Style and Usage Guide of the Government of Catalonia's social networks **Third edition: april 2011**

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Government of Catalonia
Presidential Department

General Directorate for Citizen Services and Publicity

www.gencat.cat

Style and Usage Guide of the Government of Catalonia's social networks



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Introduction

articipation in online social networks affects our personal, social and professional spheres. If we focus on the professional area, the current situation – with its high levels of interpersonal connectivity – as well as the management of the information generated, have contributed to the forms of collective intelligence that are changing organisations. Access to social networking sites by means of wireless devices ensures participation from virtually anywhere and as more people join social networks, more uses will be found for them. They therefore constitute an excellent platform for improvement and innovation.

Social networks facilitate active participation and involvement of citizens and other stakeholders in governance. They also complement the Administration's traditional two-way communication channels (over-the-phone or on-site assistance, etc.). While the official website of the *Generalitat de Catalunya* (Government of Catalonia) offers up-to-date information, social networks seek to:

- Provide immediate answers to users. In this case, the information offered might also be useful for other people who find themselves in the same situation (saving time and resources, as it is usually the case with web channels). This occurs in a more closely related manner, given that we are dealing with the user's personal context.
- Redirect users towards the corporate web (or towards another defined resource that
 provides information as reliable as that generated by official channels) to expand official
 information.
- Facilitate the creation of thematic networks that generate essential and complementary knowledge allowing organisations to learn about the users' interests as well as the information generated on these networks, and to take all of this into account.

The Style and Usage Guide of the Government of Catalonia's social networks establishes common guidelines for a consistent presence of the Government of Catalonia in social networks. It aims to be a dynamic resource, to which all may contribute their experience by emailing blocgencat@gencat.cat. The Guide contains the recommended procedure for creating accounts and profiles for any department, service, or brand (and by breadth of scope, also for private entities, and public companies in which the Government of Catalonia holds a controlling interest) in these spaces for networking and participation. It also lists the different social media utilities, their various uses and the purpose of each network, recommendations for an appropriate and productive presence, as well as the criteria for finding the best communicative style for each tool.

The General Directorate for Citizen Services and Publicity (GDCSP) of the Government of Catalonia's Presidential Department coordinates the account creation procedure. Upon ensuring compliance with all required standards, the GDCSP issues the corresponding user accounts and editing profiles to each applying entity, along with



the corporate image for social networking environments as established by the visual identification programme (PIV) gencat.cat/piv/aplicacio/16_xarxes.html.

Besides, an updated list of the applications recommended to efficiently manage each social network can be found at gencat's Delicious profile http://delicious.com/gencat/bundle:apps.







Avatars from the visual identification programme (PIV)

Principles behind the Government of Catalonia's presence in social networks

When interacting with the general public, the values shared by the Government of Catalonia and its network of professionals must be upheld at all times:

- **Public service**. It is our reason for being. Communication by means of social networks must be as efficient as, or more so than face-to-face communication, and at the same time it must be more efficient and provide better results without requiring greater resources. It is important to demonstrate willingness to listen to and help the public in any possible way at all times, as well as to provide answers to their questions.
- **Transparency.** The basis for social media. The organisation must be presented in a realistic, natural fashion.
- Quality. Quality services must be offered to the general public, following established protocols.
- **Joint responsibility**. Knowing who is being represented, what is the purpose, how and where communication is to be carried out. Social norms as well as the terms of use of each social network must be respected at all times.
- Participation in public initiatives as if they were our own, encouraging the participation of other citizens.
- **Open knowledge**, by means of a new approach to intellectual property rights that foster the necessary conditions to create wealth from the data and contents produced by the Administration.

The conversation style must always be friendly and courteous. Communication in the different social networks in which the Government of Catalonia participates must always be citizen-oriented. Therefore, we must try to listen to people and provide adequate solutions to their needs, so that social media users leave with the feeling that our presence is not intrusive, and that we are participating in the conversation as equals.

When participating in social networks, it must be kept in mind that these spaces 'belong' to citizens. We may not necessarily agree with some users' opinions, but we must always respect them. Our purpose is not to change these opinions, or force our



own upon anyone; our purpose must be to simply share, listen to, and converse with citizens in their own space.

As a general principle, corporate profiles must not expressed personal opinions. Also, the editorial line must follow that of the official website.

Useful suggestions and recommendations for Government of Catalonia employees

Social networking sites offer an unlimited number of possibilities that people working for the Government of Catalonia may enjoy in a responsible manner. A series of recommendations must be kept in mind so as to guarantee appropriate use of social media utilities, even when interacting from personal profiles.

Opinions shared in any social profile are personal in nature, and in no case may be attributed to the organisation. Employees have the right to freely express their opinions or points of view on whatever subjects they wish.

To avoid possible conflicts with the service being offered, it is advised to observe the following:

- Any employee of the Government of Catalonia who participates in social networks may freely identify him/herself as being such.
- It is recommended not to use corporate email addresses to create personal accounts in sites unrelated to the Government of Catalonia, since this information could be misinterpreted or used for undesirable purposes. This recommendation explicitly applies to Twitter and Facebook.
- Participation in activities or groups that may damage the reputation of the Government of Catalonia and its services must be avoided.
- It is advised to act in a forthright manner and to respect in-force legislation. It must be noted that language policies emphasize the responsibility of civil servants in the effective use of Catalan in any work-related activities.
- No insulting or offensive comments may be published on the Internet.
- If social networks are used during work hours, they must be used in an appropriate fashion, and always with the purpose of improving the service offered.
- It must be kept in mind that all Internet activity is recorded indefinitely, and is accessible to any user.



2 Blog

The Government of Catalonia has its own corporate blog platform with a uniform template and design, which may be adapted to the specific needs of the different departments.

