



**Cartwheel Arts**

**Social Media Guidelines**

**October 2011**

General guidelines for staff contributing to content and social media channels for Cartwheel Arts

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## 1 Introduction

This document offers guidelines to Cartwheel staff for current and future social media usage; to enable consistency of approach and helpful advice for administration. It is intended that this document will be a practical, working document to allow for change within the social media landscape, as well as within Cartwheel Arts itself. This document is not a social media strategy - any strategy or plan for these channels should form part of an integrated wider strategy for the web and organisation as a whole.

Before setting up any new social media account it is important to ask the following questions:

- What do we want to achieve from using social media and social networks?
- Who else needs to be involved?
- Who will take responsibility for updating the profiles, checking and responding to enquiries?
- How much time can we allocate to activity?
- What are you trying to do and who is it for?

***"Social media engagement...is about what you do and say. It's about having the right content, in the right channels to engage the right audience in the right way."***

Culture 24, Let's Get Real

There are some general 'common sense' rules that we should apply when co-ordinating all social media.

- Behave in a manner that you would in a face to face conversation with participants, artists and visitors.
- Be approachable, respectful, helpful and responsive. Respond to negative posts appropriately (more on this below), if conversations become lengthy move to a private space.
- Don't share confidential or sensitive information on social media channels and networks.
- Don't act in a way which could undermine, damage or bring the organisation into disrepute.
- Social media is about being human, be yourself however make sure your communication fits with the overall tone of the organisation.

## 2 Overall brand guidelines

We should:

- Use Cartwheel Arts as the main account name on all social media and social networking sites.
- Use the Cartwheel Arts logo as the main profile image.
- Be clear to users who is the person behind the communication.
- Ensure Cartwheel Arts and Tell us Another One site url's are linked from the social media channels and vice versa.
- Use bit.ly when sharing links to enable tracking (more on this below).

### 3 Our key social media channels

We have decided to focus on two social networks between June 2011- March 2012. These are **twitter** and **Facebook**. We also have a **flickr** and **youtube** account in which to store and share content on these networks. All videos and all images should be uploaded onto these two designated channels. Other social media channels should not be used (e.g. Vimeo).

The aim of our social media presence is to:

- Raise brand awareness of Cartwheel Arts and its associated projects with artists, participants, stakeholders.
- Engage our audiences in an online as well as offline space.
- Provide more opportunities for audiences to access content and for us to engage with new audiences through social networks.
- Increase digital engagement from our audiences.
- Raise awareness of Cartwheel Arts within the cultural sector.

#### 3.1 Our twitter account

Access to our account is through <http://twitter.com/> or you can download *tweetdeck* onto your computer which makes it easier to see all tweets, mentions, direct messages and hashtags on one clear and easy to read 'dashboard'. (<http://www.tweetdeck.com/>)

Access details: Username **CartwheelArts** Password **tellusanotherone**

Settings, such as the image or background, profile information etc, can be changed by clicking 'Profile' at the top of the twitter.com page, then the 'edit profile' link.

##### 3.1.1 Our rules

It takes time to build twitter followers. The only way to attract more followers is to tweet interesting and useful information, to gain follower trust, so that more people become aware of us and the value of our conversation. It is therefore important to tweet regularly, to ensure we're giving our followers the attention they expect, and we should reply in a timely manner to questions.

Twitter is a conversation, not a broadcast. We should be listening and responding as well as publishing our own tweets. We should be using a friendly, approachable tone of voice.

We should not spam our followers by tweeting more than our outlined quota (see below) or by cutting and pasting links without context.

We have decided that Cartwheel will have a 'tweet team'. It is therefore everyone's responsibility to tweet and review replies, mentions and direct messages.

