



# **Social Networks Guide of the Generalitat of Catalonia**

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**General Directorate for Citizen Services and Publicity**

[gencat.cat](http://gencat.cat)

[gencat.cat/xarxessocials](http://gencat.cat/xarxessocials)

**Social Networks Guide of the Government  
of Catalonia's social networks**



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# Introduction

# 1

The use of social networks has brought about changes in the personal, social and professional spheres. Focusing on the professional sphere, the current landscape of high connectivity among people and management of the information generated favours progressing towards forms of collective intelligence that are changing organizations.

Access to social networks via mobile devices ensures participation from anywhere, and the more people use them, the more possible uses for them proliferate. Hence they offer an excellent avenue towards improvement and innovation. In addition to facilitating the participation and involvement of the public and other stakeholders in governance, social networks complement the Government's citizen service channels (by telephone, in person, virtual and so on).

While the Government of Catalonia's website provides detailed information, social networks:

- Provide immediate answers to the public, but here the information provided is also useful to other people with the same situation (saving time and resources). They also do this in a more familiar way since this is a habitual environment for the public.
- Redirect people to the corporate website or to an agreed upon resource that is as reliable as the information created by official channels to expand on the official information.
- Facilitate user creation of thematic networks, which in turn produce essential and complementary knowledge enabling the organization to learn about the interests and information generated by these networks and bear them in mind to improve its services.

The *Guide to Social Networks of the Government of Catalonia* sets common guidelines for a homogeneous Government presence on social networks.

The guide also contains the procedure to be followed when creating profiles in these spaces of interaction and participation. In addition, it lists the different social networking tools, the different uses and objectives for a presence for each, recommendations for an appropriate and successful presence and the most appropriate style criteria for communicating through each tool.

## Reuse

The [Government of Catalonia](#) permits the reuse of content and data provided that the source and when it was last updated are cited, that the information is not distorted and that this reuse is not contradictory with a specific license.

## How to contribute

The guide is a dynamic and open instrument where anyone may participate with their experience. The project is currently published on [GitHub](#) and contributions may be made through this service.

Contributions may also be sent to the email address [xarxes@gencat.cat](mailto:xarxes@gencat.cat) and the Twitter profile [@gencat](#).

# The Government of Catalonia on social networks 2

The Government of Catalonia has been active on social networks since 2009. Over this period it has established a relationship with the public through digital channels.

Over 200 profiles from throughout the institution allow for a specialised relationship with the public. These profiles taken together make up what is known as Gencat's corporate solution.

## Principles behind the Government of Catalonia's presence on social networks

Interaction with the public must take a tone that is in agreement with the shared values of the Government of Catalonia and all of its professionals.

- **Collaboration (participation in civic activities):** promoting and participating in collaborative spaces is the key to creating communities that add value to the Web. Participating in civic activities as if they were the Administration's own in addition to encouraging the rest of the public's participation.
- **Openness and transparency:** the organisation should present itself as it is in a natural way with a willingness to serve.
- **Interdependence (co-responsibility):** knowing who is being represented and to whom, how, and where we are interacting. The rules of netiquette for each of the spaces must be kept in mind.
- **Share (open knowledge):** a new approach to intellectual property that makes it possible to create the necessary conditions for the public, companies and other organisations to be able to generate wealth with the data and content created by the Government.
- **Integrity (public service):** communication and service through social networks should be as effective as it is in person or more so. At the same time, it should be more efficient and give better results while endeavouring not to use more resources. It is desirable to always show a willingness to listen and help the public whenever possible and to offer solutions to all of their problems and questions.

The tone of the conversation should always be warm and friendly. Communication on the different social networks where the Government of Catalonia is participating is always directed at the public. As such, it is important to try to listen to people and respond appropriately to their needs so that the users of these social networks feel that the Government's presence is unobtrusive and that its participation in the conversation is among equals.

When using social networks, it must be remembered that this is the domain of the public. Here every user has their own opinion, and this opinion need not be shared but it must be respected. The Government of Catalonia's participation does not aim to change these opinions or impose new ones; it merely seeks to share, listen to and converse with the people in their space.

As a general principle, personal opinions should not be expressed through the corporate profiles, and the editorial line should match the communication strategy. As a general rule, when writing content on social networks, blogs and web environments, a tone appropriate to the public institution it is being issued from should be used. In addition, the writing should be linguistically correct without spelling or lexical errors. When necessary, texts to be published should be reviewed using linguistic resources (dictionaries, spelling manuals, style guides and so on).

## How corporate profiles are organised

To organise the management of the Government of Catalonia's profiles, three different levels have been established, each of them with a different procedural protocol according to the Government's participation.

### 1st tier

The accounts fully belong to the corporate service. In this case the General Directorate for Citizen Services and Publicity (DGACD) retains the password and provides the official avatar to the managers in accordance with the Visual Identification Programme (PIV) of the social networks of the Government of Catalonia. It also provides a support service and sends account metrics periodically.

The account managers may attend the professional community meetings (CoP), which take place four times a year and are included in the content distribution lists developed at the CoP and subsequently sent.

All profiles of this type are listed in the official directory of social networks.





## 2nd tier

There are ministries, services and brands that have service centres (SC) throughout Catalonia because of their internal structures. The SC may request that a social network account following the shared guidelines for the entire Government of Catalonia be created and obtain the official avatar.

The procedure to create an account that should be followed will be coordinated between the SC and the body of the ministry or institution that is responsible for creating profiles on social networks, following the same protocol as first tier accounts but with the ministry, service or brand responsible for coordination.

The functions of the DGACD are:

- To advise the ministry head in creating a profile.
- To make a summarised follow-up of profile activity.
- To facilitate registration in the distribution list for all editors.

The functions of the ministry, service or brand are:

- To disseminate the communication strategy for the networks.
- To design the SC's avatar and background image using the template provided by the DGACD.
- To define the name of the SC's social network accounts and other related texts: Twitter bio, About and Participation tabs on Facebook and so on.
- To store names of administrators, usernames and passwords of social networking accounts that are used by the SC.
- To train, support and advise those responsible for accounts on social networks through in-person and/or virtual professional community meetings (CoP).