The blog works as a connecting link for all the social networks of the Government of Catalonia's departments, which means the rest of the tools complement the blog and are used for further promoting it. To facilitate this feedback function, the blog includes applications or widgets which channel the user back to the social networks of each department. In this way, a higher number of users are reached, creating an even wider network. The purpose is to achieve complete integration, so that users can learn about the different network profiles of the departments and can choose the website they prefer to interact from.



http://blocs.gencat.cat



It must be clear that the blog is a corporate tool at the service of the department, therefore the profile must also be corporate (i.e., the user that generates the content does so from a generic profile). Nevertheless, there may be blogs in which the posts are signed (name and surname) by the person publishing the information (service blogs, brand blogs, etc.).

The purpose of the blog is to broadcast information relating to current issues, department projects, different events, etc. Posts are published regularly to maintain communication with the blog readers. For this it is essential to plan the editing of blog posts, which should be interesting and dynamic, encourage discussions and be related to the activities of the department, service or brand.

The ultimate purpose of blog posts must be to encourage audience participation. Therefore it will be necessary to complement the editing of blog posts with a good coverage in social media utilities. Then any comments will need to be managed. Below, the publication procedure for posts and comments is outlined.

Registration on a new blog is requested by submitting a form with the necessary details (blog name, header image, applications or widgets and sidebar plug-ins) through the *Suport gencat* tool http://suport.gencat.cat.

2.1 Publication

2.1.1 Frequency

The general recommendation is to publish a post every week or week and a half, leaving sufficient time for reader comments, meaning the quality is more important than the quantity.

The most appropriate hours of the day and days of the week for the publication and broadcasting of posts must also be assessed, based on the behaviour of the network that feeds the blog, with the purpose of achieving maximum circulation of posts in the different social networks.

2.1.2 Style guidelines

a) Structure

The text must consist of a maximum of six paragraphs (approximately 400 words) and the paragraphs must be short and concise, distributed in two reading levels. The first level must summarise the most relevant information and the second level will contain additional information (complete details, etc.).

b) Organisation of the information

I. Post titles

Priority must be given to informative headlines, i.e., titles that explain the content of the post in a few words. They must be appealing, but at the same time remain formal.



II. First reading level

Structures which invite reflection (rhetoric questions, declarations, etc.) are recommended.

The paragraphs must be explanatory but brief: it is important to be capable of summarising information as much as possible. Moreover, it is advisable to end with a sentence that invites the reader to continue reading the second level.

III. Second reading level

This section contains additional information and details which allow the reader to deepen their knowledge of the initial content but which are not essential for getting the general idea of the post.

It is not necessary to include a summarised, final conclusion, since we are publishing in an Internet environment in which important information is placed at the start: otherwise the reader will leave the page and not continue reading. In other words, the summary, or important information must appear on the first level and not on the second. The objective is to offer readers the keys to the text in the first paragraphs so they can decide if the article is of interest or not.

When a concept, proper name or term is quoted which may be unknown to the reader, a link to a trustworthy source containing additional information (Government of Catalonia resources, dictionaries or trustworthy websites such as Wikipedia http://en.wikipedia.org) should be included.

c) Images

Adding images to posts make them more attractive. It is essential to know about the intellectual property rights of images used to illustrate posts, whether they are the property of the Government of Catalonia, or they belong to third parties, in which case it will be necessary to obtain user rights.

Alternatively, images licensed under a Creative Commons license http://creativecommons.org may be obtained from different Internet repositories http://blocs.gencat.cat/blocs/AppPHP/gencat/?p=1285&lang=en. These images already have licenses that protect author rights but allow certain third party usage.

2.1.3 Circulation

When publishing a new blog post, it is advisable to circulate it on Facebook and Twitter: the post title can become a link, or else other ways to attract readers may be used (asking users about a specific subject, encouraging participation, etc.). It is important to redirect participation to the blog to centralise discussions on a single platform.



2.1.4 Language

The Government of Catalonia blogs are published in Catalan, although the corporate blog platform can support versions in other languages. The *gencat* blog, for example, contains posts available in Catalan, Spanish and English.

2.2 Contents

First of all, the blog should not turn into an agenda, so event dates or forecasts should be avoided. Posts about relevant events should only be published with the specific purpose of starting a discussion to encourage attendance to the event in order to continue the conversation held on the blog. On the other hand, it could be interesting to publish reports of events once they have taken place.

The information published on the blog must provide added value to capture the interest of readers. The thematic lines should also be defined somewhere in the blog, so that readers can learn about them.

For example, the gencat blog posts inform readers about projects the Government of Catalonia is developing on the Internet, such as new websites, multimedia projects, applications, tools, corporate solutions and other services. The posts also deal with different subjects related to the Internet, innovation, knowledge management, e-Government and Open Government, telematic procedures, multi-channelling, accessibility, usability, change management in organisations or legislation on aspects such as reuse (intellectual property and author rights) or the protection of personal data.

2.3 Comment management

The Government of Catalonia's blogs should be moderated. It is advisable to publish the blog's comment guidelines, as on the gencat blog http://blocs.gencat.cat. These guidelines must be based on appropriateness (comments relating to a conversation thread), respect (use of non-offensive language) and information type (with respect to data protection and privacy of individuals). Information of an advertising nature must be avoided above all.

Comments not complying with these requirements will not be published, although their authors may be given the opportunity to rewrite them, if they would like to do so.

Those responsible for the blog may edit the comments when necessary (spelling correction) to guarantee a minimum linguistic quality, in keeping with the linguistic role model of the Administration's blogs.

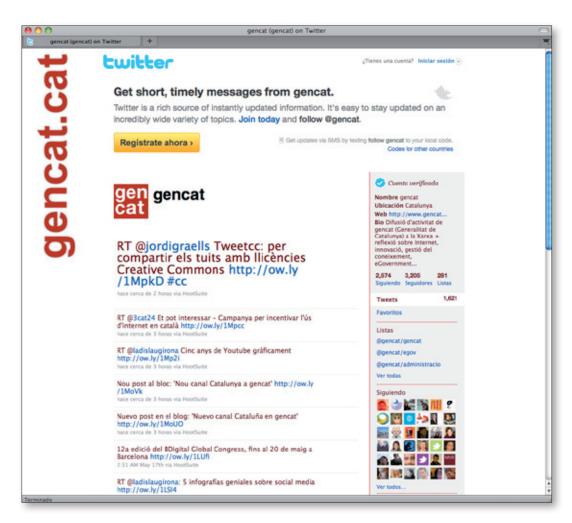
The recommended time-frame for responding to comments is within 24 hours.