We should:

- Tweet 1 – 5 times a day about the things we find interesting and useful on a day to day basis relating to our work, especially where it impacts on our artists and participants
- When tweeting we will each use our initials after our tweet so that it's clear which member of the team has posted that tweet
- Check what has been posted by others in the tweet team first, before tweeting ourselves
- Keep abreast of any replies to, or comments, on our Cartwheel Arts tweets – we are each responsible for maintaining the dialogue we've begun
- Think about the best times to tweet. Lunchtime is a hotspot for twitter activity so a good time to catch people
- Always use the Cartwheel Arts bit.ly (<http://bit.ly>) account if we are including a link in a tweet so that we can track how many people have clicked on that link
- Use a conversational tone of voice, maintaining professionalism at all times
- Use our twitpic account for posting images wherever possible (<http://twitpic.com> - log in as twitter account details or email pictures to [cartwheelarts.1760@twitpic.com](mailto:cartwheelarts.1760@twitpic.com) with the message in the subject heading)
- Refer and adhere to our guidelines regarding the types of images we agree to tweet (see below).
- Use twitter to open ourselves up to the world and start conversations. We won't use it simply to recycle listings info available elsewhere
- Use it to signpost content elsewhere, e.g. Facebook, YouTube and our core and project websites
- Retweet as much as possible; people talking about us is better than us talking about us.
- Ensure we keep our account 'public' so that our tweets can be easily followed by public users, appear in the public timeline and via search on Google or other search engines.
- We should ensure we promote our twitter account (thus building more followers) by:
  - tweeting, retweeting and engaging in a dialogue with various followers (and by following varied twitter profiles). Twitter is a community – we should follow a variety of people as well as gather followers.
  - ensuring our twitter profile url is used on email signatures and any e-bulletins that go out

- making sure our twitter profile is accessed through a button on our core and project websites (TUAO/core site/additional project websites)
- ensuring the twitter profile url is clearly displayed on any promotional print
- Ideally limit our tweets to less than 140 characters so that they are easy for other people to RT them (as 'RT + username' has to be added to the tweet, therefore lengthening it). If you do RT, it is good practice to make a short comment before the content. For example "I think we'll apply >>RT @margelicious ACE releases new funding scheme"

### 3.1.2 Twitter terms

A **tweet** is a 140 character update (this is the same as a mobile phone text).

You **'follow'** someone when you subscribe to their tweets. **'Followers'** are those who are subscribed to your posts. The more people you follow, the more links, ideas, recommendations and news you will be able to 'listen' to, and engage with. To follow people you can either click on any profile you notice within a tweet, where you see '@' for example @margelicious. Or, you can use the 'find people' box on the twitter.com page. You can also use the search box on the right side navigation to find people, places or keywords that you may be interested in, for example, 'poetry' to follow people who are interested in similar projects and hopefully they will follow back.

A **mention** or **reply** is when someone mentions you, or replies to you in a tweet, for example "what do you think @margelicious?" We should check mentions every day, in order to be able to respond to questions or participate in a discussion. For example, someone may tweet "Had a great time at Borderlines event, thanks @CartwheelArts". This can be retweeted to demonstrate to others that people are enjoying our activities, and shows we are listening to followers: "Glad you enjoyed it! RT @X Had a great time at Borderlines event..."

A **direct message** or **DM** is where a user will send a tweet to you privately, which shows in the DM section on your twitter account (accessed through 'Messages' link at the top of the twitter.com profile page). These also get sent to the nominated email address (coming through to Marge at the moment but this can be changed to Vik's email).

A **retweet** or RT is when you 'forward' on someone else's tweet, essentially republishing it. If others retweet your tweets, it means they are visible to a wider audience, thus potentially building more followers

A **hashtag** is where you use a '#' symbol along with a keyword to pull tweets of a similar topic together. E.g. All tweets for Borderlines should be tagged with #blines You can search for existing hashtags in the hashtags.org directory. Hashtags are also useful to follow set topics, e.g. at conferences or on key subject areas e.g. #artsfunding, to listen into useful information and search for new followers. The use of <http://twitterfall.com/> is useful to compile lists of hashtags, potentially for public display on a big screen for example, alternatively hashtags can be followed easily on tweetdeck, both on PC and smartphone.