The functions of the SC are:

- To create the social networking account using a non-corporate email address.
- To manage and maintain the profile on the social network.
- To communicate the names of administrators, usernames and passwords of social networking accounts to the ministry, service or brand for safekeeping.
- To commit to informing the ministry, service or brand about any change in username and/or password.
- To commit to using the applications recommended by the DGACD for managing accounts and profiles.
- To participate in training and updating sessions of the corresponding CoP.
- To collect and provide metrics for open social networking accounts.

**arnau de  
vilanova  
hospital**

**trueta  
hospital**

**bellvitge  
hospital**

### 3rd tier

These accounts are under the aegis of the second tier. As such, the ministry to which the accounts belong is ultimately responsible for the creation of a profile. The procedure to be followed is the same as for the second tier.

For reasons of size, centralised management of all of the official social networking profiles of the Government of Catalonia is not possible. This group includes primary care centres, primary and secondary schools and libraries. It is for this reason that this type of entity is accountable to the second tier. As such, the ministry to which the accounts belong is ultimately responsible for a profile's strategy. The procedure to be followed is the same as for the second tier.

Their passwords belong to them, and they may use the corporate avatar (but this is not mandatory). The DGACD does not provide them with metrics service.

ics  
pediatria  
poblenou

arxiu  
garrotxa

biblio  
teca  
vall  
d'hebron

### Tips and recommendations for social network use by Government of Catalonia staff

Social networks offer unlimited opportunities that may be responsibly enjoyed by those working for the Government of Catalonia. Even when employees interact using their personal profiles, because they are members of the institution they should bear in mind a number of recommendations to ensure proper use.

The opinions expressed on any social profile are of a personal nature and in no way may be attributed to the organisation. Employees have the right to freely express their opinions and points of view on any topic they wish to.

To avoid possible conflicts with the service we offer, we recommend a number of actions:

- Anyone who works for the Government of Catalonia and maintains a presence on social networks may freely express that they are a Government employee. Should they do so, it is recommended to specify that the comments, points of view and opinions they express on their social profiles are solely their own.
- Personal accounts on any non-governmental website should be created using a non-corporate email since the information could be misinterpreted or used for undesirable purposes. This recommendation explicitly refers to Twitter and Facebook.

- Participation in activities or movements that might degrade the image of the Government of Catalonia and the services it offers should be avoided.
- It is advisable to act transparently and respect the law. For personal actions linked to the professional sphere, remember that the language rules stress the responsibility of civil servants towards the linguistic normalisation of Catalan in all ambits of activity.
- Refrain from publishing derogatory or offensive comments on the Internet.
- If social networks are used during the workday, they should be used properly and always in a way that is aimed at improving the service being offered.

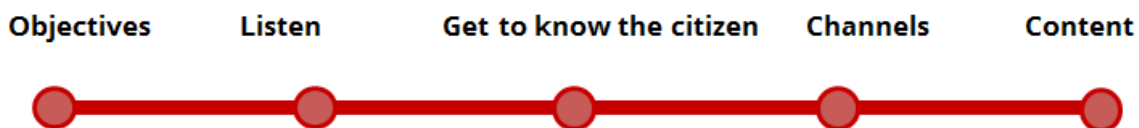
Remember that all activity on the Internet is recorded indefinitely and can be accessed by all users.

# 3

## First steps

Creating a new official profile on a social network is carried out in tandem between the General Directorate for Citizen Services and Publicity (DGACD) and the unit requesting it. The new profile should resolve the unit's needs for communicating with the public and at the same time fit within the overall communication strategy of the Government of Catalonia. To this end, there should be a prior process of reflection before requesting to create a profile.

### 3.1 Tasks to precede an official request



#### 3.1.1 Define objectives

They may change over time, but objectives define the networking strategy. It is important for each unit to devote the necessary time to this phase in accordance with the overall communication strategy. We must find ways to improve service to the public by making use of networks.

A good way to start is to ask what role social networks should play for your unit. It is important to know how important different aspects such as citizen services, information about unit-specific activities, gaining visibility and bringing about public collaborations are within the unit. The Twitter profiles [@gencat](#) and [@012](#) may be taken as examples.

#### 3.1.2 Listen

Studying what is being said about the topic being dealt with is a good way to begin to be active on social networks and can help to refine the objectives defined. While this might seem like an obvious step, it is often forgotten, and the reality is not perceived. Being there for the discussions that take place on the networks with an attitude of willingness to change and improve the service is one of the most basic aspects of the most successful profiles.

It is recommended to search for the name of the unit and the keywords associated with the work it does **Twitter search** prior to requesting a new profile because it will help to sharpen knowledge of how the public perceives the service. Once the official profile has been created, TweetDeck advanced search can be used and search columns set up for the most frequently repeated searches. Remember that the username will not always be cited when someone is talking about the profile.

When an account is created, the DGACD asks for five similar Twitter profiles to compare them. These are also useful for observing how they act: what resources they use, what time they publish, what kind of content they publish and even to see what kind of impact their publications have.

### **3.1.3 Get to know the public**

What is published by official profiles is useful for the whole public, but it is necessary to define who the main target audiences will be. What content are they interested in? In which spaces are they active? What are these people like? From here you can begin to think about what the content you are going to publish should be like, what the best times to publish will be and which spaces you should be active on and which not.

Once the profile is created, this audience observation should be ongoing. The monitoring reports prepared by the DGACD are a tool that helps to show how the public is interacting with official profiles and should be used to adapt content to what the public needs at any given time.

The better the community is known, the better service they can be provided with.

### **3.1.4. Choose channels**

Once the objectives have been defined, what is being said has been listened to and the community has been studied in depth, there are sufficient grounds for choosing the channels with which to interact with the public. Be aware that each tool has its particularities and a learning period will be required. Automatic publication across tools is discouraged, meaning that each channel requires a time commitment.

When the channels to be used have been defined, it will be necessary to think about the types of content and the people who are to create it. Creating a channel requires regular activity. This activity must be kept up as long as the profile is open. Having a single profile that works is better than having five inactive ones.

You can read the chapter “4. Tools” of the guide to see the platforms offered by the Government of Catalonia for an institutional presence on social networks.

### 3.1.5 Content strategy

Web analytics data can be used to find out what content is arousing the most interest. A flexible and dynamic content strategy that can be adapted to changes and the needs of the public is recommended.

Prior to creating the profile, the editors should draft a list of 20 possible tweets and 10 possible Facebook posts.

### 3.2 Official request

The application **form** to create a new social networking profile must be signed by the general secretary of the relevant ministry and sent to the DGACD.