3 Twitter

Twitter is a microblogging service for publishing short text messages (up to 140 characters) and interacting with other users through web browsers or through desktop and mobile phone clients. The microposts or tweets are published to all (although private conversations can be protected so that only the user's followers can read them) and social networks are created by following those users that we find interesting.

Twitter is a great tool to inform about new services, to provide reference information (dates, emergencies, new publications...) and to cover live events, but it is also a tool for user discussion and collaboration. In this sense, the Twitter accounts of the Government of Catalonia are aimed at fostering communication and interaction with users.



www.twitter.com/gencat



3.1 Account management

The Twitter accounts for the different departments of the Government of Catalonia are corporate, and they are authorised and configured by the General Directorate for Citizen Services and Publicity (GDCSP). The persons responsible within each department must contact the GDCSP in order to obtain an account. The GDCSP will assess the channel's suitability and then configure the appropriate settings, inform about managing guidelines and provide PIV-approved graphic elements (avatar and background) to certify the official character of the process.

User's name is restricted to 15 characters.

The names of the department or service accounts are created by using the department, service or brand name and then adding the suffix *cat*.

Examples:

Justice: @justiciacatHealth: @salutcat

• Emergencies: @emergenciescat

The Government of Catalonia's Twitter accounts are set up from *gencat* email addresses. Each account must be associated to a different email address because Twitter does not allow associating multiple profiles to the same email address.

In order to ensure optimal management of Twitter accounts, as well as adequate data protection and the transfer of responsibility and control, the Government of Catalonia avoids using the username and password for the different social networks applications directly.

Accounts are managed through the CoTweet application. The GDCSP sets up both the Twitter and CoTweet accounts and designates a user as the account administrator. If necessary, this person may also appoint others, whether Government of Catalonia



employees or external providers (suppliers of content, etc.) as corporate editors. The proprietary user and editors will have to set up their own CoTweet accounts with the same corporate address they will use to manage their Twitter account.

Please bear in mind that a Twitter account that has not been updated for six months is considered inactive and can be removed automatically.

3.2 Presentation aspects

3.2.1. Personalisation of accounts

The General Directorate for Citizen Services and Publicity (GDCSP) has defined certain elements that need to be taken into account to ensure Twitter accounts comply with the Government of Catalonia's corporate identity guidelines:

- **a)** The name of the account should follow the structure 'name of the department, service or brand. Government of Catalonia'.
- **b)** The account's avatar must be in accordance with the visual identification programme www.gencat.cat/piv/aplicacio/16_xarxes.html.
- c) The reference website or blog must be the URL of the department, service or brand.
- d) The location is 'Catalunya'.
- **e)** A brief description in Catalan should be included in the Bio section with [name of department, service or brand. Government of Catalonia]. It should not exceed 160 characters. If the number of characters has not been exceeded, the name of the department, service or brand should be written also in English.
- f) Design colours: background #ffffff, text #333333, links #ac2215, sidebar #ffffff and sidebar border #4d4d4d.
- **g)** Background: combines the corporate image of the Government of Catalonia and the URL of the department, service or brand in landscape format. The image height should not exceed 800px to prevent the screen from being cut.

3.2.2 Language

Tweets are written mostly in Catalan, the Government of Catalonia's official language. They can also be written in Spanish and English, depending on the specific contents.

As for retweets, they will be kept in the original language of the tweet.

3.2.3 Tweet structure

Tweets are a combination of (headline-style) text and, if possible, a shortened link. Whenever possible, Tweets will also include a hashtag introduced by #.

text + Short link + #hashtag

Twitter account analysis of the Catalan Parliament http://bit.ly/cLcOR4 #ogov

The text information should be synthetic, rigorous and concise. It is important to add a link whenever possible so that users can expand on the content.

In the case of broadcasting live events via Twitter (*live blogging*), it is not necessary to add a link, but it is important to include in the tweet a hashtag referring to the event. The structure of the tweet should be the following:



Author + quote + #hashtag

Boris Mir: "Transversal competences are important in the new educational system" #sessioweb

In the case of broadcasting live events via Twitter (live blogging) regularly, it is recommended to create a special channel to tweet (for example, @sessionsweb) in order to avoid overloading followers' timeline. The new channel should be announced to the audience by the main Twitter profile, which will retweet some of the most interesting information.

3.2.4 Links

Links add value to tweets. They should be shortened using the bit.ly application, which is built into CoTweet. This allows quick and easy monitoring of the account metrics. Contents must be carefully read before being linked and the source needs to be reliable. In the case of websites, author references should be checked in order to determine if the source can be trusted. In general, tweets should not link to personal blogs, except in those cases where the content is relevant (it is in line with the stated purpose of the corporate Twitter account) regardless of the opinion of the author or blogger.

3.2.5 Tags (hashtags)

Tags define the theme of the tweet and preference should be given to those tags already existing on Twitter. To check if a tag is already in use it can be simply typed in Twitter 's search http://search.twitter.com (i.e.: administration). The tag must be short.

The use of tags allows retrieving information quickly, so users can search and filter content via tags. They are also an indicator of the hottest issues on Twitter.

3.2.6 Retweets (RT)

Retweets are tweets from other users that are published again to contribute to the conversation. In order to be retweetable, tweets should not exceed 125-130 characters (depending on the length of the account name).

As a general rule, retweets should be written in the following format:

RT + @nameoftheretweetedprofile + text + short link + #hashtag
RT @tecnimap2010. "All the news of the event on Facebook"
http://bit.ly/9SBfzF #tecnimap

It is important to open and shorten the first tweet by means of the corporate application, so that it can be included in the profile's metrics.

Interesting content that can be retweeted:

- Content from trusted sources (institutions or individuals who are experts in the theme of the Twitter account).
- · Content posted by renowned users.
- · Official information.