### 3.2 Our Facebook account

We have a Facebook Fan Page ([www.facebook.com/cartwheelarts](http://www.facebook.com/cartwheelarts)) which will be customised as much as possible to make it stand out from the crowd. (NB with a Fan Page, Fans can post on our Wall, however as we cannot see their own 'friend feeds' on our wall - as per the old Cartwheel profile pages.)

**Username to log in:** [vik@cartwheelarts.org.uk](mailto:vik@cartwheelarts.org.uk)

**Username is then:** Cartwheel Admn (note no 'i' as Facebook spots it as trying to be an admin account!)

**Password:** tellusanotherone

This account has been set up purely to function as an administrator on the Cartwheel Fan Page and to contribute to the Borderlines Facebook Group. It should not accept friends, and no profile information should be added.

Administrators on the Fan Page cannot be seen by Fans, and all posts appear as 'Cartwheel Arts'.

### 3.2.1 Our rules

As with twitter it takes time to build fans on Facebook, and this relies again on the sharing of content by others.

We have agreed that all in the Cartwheel team will post to Facebook. This content will primarily be in the form of the following four ways:

- **Wall updates:** these could be hyperlinks to relevant url's e.g. Borderlines blog, TUAO website info, information from partners
- **Photos:** either individual photos (which should be placed in named albums, with titles) or slideshow/links to our flickr account (log on details in the appendices below)
- **Video:** these should be hyperlinks taken from the relevant url on our youtube channel (log on details in the appendices below)
- **Events:** all events should be added to the calendar, updating both fans and published to the wall. We need to be careful not to bombard fans with too many event invites though, as this annoys and can lead to people leaving the fan page.

Similar to twitter, we should:

- Post up to 3 times a week about the things we find interesting and useful on a day to day basis relating to our work, especially where it impacts on our artists and participants. Asking questions is a good way to get fans involved in participating with the fan page - whether that is for project research purposes, debating a current relevant local/sector issue or asking for feedback on an event or perhaps a review.
- Check what has been posted by others in the team first, before posting ourselves
- Keep abreast of any replies to, or comments, on our posts – we are each responsible for responding to any posts by fans which require attention
- Think about the best times to post content. Lunchtime is a hotspot for twitter activity so a good time to catch people
- Always use the Cartwheel Arts bit.ly (<http://bit.ly>) account if we are including a link in a tweet so that we can track how many people have clicked on that link
- Use a conversational tone of voice, maintaining professionalism at all times

- Refer and adhere to our guidelines regarding the types of images we agree to post (see below)
- Refer to 'dealing with negative comments' (below) if there are instances where you receive abusive or negative feedback
- Use it to signpost content elsewhere, e.g. YouTube and our core and project websites
- We should ensure we promote our Facebook account (thus building more fans) by:
  - posting content which is interesting and useful that fans will 'share' (thus appearing on their own wall feeds)
  - ensuring our Facebook profile url ([www.facebook.com/cartwheelarts](http://www.facebook.com/cartwheelarts)) is used on email signatures and in any e-bulletins that may go out
  - making sure our Facebook profile is accessed through a button on our core and project websites (TUAO/core site/additional project websites)
  - ensuring the Facebook profile url is clearly displayed on any promotional print
  - posting links to interesting content on Facebook through the twitter account

#### **4 Images**

As with a lot of the above, we will take a common sense approach to the use of images on social media, and respect the privacy of our participants.

As a team we have agreed the following:

- If photography is taken at a festival or public event, signage will be situated wherever possible to inform participants that images may be used on social media sites. We will use these images on our social media channels when appropriate but we will not request individual consent (an impossible task!)
- Participants will be asked to permission at individual smaller events if photographs taken can be used on social media. Any photography permission forms should carry 'social media' as an option for use. No images should be passed onto the external social media co-ordinator which have not been cleared for use.
- People featuring within photographs uploaded to Facebook will not be tagged by the Cartwheel Arts team, however if that person wishes to tag the photo of themselves (and they are a Fan) then they are able to do so.
- All images uploaded on any social media channel should be clearly labelled with place, date and content information.
- Images uploaded onto flickr should be tagged appropriately e.g. "Cartwheel Arts".
- We won't use images from events or activities with a sensitive nature, e.g. health and wellbeing.
- We should set up a clear system in-house for photography which has been cleared for social media usage. Each image should be labelled to match any permission forms.