If the ministry decides that the new profile is not part of the first tier and is part of the second tier (as described in the chapter “2. The Government of Catalonia on social networks”), it is not necessary to send the form to the DGACD.

This requirement makes it necessary for the person in charge of the unit and the person responsible for the ministry’s networks to speak beforehand about the suitability of the profile within the ministry’s communication strategy.

Once the DGACD has received the form, the person in charge of the unit and the head of the ministry are called in for a meeting. The unit making the request should have the aspects that precede creating a profile very clear.

Based on the relevant indications from the Ministry of the Presidency and together with the ministry, they agree whether to ultimately create it. If it is deemed unnecessary, solutions can be proposed, for example publishing messages with the unit’s tag through other ministry profiles.

### 3.3 The first publication

The DGACD is responsible for creating, configuring and adjusting the profile. The corporate profiles of the Government of Catalonia are always created using a **@gencat.cat** email address. The presentational aspects are set up following the **Visual Identification Programme of the Social Networks of the Government of Catalonia**.

The unit making the request must inform the DGACD of:

- The details of the person responsible for the profile (name, surname, email address, telephone number).
- The details of all profile editors (name, surname, email address, Twitter username, email address used to access Facebook).
- The email address for the Dropbox account with which the metrics folder will be shared.
- The five similar profiles with which it can be compared for the monitoring reports.
- The expected date for publishing the first content.

For its part, the DGACD:

- Grants editing permissions for everyone that has been specified by the person in charge.
- Configures the intermediate tools (TweetDeck) to facilitate content editing.
- Adds the person responsible for the profile to the professional community meetings (CoP) for social networks of the Government of Catalonia.
- Registers all editors in the Gencat content distribution list.
- Publicises the new profile through the corporate channels of the Government of Catalonia.

# 4 Tools

Social networks and repositories are dynamic tools that help to improve the relationship between the Government and the public, offering a more immediate and direct service. Under no circumstances will new channels be created in these environments if these tools do not contribute to improving the service. Each ministry, service or brand has different objectives and target audiences. This means that not all tools are equally suitable for meeting each of their needs.

The corporate profiles of the Government of Catalonia on social networks are a public asset. They are owned by the Government of Catalonia and for this reason the name of the person responsible for editing the profile content does not appear. To ensure they endure over time, the profiles are created using generic *@gencat.cat* email addresses. For the same reason, profile editors publish content using tools that add security and professionalism to the management process.

The usernames for these tools are formed using the name of the ministry, service or brand and adding the suffix **cat**, for example *@empresacat* for the Ministry of Business and Labour and *@salutcat* for the Ministry of Health. If the username is already in use, the General Directorate for Citizen Services and Publicity (DGACD) will decide on a more appropriate one together with the unit in charge.

The profile avatars will be supplied by the DGACD following the guidelines of the **Visual Identification Programme**. The avatar is a quick visual representation of an official channel of the Government of Catalonia and therefore the public should be able to easily identify the account as an official channel. For Government bodies, the avatar is composed of a grey background and a red corporate typeface. For Government profiles and delegations abroad, the background is corporate blue and the typeface is white.

To implement the corporate identity guidelines for the Twitter accounts of the Government of Catalonia, the DGACD establishes the following fields:

- *The name of the account with the structure: name of the ministry, service or brand. Government of Catalonia.* For example, 'Justice. Government of Catalonia'.
- *The reference website*, which should be the address (URL) the ministry, service or brand uses for its communications. It is preferable to use the **gencat.cat** subdomains.
- *The location*: Catalonia for central bodies. And the specific location for each external body.
- *A brief description* for the Bio section, which should consist of [name of the ministry, service or brand. Government of Catalonia] and which should not exceed 160 characters. If the total character limit has not been reached, the name of the ministry, service or brand should also be included in English.



## 4.1 Twitter



### 4.1.1 Description

Twitter is a micro-messaging platform for publishing short text messages (up to 140 characters) and interacting with other users through web browsers or mobile applications. Conversations are usually open, but an account's conversations can be protected so that they can only be seen by its followers, and relationships are built by following users of interest.

It is an ideal tool for informing about new services, referencing varied information (scheduling, emergencies, new publications and so on) and communicating events, but it is also a tool for dialogue and collaboration. Accordingly, the Twitter profiles of the Government of Catalonia should encourage conversation and interact with users.

### 4.1.2 Account management

Accounts are managed using the TweetDeck application. The DGACD creates the Twitter accounts and designates a user to manage the profile editors. This administrator is in charge of giving editing permissions to those who manage the account. TweetDeck is accessed from the personal Twitter profile of each editor.

On mobile devices, publications are managed using the official Twitter application with the multiple account option. The DGACD is in charge of configuring access on mobile devices for account editors.

### 4.1.3 Presentational aspects

- Design colours. The background must be white (#FFF) for all profiles. The brand colour is corporate red (#AC2115) except for the Government profiles that use corporate blue (#0B66AC).
- Header image. Twitter allows you to personalise profiles with a 1500px x 500px header image that can be seen on the profile. Each ministry, service or brand may choose the header image for their profile in accordance with their graphic design guidelines. It is recommended for this image to be conceptual, related with the given sphere of activity and without advertising messages. When you wish to change the header, you should send it to the DGACD ([xarxes@gencat.cat](mailto:xarxes@gencat.cat)), specifying the name of the Twitter account in the subject line. It is recommended to test the image on a personal profile before sending it to be sure which one you want to choose.



### 4.1.4 Content

#### Language usage

Tweets are mostly written in Catalan, the common language of Catalonia. They may also be written in Spanish and English depending on the type of content in question.

With regard to retweets, the language in which they were originally written will be respected.

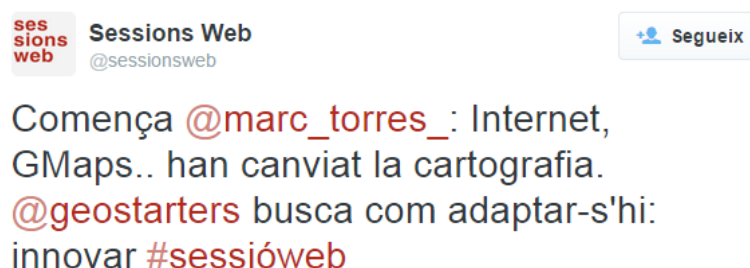
#### Tweet structure

Tweets are composed of a text (in the form of a title), preferably a shortened link, a hashtag with the hash character placed before the word or phrase where appropriate and whenever possible an image.



