappropriate sharing and comment, may be temporarily or permanently blocked from TurkStat's social media accounts

Usage Policy for Followers - Be Respectful

- Sharing or comment must not violate other people's rights and freedoms and also not contain discrimination or contrary to public morality such as;
    - race
    - nationality
    - ethnic origin
    - language
    - religion
    - creed
    - color
    - sex
    - gender identity
    - political opinion
    - philosophical belief
    - age
    - mental or physical disability

Usage Policy for Followers - Be Responsible

- Sharing or comment must be
  - relevant and consistent with content shared by TurkStat
  - without reference to commercial and political publicity
  - sensitive to the privacy of personal information (citizenship ID, address, telephone number, e-mail address etc.)

Usage Policy for Followers - Be Understandable

- Sharing and comments must not be
    - indifferent language with content
    - including abbreviations that make it difficult to understand
    - that makes it difficult to read

Usage Policy for Followers - Be Insightful

- Concerning to sharing and comment, TurkStat may choose
  - not to respond immediately
  - not individual response method
  - not to respond

Usage Policy for Employees

- TurkStat is integrated with its employees

- In line with the TurkStat`s policy of using social media more effectively, employees
  - should behave with the sense of responsibility
  - should abide by the following considerations in their sharing and comments on social media or online environment

Social Media Usage Policy for Employees Video

Usage Policy for Employees

- Institutional e-mail address should not be used to create social media account(s)

- Position in the TurkStat should not be highlighted

- It should not be used as in-house communication medium

- The content that might discredit TurkStat should not be included

- The expressions that might be considered as explanation or response made on behalf of TurkStat should not be used, instead, Press and Public Relations Office should be contacted

Usage Policy for Employees

- Employees should know that they might be hold responsible for their share and comments regarding TurkStat, and they should be aware of possible situation in which they might be requested to correct or delete those shares or comments when required

- The information about Institution`s works in project stage or not released to the public should not be posted

- The one should behave carefully in using documents (photo, video, note, etc.,) obtained during or as a result of execution of the task in TurkStat

Usage Policy for Employees

- The content regarding private life should not be associated with the Institution

- The statements which might affect TurkStat`s relations adversely with its partners should be avoided

- It should be known that the law and general moral principles related to employment in TurkStat or regulating social life are also effective in online settings and social media

شكرا جزيلا