It is not recommended to automatically retweet from a keyword.

The number of retweets should not exceed that of the original tweets, although at first



it may be acceptable to keep a balance between the two modes of publication, with the purpose of building the network.

If the text exceeds 140 characters, it must be shortened in an intelligible manner. If there are more than one hashtag, some may be deleted. If the text is not clear, contains errors or content needs to be added, the tweet can be modified as long the following formula is added to the end:

Text + link + #hashtag + /via @nameoftheretweetedprofile

All the news of the event on Facebook http://bit.ly/9SBfzF #tecnimap /via @ tecnimap 2010

3.3 Contents

It is important to establish internal channels for the provision of contents and to inform managing units about this tool to instantly communicate events, news, consultations, emergencies, etc. However, those in charge of managing the Twitter accounts should be responsible for the contents posted on the account, for the resulting conversations and for retweeting relevant contents.

To maintain Twitter's social network, content needs to be published regularly but not to the point of being too much. In general, it is recommended to publish between 1 and 10 tweets a day, except when broadcasting live events, in which case it may be interesting to publish more tweets that will allow users to track key points of the event, or when reporting on emergencies etc.

Contents, comments and responses should be managed manually, which also allows identifying spam and/or spammers.

Cotweet allows scheduling tweets, which can be useful when a tweet needs to be posted at a later time. However, it is recommended not to overuse this feature.

3.3.1 Types of content

Information from external sources

- · Publication of new entries on the corporate blog.
- · Broadcasting of live events.
- Publication of new videos, photos, presentations, etc.., on the Internet repositories.
- · Public calls for selection processes.
- Site updates, new sections and publications.
- Press releases published on the website. When tweeting a press release, the headline should be reworded for this medium and the link to the web should be added.

Content generated in Twitter

- Announcements and invitations to events.
- Information on incidents, emergencies and critical situations.
- · Contents produced exclusively for Twitter based on verified information from the



network that adds value to the profile of the Government of Catalonia. In this way, the profile becomes a filter for high quality content.

Once the activity on Twitter has been consolidated, the publication of tweets can be automated through RSS feeds of certain contents (public calls, grants, official journals, etc.), provided that their volume is not too high.

3.3.2 Questions and other user input

Immediate action must be taken for those tweets requiring an answer, namely:

- a) Questions, concerns and requests: those of a more personal nature can be answered via a private message.
- **b)** Criticism: in cases of constructive criticism, the best option is to respond publicly to show that an answer is given to user feedback. If the feedback is negative, the complaint must be analyzed and a constructive answer must be given.

In cases where more information is needed, users can be referred to an email address.

FAQs and complaints received by the different departments, services and brands may be stored in the GDCSP site, Internet group, belonging to the e-Catalunya platform, so that the community that manages the Government of Catalonia presence in social networks can consult them in the future.

3.4 Network: following and followers

When a Twitter account is created for a department, other departments and relevant organisations will be actively followed. We should follow people and organisations related to our service strategy. As a guiding principle, we will follow any person who becomes a follower of our profile, because it is considered a basic rule of netiquette. It is advisable to avoid followers with an offensive avatar (i.e. pornography) or spammers. However, it is generally recommended not to block followers. *Automatic* mentions without any interaction with the department, service or brand profile will not be taken into account for the monitoring.

Our reputation on Twitter also depends on the number of users that we follow. A balance must be kept between the number of followers and the number of those who we follow. Otherwise, it can be regarded as a misuse of the tool, since the ultimate purpose is to share knowledge and create a two-way social network.

However, in order to optimally handle communication it will be necessary to create lists of specific people or organisations that should be monitored more closely because their activities match our profile.



3.5 Integration

Twitter accounts, because they are public in nature, can be integrated in other spaces by means of small applications (widgets) that embed external information in a website to promote it. These widgets can be used on:

- Our own sites: corporate blogs, gencat.cat website, webs of departments or special websites.
- Our own external sites: gencat's Facebook page, Facebook pages of other departments, etc., by means of a tab, a sidebar widget or via automatic publications.
- Third-party sites: widgets can be integrated on anyone's website, blog, etc.

3.6 Account verification

As it can be difficult to distinguish a fake account from an official account, Twitter offers the *verified account* service, which places a badge on those accounts whose authenticity has been verified. To use this service, log in to Twitter and fill the verification form, available in http://twitter.com/help/verified.

Before submitting the form, it is important to publish at least a link to the Twitter account on the official website. This will ease the verification process.

It should also be noted that any changes to the user name, bio or account information will result in the loss of the *verified account* status, so a new verification process will be needed.



3.7 Publication issues

When managing Twitter accounts, there may be times when these applications stop working (for example, due to a momentary Twitter error). We cannot do anything to avoid these errors, and simply must wait until the program is working again.

CoTweet, the management tool we use to manage these accounts, might also be down for some reason. These service outages do not tend to last long, but they could prove critical in some situations, such as when covering or broadcasting a live event. The following alternative resources will allow you to maintain normal account activities.

Images, messages and video posting (Twitpic and Twitvid)

Images, message and videos (Twitpic / Twitvid): You can post messages, images and videos on Twitter using e-mail through Twitpic/Twitvid. It's simple to do: just send an email to a predefined address (which will be distributed to the account managers) such as XXXX@twitpic.com XXXX@twitvid.com. The text in the subject line will be the text of the tweet, and the image or photo taken with your mobile phone, PDA, or other device will be attached to it.

If the CoTweet server is down for maintenance

Mobile clients: Most service outages are related to updates in the web interface. This means that even if the website doesn't work, you can still access the service using mobile phones which have been configured in advance.



4 Facebook

This social network provides a platform to communicate and share information, photos, videos and links with users we know. Besides, users can participate in communities that may interest them. Facebook www.facebook.com also permits sending private messages to our contacts (called *fans* on Facebook) and to other users who we may not know but who are on Facebook, and to create events and invite others to join.



www.facebook.com/gencat



Moreover, there is a wide array of applications that complement the basic functionalities of Facebook, bringing a new range of recreational as well as professional functions.