With regard to the text, the information should be summarised, rigorous and concise. For this reason it is important to add a link if necessary since this offers users the ability to expand content.

When liveblogging on Twitter, it is not necessary to include a link, but it is important to always add the hashtag referring to the event.



If a live event will be covered on a regular basis, it is advisable to create a special channel (for example, @sessionsweb) to publish tweets from. This will avoid collapsing followers' timelines. The main Twitter profile (for example, @gencat) will announce this new channel and retweet some of the most interesting messages.

### Abbreviations of the days of the week and dates

Given the 140 character limit, when mentioning days of the week and dates, please abbreviate them.

- Days of the week: Mon., Tues., Wed., Thurs., Fri., Sat. and Sun.
- Dates: day (number) - month (number).

To economise space, abbreviations can be written without a period.

### Sources

It is important to establish internal channels for providing content and inform management units of this tool for instantly communicating events, news, questions, emergencies and so forth. However, those in charge of managing the Twitter profile must take responsibility for the content published on the profile, the conversations that develop and highlighting content deemed important.

For an optimal presence on Twitter, there should be continuous activity without there being misuse. Under normal circumstances it is considered optimal to publish from 1 to 10 tweets every day. When an event is being liveblogged, it may be desirable to publish more so that users can follow the substantive ideas of the event or be kept informed about emergencies and so forth.

It is advisable to manage content, comments and responses manually. This also allows for possible purging of users and spam. TweetDeck allows you to schedule tweets, which can be useful when you need to publish tweets at a later time. However it is recommended not to overuse this tool, and if you do use it, always have the option to stop the publication of a scheduled message due to schedule changes.

#### • Main sources

- Trusted (these can be institutions or individuals who are experts on the central theme of the Twitter account)
- Users of recognised standing
- Official information

- **Other sources**

- New posts on the corporate blog
- Live broadcasting of events
- New videos, photos, presentations and so on published on Internet repositories
- Public calls for tenders
- New releases on the website, new sections, publications
- Press releases published on the website. When a press release is tweeted, it should be given a new title for this medium and a link to the website should be included.

- **Content generated on Twitter**

- Announcements and invitations to events
- Incidents, emergencies and crisis communications
- Content produced exclusively for Twitter using verified information from the Web that adds value to the Government of Catalonia's profile
- This will help the profile be positioned as a trusted filter of high quality content.

It is advisable to always read the content before retweeting. The volume of retweets should not exceed the volume of original tweets. Initially, a balance between the two modes of publishing can be considered acceptable, primarily to serve the initial objective of building a network. If the text exceeds 140 characters, it should be shortened in an intelligible way; hashtags may even be deleted if there is more than one. If the text is not very intelligible or has language errors, or if you wish to add content, it may be modified to improve it as long as you add the formula below:



'Estiu. Temps de vacances, temps educatiu'. Orientacions per treure el màxim profit a l'estiu  
[familiaiescola.gencat.cat/ca/recomanacio...](https://familiaiescola.gencat.cat/ca/recomanacio...)  
/via [@ensenyamentcat](#)

Once activity on Twitter is established, you can automate publication of some tweets by assigning an RSS feed for certain content (public calls for tenders, grants, official journals and so on) as long as they do not generate excessive volume. Here it will be the DGACD that manages the synchronisation of publications.

#### 4.1.5 Website integration

Due to their public nature, Twitter accounts can be integrated into other spaces using widgets, small applications that allow them to be embedded on external websites to promote them. They can be embedded on:

- Government websites: corporate blogs, the gencat.cat website, ministry websites and special websites. Here the Government of Catalonia's official widget should be used.
- External Government spaces: the Gencat Facebook page, the Facebook pages of other ministries and the like using a tab, a sidebar widget.
- Other spaces: offering the option to embed the widget so that anyone can add it to their page, blog, etc.

Further information can be found in the [official Twitter documentation](#).

## 4.2 Facebook



### 4.2.1 Description

Facebook is a social platform for communicating and sharing information, photographs, videos and links among users. Users can also participate in the communities that interest them. Moreover, there is a range of applications that complement the basic functions of Facebook and provide a variety of new functions, both recreational and professional.

Facebook is one of the most popular social networks worldwide, with the most active users. This makes it a suitable platform for targeting information at a broad audience.

Facebook pages are the corporate solution that has been chosen for the different ministries of the Government of Catalonia. In fact, it is the only option for the institutions and bodies that make them up, since Facebook distinguishes between accounts for organisations of all types and personal profiles.

Creating a profile for a ministry or service is out of the question because it violates Facebook's terms of use.

### 4.2.2 Account management

The Facebook pages of the different ministries of the Government of Catalonia are corporate accounts and they are authorised and configured by the General Directorate for Citizen Services and Publicity (DGACD). Those in charge of the ministries must contact the DGACD to obtain a Facebook page with the corresponding avatar and the indications regarding the page and corporate image.

Facebook incorporates admin roles for pages. The DGACD, which is the body in charge of creating pages, must be included as a primary admin, while page managers will author the content. The daily task of publishing content is the responsibility of each page editors.



Facebook pages are managed through editors' personal profiles. The relationship between the page and the people who edit it is not public, and there is no visible information that can be used to identify the personal profiles of the editors with the page they edit.

### 4.2.3 Presentational aspects

- Header image enables pages on this platform to be personalised. This should be a conceptual image based on the service offered by the ministry, service or brand. The image chosen should be uploaded to Facebook with the dimensions it will be displayed in: 851px wide by 315px tall. According to Facebook's terms of use, these images may not contain advertising or commercial messages, promotions, discounts or links that direct to another website.



### 4.2.4 Content

It is recommended to publish an average of two to three posts daily on Facebook, but this will depend on the type of account activity.