## 5 Dealing with negative feedback

It is very easy due to the immediacy of social media to respond to a negative comment quickly without due care. We must remember that if people want to give negative feedback it is likely to happen in a social space or online anyway whether you are operating social media sites or not! At least through our social media channels we can control the discussion (and constructive criticism of course helps us consider how we can improve).

Some key tips with dealing with negative feedback on twitter and Facebook are:

- treat negative feedback in the same way as you would do in person in terms of tone and response; don't take it personally and respond in a personal manner, maintain professionalism at all times
- demonstrate you take the feedback seriously by responding to it, never delete negative feedback, unless it is deemed abusive
- acknowledge the feedback publicly and then continue the conversation into a private channel e.g. offer to call them/send them a DM/email
- work on a response as a team if you are unsure how to respond yourself - seek guidance to check your response is the right one
- use as a way to encourage debate - often fans or followers will respond to the person offering the negative feedback such as the Facebook Blackpool Zoo example here: <https://www.facebook.com/blackpoolzoo/posts/10150301144343392>

## 6 Measuring online interaction

Google Analytics will be used to monitor the *Tell us Another One* website, reporting on overall visits, traffic sources and referrals, bounce rate, average time on site, sticky pages etc. Interestingly, at the recent Let's Get Real conference, it was reported overall that social media platforms have a negligible effect on traffic to organisational websites. This may be a sign of low engagement with content, or it may be that people are choosing to engage with organisations in that channel and do not want to visit their websites. Most activity within social networks stays 'in' the network. It will be interesting to see whether this is the case for us.

Links used will be tracked through bit.ly, Facebook Insight and YouTube Insight can also be used.

We will use the recently published Culture 24 social media metrics toolkit to extract key indicators for reporting on social media (see below deadlines)

<http://www.keepandshare.com/doc/3151276/social-media-metrics-toolkit-pdf-september-20-2011-12-47-pm-51k?da=y>

## 7 Social Media to March 2012

### 7.1 Overall responsibilities

#### Cartwheel Arts team responsibility

- Update twitter and Facebook content regularly as per above guidelines.
- Respond to any comments, dialogue or questions posted by fans or followers.

- Feed through ideas for content to the external co-ordinator.
- Co-ordinate image bank and hold responsibility for clearance of images.

**Co-ordinator responsibility**

- Overall co-ordination of social media (uploading content when able, suggesting content, building fans and followers).
- Respond to any comments, dialogue or questions posted by fans or followers.
- Production of guidelines for current and legacy purposes.
- Conduct Google Analytics health check.
- Monitoring social media statistics and Google Analytics for Tell us Another One (providing a short bullet point report in November, January and March).
- Running training sessions as and when required.

**7.2 Plan of activity (to be completed with team)**

	<b>Standard content</b>	<b>Key events/special content that can be set</b>
<b>October</b>	<b>As per guidelines</b>	<b>e.g. festivals/special events will generate content/can start debate etc. Competitions? Crowdsourced information? Opportunity for audio pieces?</b>
		<b>Meet the team? Audio interviews with Cartwheel team and project facilitators?</b>
		<b>Behind the scenes tours/photos of particular events?</b>
<b>November</b>		
<b>December</b>		
<b>January</b>		
<b>February</b>		
<b>March</b>		

**Appendices**

**Youtube log in:** tbc - there is an account, do we have the passwords?  
<http://www.youtube.com/user/cartwheelartsonline>

**Flickr log in** (had to link to yahoo account so new email was set up):

username: cartwheelarts@yahoo.co.uk password: tellusanotherone