Facebook is one of the most popular social networks worldwide and one of the largest in terms of active users. In this sense, it is an appropriate platform to convey information to a broad audience and therefore the Government of Catalonia has decided to be on Facebook.

4.1 Profiles, pages and groups

Facebook offers several options depending on whether users represent themselves, an institution, a company or business, or a group of people. Thus, a profile, a page (official or community page) or a group can be created, depending on their purpose within this social network. Facebook retains the right to re-classify (and in some cases even to shut down) the options if the established criteria are not respected.

4.1.1 Profile

Profiles are for people who join Facebook on an individual basis.

4.1.2 Page

Pages are designed for institutions, companies or businesses, celebrities, etc.. They can be managed by one or by several profiles.

a) Official page

Official pages allow institutions, businesses and other entities to create their official space within Facebook in order to communicate with their fans.

b) Community page

Community pages are intended to support a cause or a movement. If such a page becomes very popular (thousands of fans) it will be adopted and updated by the Facebook community.

4.1.3 Group

Groups are created by a user (creator) and the people that join the group may have different roles: administrator, voting members and members. Groups can be public, private or secret, and are used to create networks of people interested on a specific topic.



4.2 Pages as a corporate solution

Pages are the corporate solution chosen by the different departments of the Government of Catalonia. In fact, it is the most suitable option for institutions and their constituent bodies, as Facebook attributes a differential character to organisations of all types to distinguish them from personal profiles.

Creating a profile for a department or service is not an option because it would break Facebook's terms of use.

Pages have a number of features that make them very useful when trying to monitor what's happening on the Web, as they provide comprehensive statistics of fans.

4.3. Account management

The Facebook pages for the different departments of the Government of Catalonia are corporate, and they are authorised and configured by the General Directorate for Citizen Services and Publicity (GDCSP). The persons responsible within each department must contact the GDCSP in order to obtain a page with the appropriate avatar and instructions in respect of the individual page and corporate image.

Pages are managed directly from the Facebook interface. Users who need to edit information on the page or add content to it will be made co-administrators.

Facebook pages are not linked to any personal profile. Otherwise, the user profile name associated with the page would be displayed every time new content was published, instead of the name of the page. Because of these limitations, the GDCSP appoints a trusted administrator that will manage the contents of each of the Government of Catalonia's pages on Facebook. These administrators can edit the page from their personal Facebook account and can manage all the editing options. Once the page has reached 25 followings, GDCSP will register a vanity URL, which identifies the page (for example, facebook.com/gencat) and it will be, from then onwards, the URL which will be communicated. It is important to know that, once registered, the URL cannot be modified.



4.4 Contents

It is advised not to publish many posts per day on Facebook. In general, it is recommended to post about 2 or 3, but it will depend on the type of account activity.

Information from our own sources may be posted on Facebook:

- Publication of new entries on the corporate blog.
- Broadcasting of live events: links to pages where events are being broadcast on streaming.
- Publication of new videos, photos, presentations, etc., on the Internet repositories.
- Site updates, new sections and publications.

The automatic publication of tweets on Facebook should be avoided, as the writing style is very different in the two tools. Twitter uses hashtags and other users are often quoted, so syndicated content would be out of context.

On the other hand, tabs and sidebar widgets can be added to the Facebook page to complete the contents.

4.4.1 Language

Facebook posts are written mostly in Catalan, the Government of Catalonia's official language. They can also be written in Spanish and English, depending on the specific contents.



4.5 Comment management

The administrator manages who can write on the page's wall: only the administrator, only the fans, or anyone. It is recommended that only the administrator can write on the wall. To choose this option, go to the *Settings* section that sits just below the text box and uncheck the option *Fans can write or publish content on the wall*. Then select *Only written by the page* as the *Default view of the wall*. Additionally, choose *Our page* from the options that are above the wall, so that only messages posted by administrators of the page can be viewed.

This will not prevent fans from commenting on posts, as contents are open. Therefore, you should set notifications in order to receive them in your e-mail. Do it through the option *Account settings / Notifications / Pages*.

Comments must be addressed as soon as possible, on the same space of the question or query. It is advisable to thank the user for participating and to include any additional content that may be needed. If the comment is inappropriate or irrelevant, we must find the best way to respond to the user in a polite fashion, linking information or redirecting the user to other websites which may provide an adequate response, if necessary. It is important to respond in a corporate fashion, i.e. on behalf of the page and not from the administrator's profile (administrators must be careful because it is easy to get confused on Facebook). Comments can be sorted in two types:

- a) Questions, concerns and requests.
- **b)** Criticism: in cases of constructive criticism on Facebook, the best option is to respond publicly on the comments section, which is the only place where users can post messages if the above instructions were followed correctly. If the feedback is negative, the complaint must be analyzed and a constructive answer must be given.
- c) Proposals and suggestions
- d) Acknowledgments for the content
- e) Debate about a question

In all cases, the response must be coordinated with the unit responsible for the information in question and, when appropriate, it should include an e-mail address in case the user needs more information. A record of FAQs and complaints should be kept, as it may be useful in the future.



The opening of a Forum section will be discussed with GDCSP

All the contributions and questions from different departments, services and brands should be formulated through the tools (blog, documents platform...) of the Social Media Group in the Citizen Attention and Publicity e-Catalunya portal, so that they can be used in other occasions by all the community that administers the presence of the Government in social media.

4.6 Network

One of the main features of Facebook pages is that they do not have a list of friends, as profiles do, but they have fans, so that page administrators cannot ask users to become friends and must instead devise other strategies to increase the number of fans.

Pages can have their own URL (i.e.: www.facebook.com/gencat) when they reach 25 members. In order to quickly reach this figure, some specific actions are recommended, such as:

- Sending an email to the department's contact list.
- Publish a press release informing about the creation of the page.
- Paying for a sidebar of Facebook to advertise.