Facebook is used to publish information from Government sources:

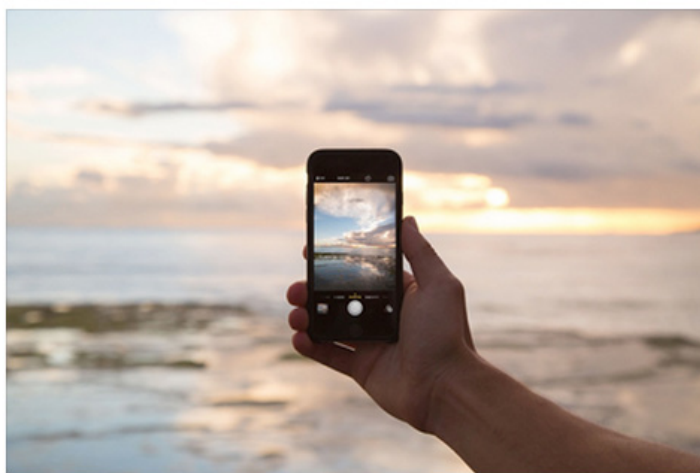
- New posts on the corporate blog.
- Live broadcasting of events: links to pages to follow the live streaming of specific events.
- New videos, photos, presentations and so on published on Internet repositories.
- New releases on the website, new sections, publications.
- When a body, ministry, brand or service with its own Facebook page is quoted, it should be referenced. Example: @justiciacat.



Automatic publication of tweets on Facebook should be avoided since the nature of the two tools is different. Twitter uses hashtags and other users are often quoted such that if the content is syndicated it may be out of context.



Avis de l' Agència Catalana del Consum. Generalitat de Catalunya als  
usuaris de telefonia mòbil i Internet que viatgen a l'estranger  
<http://gen.cat/1dNFNYY>



### Highlighted posts

Facebook offers the option of highlighting posts at the top of the page's timeline using the *Pin to Top* option that can be accessed by hovering over the top-right corner of the published post.

### Scheduling posts

The content to be used on Facebook pages can be scheduled.

Facebook pages also allow you to add tabs to complete the information.

To make the Facebook accounts of the Government of Catalonia more visible, the page managers of the different ministries, services and brands should follow the Gencat Facebook page and the page of the ministry over them for the purpose of disseminating the official image of the corporate solution for these pages.

#### 4.2.5 Website integration

The integration of Facebook with other spaces can be managed in a number of ways:

- Using widgets, small applications that make it possible to embed outside information on a website to promote it, on Government websites (Gencat blogs and websites, ministry websites, special websites and so forth).
- On other spaces: using an application that allows users to publish information created by the ministries on their Facebook profiles.

Further information can be found in the [official Facebook documentation](#).

## 4.3 Blog

### 4.3.1 Description



The screenshot shows the 'gencat blog' website. At the top, there's a header with the 'Generalitat de Catalunya gencat.cat' logo on the left and navigation links 'Sobre el gencat blog | Altres blogs de gencat' on the right. Below the header is a large banner with the text 'gencat blog' and 'CONNECTANT IDEES I EXPERIÈNCIES DE LA GENERALITAT DE CATALUNYA A INTERNET'. The main content area features a post titled 'Carta internacional per les dades obertes' dated '9 JULIOL 2015'. The post includes an image of the 'International Open Data Charter' document and a summary of its content. To the right of the post, there are social media widgets for 'gencat twitter' and 'gencat facebook'. The bottom of the page has a footer with the text '218 APUNTS' and '9 JULIOL 2015 | 12:05 | 0'.

The Government of Catalonia has a corporate blogging platform with a single template and design that conforms to the needs of the ministries.

It must be remembered that the blogs are a corporate tool at the service of the ministry, and for this reason they use corporate profiles for drafting content (i.e., the user who creates content does so using a generic profile). However, there may be blogs where the posts are signed with the names and surnames of their authors (service blogs, brand blogs and so on).

The aim of the blogs is to disseminate information about current news, ministry projects, events and the like. Posts are often published to maintain the conversation with blog readers. This makes it crucial to plan the editorialisation of posts, which should be interesting and dynamic texts that encourage debate and are related to the activities of the ministry, service or brand.

The ultimate goal, however, is for the posts to motivate people to participate. It is therefore necessary to follow up the work of creating posts by publicising them well using the social networking tools at your disposal. Any comments will be managed afterwards. Below is the process for publishing posts and comments.

### 4.3.2 Management

Blogs are managed using the WordPress platform, which is accessed using a password.

### 4.3.3 Presentational aspects

The official blogs of the Government of Catalonia use the corporate template designed specifically for WordPress. This template allows you to customise the header image for each blog.

### 4.3.4 Content

Firstly, the blog must not become an agenda; for this reason event announcements and plans will not be included. Posts about pertinent event announcements will only be published when it is sought to generate a prior discussion that will arouse interest in attending the session to continue the conversation that has taken place on the blog. In contrast, it may be interesting to write reports about events of significance after they have taken place.

The information published on the blog must have added value to attract the interest of readers. At the same time, it is important to establish the subject areas of the blog on one of its pages so that users are informed.

For example, the posts on the Gencat blog provide information about the Government of Catalonia's projects on the Web, such as new websites, multimedia projects, applications, tools, corporate solutions and other services. It also reports on different topics related to the Internet, innovation, knowledge management and electronic governance and open governance: electronic processing, using multiple channels, accessibility, usability, managing change in organisations and legislation in areas such as reuse (intellectual property licenses and copyright) and protecting personal data.

The general recommendation is to publish a post every week or week and a half (or more) as this is the right frequency to allow time for feedback from users; in this sense, quality is more important than quantity.

In addition, it will be necessary to assess what times and days are best for publishing and disseminating the posts based on the comportment of the network that fuels the blog in question. The post will thus attain the greatest level of propagation through the different social networking tools.

## Style guidelines

The text should be about 300 words long and paragraphs should be short and concise, separated into two reading sections. The first section summarises the main information and the second provides additional information (elaborates and gives details).

## Organisation of the information

- **Titles**

Informative titles, i.e., titles that explain the content of the post in a concise way, should be a priority. They should be engaging but they should always hew to a formal tone.

- **First reading section**

Structures that invite reflection (rhetorical questions, statements and the like) are used. The paragraphs should be more explanatory and it is important to remember to make them short; being able to summarise the information as much as possible is essential. It is also advisable to end with a sentence that encourages the reader to continue reading to the second section.

- **Second reading section**

Here the additional information is included, i.e., the details expanding on the initial content that are not essential to getting a general idea of the post. It is not necessary to make a final conclusion in summary form; it must be remembered that the post is being published in an Internet environment and if the important information is not prioritised at the beginning, the user may stop reading and leave the page. In other words, the summary or important information should be in the first section and not the second. This is to offer the user the basics of the text in the first paragraph so they can decide if they are interested in the topic or not. When a concept, proper name or term that may be unfamiliar to the reader is mentioned, it is a good idea to link to a trusted source that can expand on the information (Government sources, dictionaries or websites with safeguards like Wikipedia [wikipedia.org](https://www.wikipedia.org)).

