

## Social Media Workshop – June 2012

### SOURCES OF INFORMATION / GUIDANCE

- DSTL Smart Tips for Category 1 responders using social media in emergency management. ([hard copies in delegate packs. Also available via the National Resilience Extranet](#)).
- Government Digital Service - Social Media Guidance for Civil Servants  
[https://update.cabinetoffice.gov.uk/sites/default/files/resources/Social\\_Media\\_Guidance.pdf](https://update.cabinetoffice.gov.uk/sites/default/files/resources/Social_Media_Guidance.pdf)
- Central Office of Information (COI) Engaging through Social Media guidance  
<http://coi.gov.uk/guidance.php?page=264>
- National Police Improvement Agency NPIA – Engage : Digital and Social Media Engagement for the Police Service  
[http://www.acpo.police.uk/documents/LPpartnerships/2010/20110518%20LPPBA%20dm\\_engage\\_v61.pdf](http://www.acpo.police.uk/documents/LPpartnerships/2010/20110518%20LPPBA%20dm_engage_v61.pdf)
- Digital Communication at the Department of Health  
<http://digitalhealth.dh.gov.uk/>
- DH Twitter guidance  
<http://digitalhealth.dh.gov.uk/twitter-guidance/>
- The Health Communicator's social media toolkit  
[http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/SocialMediaToolkit\\_BM.pdf](http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/SocialMediaToolkit_BM.pdf)
- British Medical Association – Using Social Media : Practical and ethical guidance for Doctors and medical students.  
[http://www.bma.org.uk/images/socialmediaguidance\\_tcm41-206859.pdf](http://www.bma.org.uk/images/socialmediaguidance_tcm41-206859.pdf)
- Government's Information and Communications Technology (ICT) Strategy  
<http://www.cabinetoffice.gov.uk/content/government-ict-strategy#creating%20common%20structure>
- BBC Social Media Guidance  
[http://news.bbc.co.uk/1/shared/bsp/hi/pdfs/14\\_07\\_11\\_news\\_social\\_media\\_guidance.pdf](http://news.bbc.co.uk/1/shared/bsp/hi/pdfs/14_07_11_news_social_media_guidance.pdf)
- BBC Twitter guidance  
[http://news.bbc.co.uk/1/shared/bsp/hi/pdfs/14\\_07\\_11\\_news\\_official\\_tweeter\\_guidance.pdf](http://news.bbc.co.uk/1/shared/bsp/hi/pdfs/14_07_11_news_official_tweeter_guidance.pdf)

## **International example**

- Government of South Australia. Social Media Guidance for Agencies and Staff

[http://www.espi.sa.gov.au/files/socialmedia\\_guidelines.pdf](http://www.espi.sa.gov.au/files/socialmedia_guidelines.pdf)

- New Zealand Government. Social Media in Government. High Level guidance.

<http://webstandards.govt.nz/assets/Social-Media-in-Government-High-level-Guidance-final.pdf>

- NZ Social Media in Government Hands-on Toolbox

<http://webstandards.govt.nz/assets/Social-Media-in-Government-Hands-on-Toolbox-final.pdf>