

Guidelines for TASA Twitter communications

These guidelines should be read in conjunction with the TASA media policy guide for members

Twitter is a key social media technology that TASA uses as part of our external communications and engagement strategies to build relationships with stakeholders – these include, but are not limited to: members, media, academics and other organisations.

We launched our Twitter account in 20/9/2011. In 2014 we aim to accelerate growth of followers with an increased number of Tweets and more integrated links with our other online content. TASA Twitter relationships are managed by the EO and Executive members with multimedia and PR responsibilities, as part of our external communications and engagement strategy.

Aim:

- To engage with a wide range of people online
- To reinforce TASA's position as a key professional association, especially in relation to sociology

Audience:

- Members, other sociologists, media, policy makers, politicians, students, interested members of the public

TASA Twitter protocols:

- Thank all new followers
- Drive traffic to TASA website using a TinyURL (<http://tinyurl.com/>) or ShortURL (<https://goo.gl/>)
- Tweet photos and graphics as required.
- Use #search terms for all significant items for sociology
- Build up a balanced folio of people and organisations that we 'follow' in order to represent the organisation as a cross-spectrum, independent organisation.
- Use Tweetdeck to monitor interactions and report on tweets and responses as appropriate

When in doubt, do not post.

TASA Tweets **should**:

- Point to articles and events aligned with TASA policies and interests
- Highlight local and international sociology events
- Support like-minded advocacy campaigns
- Promote TASA members' media interviews, publications and events, and other dissemination of ideas
- Promote Facebook updates
- Promote and link to TASA member Blogs

- Retweet comments from like-minded organisations
- Thank corporate, NGO and other partners as appropriate
- Encourage followers to retweet our posts, when appropriate

TASA Tweets should not:

- **Be critical or dismissive in tone or language**
- **Comment on individuals or events not directly related to sociology or TASA's ongoing work**
- **Make favourable or negative comments about government or party policies or services, particularly during Election periods.**
- **Point to articles or events which are not aligned with TASA's interests**
- **Use Twitter to join larger public forums without express permission of President (ie. QandA)**
- **Disclose confidential information (eg. member names) without express permission**
- **Identify Twitter accounts of TASA members when they are tweeting in a non-official capacity**

Approved 24th November, 2014

To be reviewed July 2015