- **Images**

To make the posts more attractive, it is advisable to illustrate them with images. You must be aware of the intellectual property rights of the images used to illustrate posts, whether they are the property of the Government of Catalonia or belong to third parties. If they belong to third parties, you will need to obtain the rights to reproduce them. You can obtain images with a Creative Commons license [creativecommons.org](https://creativecommons.org) from different image banks on the Internet. The licenses for these images protect copyright but authorise their use by third parties (copying, distribution, communication, transformation).

## Dissemination

When a new post is published on a blog, it is disseminated on Facebook and Twitter. To do this, you can reproduce the title's post and add the link, or you can look for more appealing ways to share it (asking users about a specific topic, encouraging them to participate, etc.). It is important to direct participation towards the blog to centralise the discussion on a single platform.

### 4.3.5 Website integration

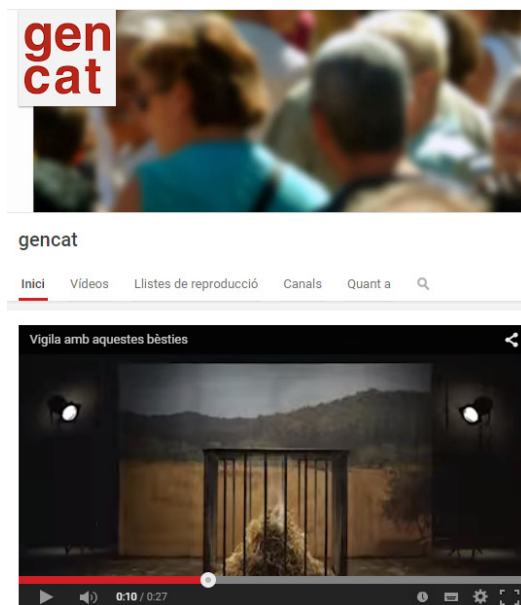
It is recommended to link to the blog on the corporate website to make it visible to all users.

## 4.4 Repositories

Sometimes the information on social networks is accompanied by more complex information than plain text. To easily integrate this content with the other tools, it should be published beforehand on the official repositories: videos on YouTube, images on Flickr and documents and presentations on SlideShare.

These official repositories complement the functions of the Image Bank of the Government of Catalonia (BIG), especially with regard to the dissemination and visibility of content. In all cases BIG should be used as an audiovisual documentary archive, and the content you wish to give greater publicity should be published in the repositories.

### 4.4.1 YouTube



#### 4.4.1.1 Description

YouTube is a platform that allows users to publish, watch and share videos.

It is ideal for disseminating informational and educational videos about the ministries' activities. Over time it has become the standard for online video, and its search function is the most used for finding audiovisual content.

#### 4.4.1.2 Account management

The YouTube channels of the different ministries of the Government of Catalonia are corporate accounts and they are authorised and configured by the General Directorate for Citizen Services and Publicity (DGACD). Those in charge of the ministries must contact the DGACD to obtain a corporate channel.

The YouTube accounts of the Government of Catalonia are created using *@gencat.cat* email addresses. To manage them, a session of the corresponding YouTube account will be left open on a portable version of Firefox. You will need to be careful, however, to never close the session when you close Firefox so as not to lose the passwords.

Linking the YouTube account to the Facebook and Twitter accounts is discouraged. It is preferable to control the dissemination of videos on other social networks so the content related with what is published suits each network.

#### 4.4.1.3 Presentational aspects

The header image for the account may be chosen by each ministry, body or brand individually. The recommended dimensions are 2560px x 1440px.

#### 4.4.1.4 Content

The YouTube website allows you organise your videos into playlists, and you can choose which playlist you would like to play or which video you would like to appear as featured in the *Videos and playlists* section.

When a video is published, a title and description need to be added. You should also add keywords that are relevant to the video to the *Tags* section to make it easier to search for. It is very important not to forget to properly complete these fields because this information is what search engines use to rank content. Good search engine optimization is very important for content visibility.

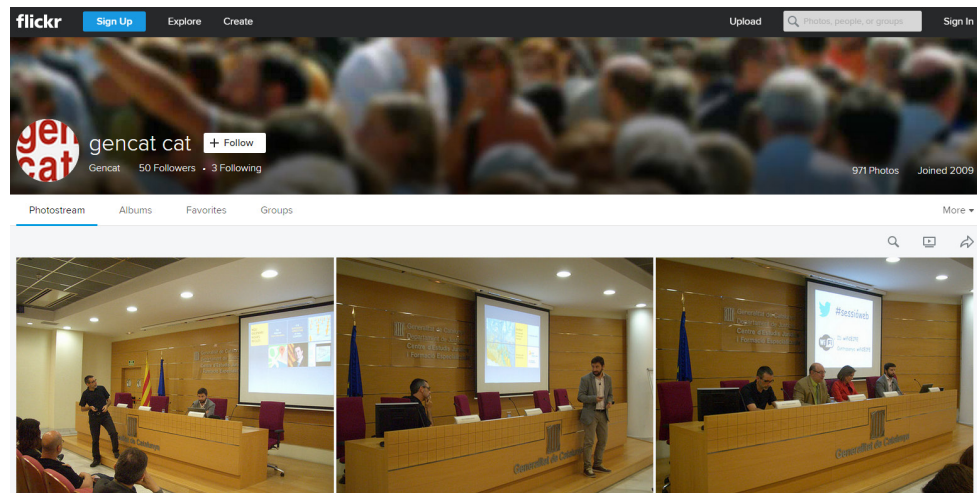
It is also important to pay attention to the thumbnail image that presents the video. If you are not happy with it, YouTube lets you edit or even change it. The image that presents the videos is very important and a significant factor in increasing the visibility of videos.

#### 4.4.1.5 Website integration

The most common way to integrate YouTube elsewhere is to embed content on other websites like blogs. This lets readers see the content without having to go to another website, avoiding losing the reader and optimising clicks.



## 4.4.2 Flickr



### 4.4.2.1 Description

Flickr is an image bank where images can be published and organised into albums.