4.7 Integration

Integrating Facebook in other sites can be managed in several ways:

- In our own sites (blogs and gencat website, webs of the department, special websites, etc.): by means of small applications (widgets) that embed external information in a website to promote it facebook.com/badges/
- Third-party sites: through applications allowing users to post on their Facebook profiles information created by departments.



5 Linkedin

Linkedin is a platform for professional interaction in which users can exchange experiences to improve their work praxis. The site permits the creation of groups that share an interest on specific initiatives or projects, posting or answering questions, posting job offers or responding to job offers... In the specific case of the Government of Catalonia, gencat and the other departments create groups that share summarized information providing significant added value to professionals.

5.1. Groups

Linkedin groups may be open or closed – and in the later case, access is available only by invitation. In any case, the privacy of the group's contents is guaranteed because the groups are not indexable. Linkedin is a network of people, and it is not advisable that organisations create personal accounts.

5.1.1 Management of Linkedin groups

One group per department/service/brand will be created, and there will be a common administrator-owner shared by all the groups of each organisation, who will assign administrator privileges for each department group.

In any case, as happens with all social networking tools, the purpose is to encourage decentralized management without running the risks associated with profiles/accounts/mailboxes and data security.

5.1.2 Sections of Linkedin groups

- **a)** Summary. Contents posted must provide added value in following with debates carried out in private tools such as blogs.
- **b**) Debates. Forums in which topics may be debated.
- c) Headlines. Publication of feeds.
- d) Jobs. Job offers.
- e) Subgroups. Only in those cases where they have been created.
- f) Management of the group and other aspects.

Groups should be promoted in external environments (blogs, Facebook, Twitter...) given that Linkedin does not allow for much circulation.



5.2 Content management strategies

- a) Self promotion of the group (blogs, forums, etc.).
- **b)** Automate the posting of contents of the 'Headlines' section by means of feeds (via RSS) of the contents published in other repositories and networks (mainly Twitter, blogs, Facebook...). To prevent the channel from saturating, it is recommended to manually publish headlines or information related to the department or the service only. In this way, specialized content can be provided to the group's users.
- c) As debates are carried out on the blogs, it is recommended to publish manual summaries in the corresponding section of the Linkedin group. Users belonging to the group will receive an automatic email each time the administrators post a new topic for debate.



6 Youtube

YouTube is a platform which allows users to publish, watch and share user-generated videos. YouTube is ideal for disseminating informative or educational audiovisual material about the activities of departments. It complements the corporate multimedia platform BIG (image bank of the Government of Catalonia).

6.1 Account management

The YouTube channels of the different Government of Catalonia ministries and departments are corporate channels, and they are authorized and configured by the General Directorate for Citizen Services and Publicity (GDCSP). The persons responsible for this means of communication in each ministry or department must contact the DCGA in order to obtain an account with the appropriate avatar as well as guidelines regarding the channel and corporate image. The Government of Catalonia's YouTube accounts are set up using *gencat* email addresses. To manage them, a session





of the Youtube account which is linked to a version of Firefox Portable will be left open. Be careful to pay attention and never close the session when you log out of Firefox—otherwise, you might lose your password.

User's name is restricted to 20 characters.

We do not recommend linking your YouTube account with your Facebook or Twitter accounts. It is preferable to manually control the circulation of videos on other social networks so that published content is adapted to each network.

6.2 Contents

The YouTube website allows for classification of videos in playlists and users can choose the playlist they want to watch or select a video that is highlighted in the *Videos* and *Playlists* section.

At the time of publishing a video, it is necessary to give it a title and provide a brief description. Further, it is best to complete the *Tags* field with keywords that make reference to the video in question in order to make it easier to search for.

6.3 Network

Although YouTube offers typical social networking functionalities, such as instant messaging and a comments system, the Government of Catalonia has decided to use social networking functionalities through other tools and to use YouTube only as a means of publishing videos.

With the same idea of avoiding interaction with users through YouTube in order to concentrate interaction on other social networks, in each video that we publish we select *Don't allow comments*, *Don't allow comment voting*, *No*, *don't allow video responses*, and *No*, *don't allow this video to be rated*.

6.4 Integration

The most common way of integrating this service in other sites is by embedding contents in other media, such as blogs. In this way, blog readers can use this resource without having to go to a different website, which reduces the risk of confusing the reader and optimises the number of clicks.

6.5 Licenses and property rights

Unlike other platforms, in Youtube it is not allowed to set the property rights and contents licenses in Youtube. For this reason, GDCSP recommends to add a cover with the license at the beginning of videos.

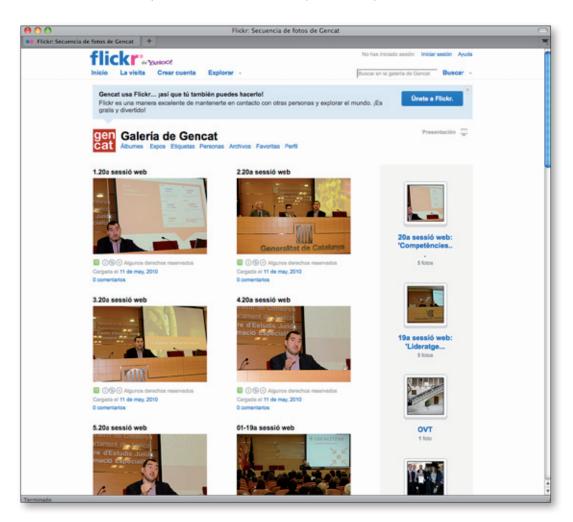


Flickr

Flickr is an online photo management and sharing application that, similarly to the case of YouTube, complements the corporate multimedia platform BIG (image bank of the Government of Catalonia).

Photos of the departments' institutional events, press conferences, presentations, etc., can be published in Flickr and classified in different albums according to subject matter. It must be noted that the free version has a monthly upload limit of 100 MB (10 MB per image); users with greater uploading requirements will need to upgrade to the pro version. Photostream views are also limited to the 200 most recent images.