This tool is especially useful when you want to share images with others in high resolution. Instead of sending emails with very large attachments, you can publish the images in a gallery and share the public link, allowing the images to be viewed and downloaded.

### 4.4.2.2 Account management

The Flickr channels of the different ministries of the Government of Catalonia are corporate accounts and they are authorised and configured by the General Directorate for Citizen Services and Publicity (DGACD). Those in charge of the ministries must contact the DGACD to obtain a Flickr account with the corresponding avatar and the indications regarding the page and corporate image. To manage the Flickr accounts of the Government of Catalonia, a session of the corresponding profile will be left open on a portable version of Firefox.

This lets you upload photos, add a title, description and tags for them and organise them into albums that will then be viewable on the Flickr website.

### 4.4.2.3 Presentational aspects

The header image should be 2048px x 492px. Each ministry, service or brand can change this image as necessary.

#### **4.4.2.4 Content**

The photographs can be of institutional events, press conferences, presentations and other ministry events arranged in different albums according to subject.

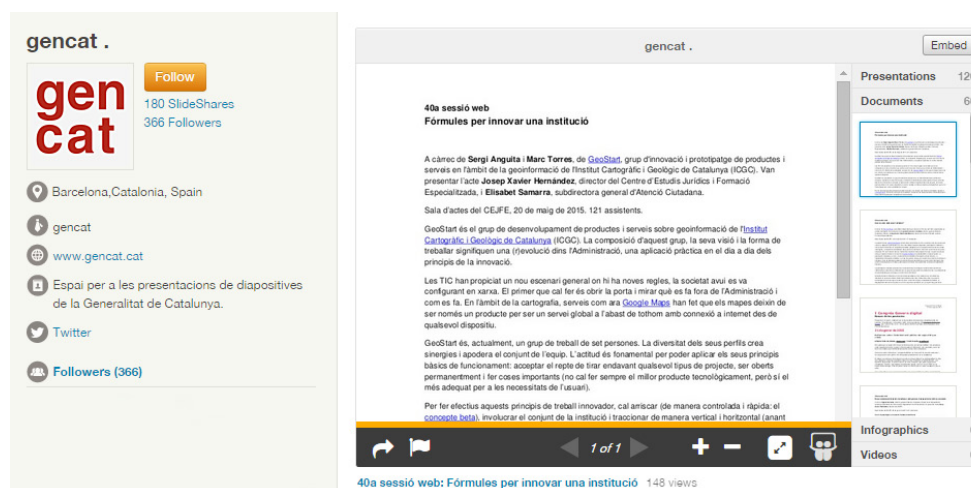
It is recommended to publish high quality images. Flickr has a storage limit of one terabyte. This makes it possible to share images in high resolution and reuse them on any channel.

The images of the corporate channels of the Government of Catalonia will have a public domain license by default.

#### **4.4.2.5 Website integration**

The most common way to integrate Flickr on other sites is to embed content on the corporate blogs. Flickr images can be embedded as part of the content of a blog post, but you can also activate sidebar widgets that let you access the Flickr gallery from the blog of the ministry, service or brand.

### 4.4.3 SlideShare



#### 4.4.3.1 Description

SlideShare is a tool for publishing presentations, text documents and PDFs. It is used to publish certain information in a more schematic way: training, procedures and activities specific to a ministry.

#### 4.4.3.2 Account management

The SlideShare accounts of the Government of Catalonia are created using *@gencat.cat* email addresses. To manage them, a session of the corresponding SlideShare account will be left open on a portable version of Firefox. This application lets you access the SlideShare content without having to use the SlideShare website; it works in a very similar way to an FTP client. It allows you to upload presentations and add a title, description and tags, which will then be visible on the SlideShare website.

#### 4.4.3.3 Presentational aspects

SlideShare does not currently allow you to customise your profile beyond the parameters set by the General Directorate for Citizen Services and Publicity (DGACD) when the channel is created.

#### 4.4.3.4 Content

For materials published on SlideShare, you should enter the title of the document, tags, the corresponding Creative Commons license, continuous paging format, the definition of the file with the title of the document and full page view.

Presentations are often shown in large auditoriums. To make them more comprehensible, it is advisable to summarise ideas, accompany it with images and use a large point size to make the small amount of text included more easily readable from any distance.

#### 4.4.3.5 Website integration

The most common way to integrate SlideShare on other sites is to embed content on a corporate website or blog. This lets readers use the resource without having to go to another website to view its contents.

This avoids losing the reader and optimises the number of clicks needed.

### 4.5 Wikiloc

Wikiloc is a web and mobile application that lets you store and share georeferenced (especially using GPS) trails and waypoints around the world.

These accounts are managed by the platform itself, which will add the official avatar established by the Government of Catalonia. The ministry, service or brand interested in adding a route can edit the *bio* section, which has no limit on length. Before publishing them on Wikiloc, the Government of Catalonia agrees to make the information on these routes available (at least the trails, and if it has the copyright, the images and text) on the [dadesobertes.gencat.cat](https://dadesobertes.gencat.cat) portal so that anyone who is interested can download and reuse them.

### 4.6 Other repositories

Some units use other tools as official repositories for service specific needs.

Creating and managing these channels corresponds to each ministry. Once the channel has been created, the DGACD should be informed of the login information and any change that may be made. A profile may not be created without notifying the DGACD in advance.

Those in charge of the accounts must request the corresponding official avatar to be used for the profile from the DGACD.

#### 4.6.1 Instagram

Instagram is a mobile application for taking, retouching and publishing photographs. It is very popular among young people because of its simplicity and easy updating.

#### 4.6.2 LinkedIn

LinkedIn is a platform where professionals can interact and exchange experiences to improve their working practices.

### **4.6.3 Diigo**

Similar to Delicious, Diigo is a social bookmarking service that allows you to add notes, highlight texts on a website, save images and documents and more.

### **4.6.4 Issuu**

Issuu is a dynamic free application for publishing documents to be viewed. It is an ideal tool for displaying institutional publications.

### **4.6.5 Storify**

Storify allows you to create stories or timelines using tweets, photos and other material from the Internet through searches.