Flickr also enables the publication of short videos (90 seconds).



www.flickr.com/gencat_cat



7.1 Presentation aspects: personalisation of accounts

Flickr allows users to choose their own avatar. Image size is 48 x 48px.

It is also possible to choose the view mode for the site, that is, whether the images appear in a single column, or in two or three columns; whether the albums and collections in our account appear on the side, etc.

7.2 Account management

The Flickr accounts for the different departments of the Government of Catalonia are corporate, and they are authorised and configured by the The General Directorate for Citizen Services and Publicity (GDCSP). The persons responsible within each department must contact the GDCSP in order to obtain an account with the appropriate avatar and instructions in respect of the individual account and corporate image.

The Flickr accounts of the Government of Catalonia are set up from gencat email addresses and are managed via the Firefox extension FireUploader. Once installed on the user's computer, this application allows access to the contents of the user's Flickr account without having to log in to the Flickr website, and it works in a way very similar to an FTP client. You can upload photos and add titles, descriptions, tags and classify them in albums which will later be visible from the Flickr website.

7.3 Contents

The Flickr account has to be configured so that the images have a Creative Commons licence (Attribution- No derivative works).

To do this, you have to access the option *Your account / Privacy and permissions / Default preferences for new uploads / Which licence for your content* and select the option *Attribution- No derivative works*.

7.4 Network

Contents published on Flickr are circulated through other social networks, such as Twitter and Facebook, with the aim of reaching the greatest number of users.

The Flickr account has to be configured so that it only works as an image bank. To avoid the publication of comments that would make it a social network, go to *Privacy and permissions*, then to *Preferences for new uploads / Who can add notes, tags and people,* and select *Only you*.

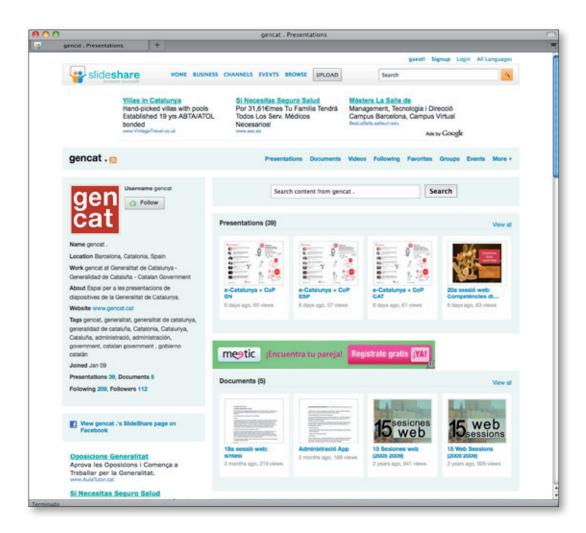
7.5 Integration

The most common way of integrating this service in other sites is by embedding contents in other media, such as blogs. Images can be embedded as part of the content of a blog post, but other applications can also be used, such as sidebar widgets enabling the Flickr gallery to be accessed from the blog of the department, service or brand.



8 Slideshare

This tool enables the publication of Power Point or Keynote presentations, Word documents, PDF's and videos. It is used for publishing information in a more schematic format: training materials, tasks and activities specific to a department.



www.slideshare.net/gencat



8.1 Presentation aspects: personalisation of accounts

SlideShare allows users to choose their own avatar. Image size is 100 x 100px.

8.2 Account management

The SlideShare accounts for the different departments of the Government of Catalonia are corporate, and they are authorised and configured by the The General Directorate for Citizen Services and Publicity (GDCSP). The persons responsible within each department must contact the GDCSP in order to obtain an account with the appropriate avatar and instructions in respect of the individual account and corporate image.

The SlideShare accounts of the Government of Catalonia are set up from gencat email addresses and are managed via the Firefox extension FireUploader. Once installed on the user's computer, this application allows access to the contents of the user's SlideShare account without having to log in to the Flickr website, and it works in a way very similar to an FTP client. You can upload presentations and add titles, descriptions, and tags which will later be visible from the SlideShare website.

8.3 Contents and Network

Contents published on SlideShare are circulated through other social networks, such as Twitter and Facebook, with the aim of reaching the greatest number of users. In the case of SlideShare, there is not an option to prevent users from making comments, but it is advised not to encourage them. The only networking functionality that will be used is the 'subscribe to'.

For SlideShare to work only as a repository for presentations, go to *Edit profile / Privacy* settings and select *No one*.

All the materials published on SlideShare, whether presentations or documents, must be in PDF format. The following parameters have to be set: document title, tags, CC licence, continuous page format, definition of file with the document title and full page view.

To ensure all presentations are published under a Creative Commons 3.0 Attribution licence (CC BY 3.0), go to *Edit profile / Manage account / Choose defaults for your content* and select *CC Attribution License*.

8.4 Integration

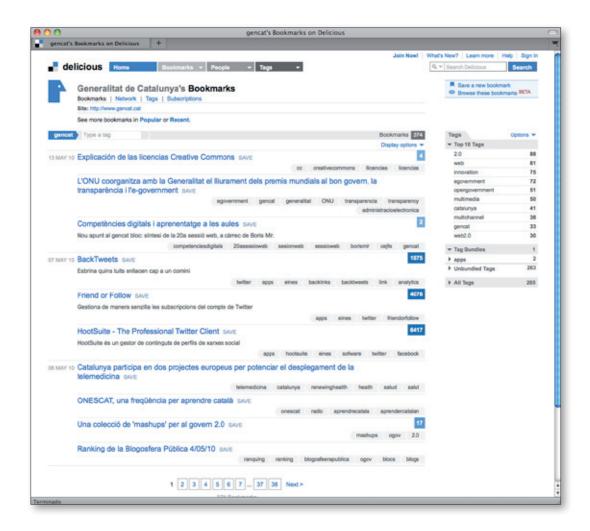
The most common way of integrating this service in other sites is by embedding contents in other media, such as blogs. In this way, blog readers can use this resource without having to go to a different website, which reduces the risk of confusing the reader and optimises the number of clicks.



Delicious

Delicious is a social bookmarking web service, that is to say, a data bank of URL's of interesting websites or documents of any kind that are published on the Web. Following the model of the so-called Favourites, the list of websites of interest that is stored in each personal browser, Delicious offers users the possibility of sharing lists online and organising them through the use of tags and bundles, which makes it easier to search for materials by using keywords within the Delicious site.

Another service offered by Delicious is the creation of a personal network with whom to share the social bookmarks and the access to the hotlist where the most recent popular bookmarks are found.



www.delicious.com/gencat



9.1 Purpose

- a) To record of all the contents shared by the Government of Catalonia through any of its profiles.
- b) To follow-up on all the online contents generated by the Government of Catalonia.
- c) To store interesting contents and organise them according to subject matter and source.

9.2 Account management

The Delicious accounts of the Government of Catalonia are set up from Yahoo email addresses associated to gencat email addresses and can also be managed from other tools.

9.3 Contents and tags

The basic information that has to be filled in when saving a link is contained in four fields:

- URL: the URL of the link
- **Title:** the title of the link. The system will automatically take the title of the link being saved, so it may have to be changed to match the content.
- **Notes:** this is the part where the link's content is described. It is useful for adding to the information given in the title or tags so that it is easier to retrieve it later.
- **Tags:** they are used to describe and classify the links, grouping them in an orderly fashion.

Bookmark tags must be clearly defined. Each tag can only consist of one word describing the content shared in a concise and clear fashion. It must also be noted that there is no limit of tags for each bookmark, so they can be classified using as many tags as needed.

In order to standardise tagging of shared contents, a set of guidelines has been established:

- · Always write tags without accents or punctuation marks.
- If two words are needed to define the content, create compound words. For example, in the case of electronic books, an appropriate tag would be electronicbooks.
- If the shared content is generated by any of the Government of Catalonia's official institutions, the tag geneat will always be added in the first place.
- If the shared content is generated by any of the Government of Catalonia's departments, the tag of the department will always be added in the second place. If the department has more than one department tag, the most appropriate option or options will be selected.

It is important to always add the department tag, as they enable the classification of bookmarks into categories or bundles of tags, making it easier to search by department.

Also, other bundles can be created to group together items of a similar subject matter.



Limiting the number of bundles is recommended in order to make classification easier and to define contents as much as possible. In this sense, it is essential to choose tags carefully and to ensure they are clear and concise.

List of department tags:

Presidential Department	presidencia
Ministry of Agriculture, Livestock, Fisheries, Food and the Environment	agricultura ramaderia pesca alimentacio medinatural
Ministry of Well-being and the Family	benestarsocial familia
Ministry of Culture	cultura
Ministry of Economy and Knowledge	economia coneixement
Ministry of Enterprise and Labour	empresa ocupacio
Ministry of Education	ensenyament
Ministry of Governance and Institutional Relations	governacio relacionsinstitucionals
Ministry of Home Affairs	interior
Ministry of Justice	justicia
Ministry of Health	salut
Ministry of Town and Country Planning and Sustainability	territori sostenibilitat



Corporate image

The complete visual identification programme can be found at: www.gencat.cat/piv/aplicacio/16_xarxes.html

10.1 Criteria for identifiers

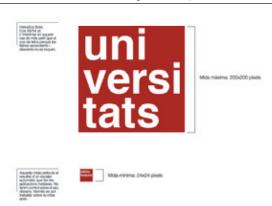
10.1.1 Gencat



10.1.2 Departments of the Generalitat de Catalunya



10.1.3 Public companies, autonomous institutions and services

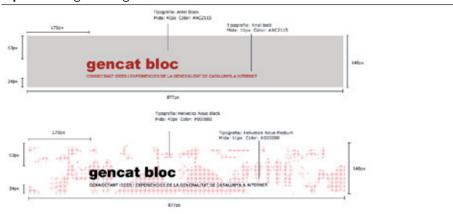




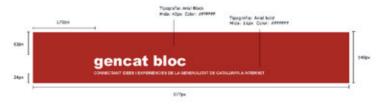
10.2 Blogs of the Generalitat deCatalunya

10.2.1 Gencat

Option 1 -Light background



Option 2 -Solid dark colour background or dark background image (picture or illustration)



Option 3 - Picture or illustration, text is hard to read







10.3 Twitter

10.3.1 Size of background design



10.3.3 Departments of the Generalitat de Catalunya



10.3.2 Gencat



10.3.4 Public companies, autonomous institutions and services





10.4 Facebook

10.4.1 Gencat



10.4.2 Departments of the Generalitat de Catalunya



10.4.3 Public companies, autonomous institutions and services



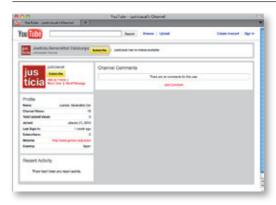


10.5 Youtube

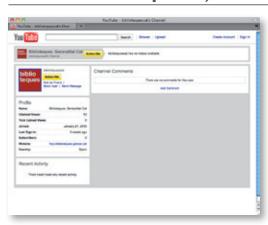
10.5.1 Gencat



10.5.2 Departments of the Generalitat de Catalunya



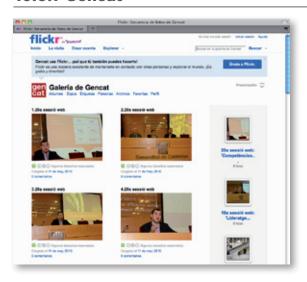
10.5.3 Public companies, autonomous institutions and services





10.6 Flickr

10.6.1 Gencat



10.6.2 Departments of the Generalitat de Catalunya



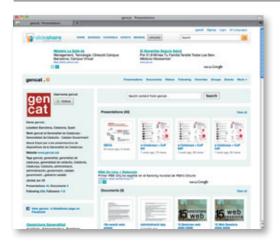
10.6.3 Public companies, autonomous institutions and services





10.7 Slideshare

10.7.1 Gencat



10.7.2 Departments of the Generalitat de Catalunya



10.7.3 Public companies, autonomous institutions and services