### **4.6.6 SoundCloud**

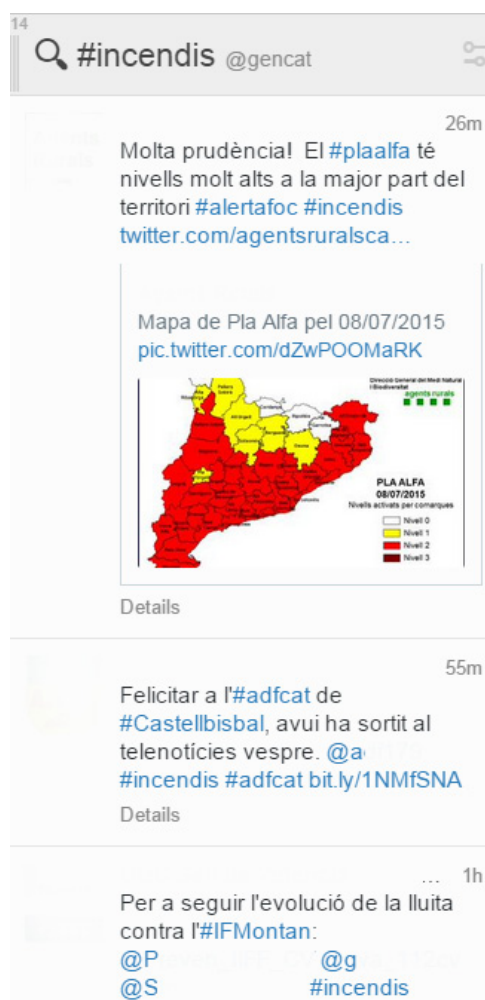
SoundCloud is a platform for publishing audio content and playing and sharing it on the Web.

# 5 Managing the community

When you open a social network profile, you enter into the realm of citizenship. This approach is very useful for spreading information from the Government, but it also involves a commitment: the duty to participate in the conversation, especially when the public asks questions directly.

Monitoring is a good way to follow what is being said about a topic of interest. Within the columns of the application TweetDeck, you can configure **advanced searches** on Twitter, allowing you to monitor and apply filters.

It is important to follow the netiquette of each environment you visit. For example, on Twitter you do not need to thank people for retweets or new followers. It is also not recommended to retweet positive comments made by others, except when they may be of significant value to the community.



## 5.1 Queries and other user contributions

You should reply to mentions or references that require it as soon as possible. The response time should be less than two hours. If the question requires more advanced research, the citizen must be informed that we are working on the reply.

Queries are answered through the channel in which they were made, provided they do not contain sensitive information.

In cases where it is necessary to provide more information, you may give the other party a more specific corporate profile or email address.

The **replies** must be understandable. They should contain the subject of the question whenever possible. For example, if someone asks: "When does the university registration process begin?", you should reply: "The university registration process begins on 25 March". These kinds of replies raise the visibility of the tweets and provide them with context everywhere.



**Mentions** are only used in special cases on Twitter, such as when responding to inquiries from the public or to save characters when referring to someone in the body of the tweet, for profiles related to either the Government of Catalonia (ministers, public employees, etc.) or other institutions. Mentions of a tweet aimed at achieving a retweet (RT) must be systematically avoided, as this is considered bad practice and because users interested in the content of a particular profile will follow it regardless. Reporting an emergency is an exception. For example, a fire is justifiable because news of it must be spread as widely as possible. The Government of Catalonia has specific profiles about this issue.



**EmergènciesCatalunya** ✓  
@emergenciescat

 Segueix

#ProteccioCivil: Restablert subministrament elèctric al #Vendrell. Només manquen 24 abonats afectats #Arboç @elsmatins @rac1 @Catinformacio

**Retweets** are tweets made by other users that are republished in order to participate in the conversation. So that other users can retweet them, tweets should only run 125-130 characters maximum (depending on the length of the profile name).

In general, they should be written in the following format:



**gencat** ✓  
@gencat

 Segueix

RT @llenguacatalana Sabíeu que el 'Nomenclàtor' de #Toponímia recull i oficialitza més de 52.000 noms de lloc? gen.cat/1GLYzbt

It is important that the link of the first tweet opens and is shortened with your tweet management application so that it accounts for this when managing the metrics of the profile.



## 5.2 Rules of participation

To ensure proper communication in all the social tools of the Government of Catalonia, some minimal rules of participation have been established so that conversations are respectful, tolerant and beneficial for the public.

All social tools where the Government of Catalonia has a presence are open to comments from the public, which are published if they meet these requirements:

- They are relevant, meaning that they are not off-topic.
- They maintain respect and a good atmosphere and do not offend others or undermine their dignity.
- They do not contain personal data or advertising information.
- They do not aim to deceive, mislead or defraud the public.
- They do not violate any intellectual rights law.
- The content of the message must not be promotional or contain spam.

The Government of Catalonia is only responsible for the content it broadcasts over its channels. Those in charge of the profiles of the Government of Catalonia reserve the right not to publish any contribution that fails to observe these minimal indications.

Users that repeatedly violate the rules of participation may be blocked.

## 5.3 Creating a network

Becoming part of a community is a slow task. The advantage of an official institution is the recognition and credibility attributed to the information provided. Nevertheless, it is always the public that voluntarily decides to follow profiles on social networks and receive content from them.

It is recommended to follow interesting profiles in the field or subject related to the ministry, service or brand in question. These profiles will probably follow you back, thereby helping you to start a network.

One way to keep your contacts ordered is to create lists of followers. You can manage them from the TweetDeck application, which allows you to order the people that follow you by subject.

When you open a profile, it is good to notify the public. To do so, you can create an informative statement, link to a website or send out informative emails.

# 6 Producing relevant content

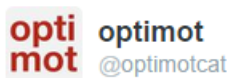
Social networks require special quality content. They should provide value to the public and not be limited to publishing the headline and the link to the press notes. Time and resources must be devoted in order to produce relevant content.

The type of relevant content is different for each ministry, service or brand and will be even more different depending on the subject of the content. Therefore, it is difficult to extrapolate general guidelines that work for all the Government of Catalonia's profiles. It is recommended to try out different content strategies and measure their effectiveness.

The mobile phone is the primary device that people use to read public content on social networks. The peculiarities of the environment must be kept in mind and content posted there must be adapted accordingly.

## 6.1 Types of content

- Incorporate communicative dynamics into certain profiles that are more appropriate in this way, like the photo of the day or the weather forecast in profiles of a more proactive nature. This information may be accompanied by a hashtag created for the occasion. The hashtag should not be more than 12 characters long and may be repeated every day.



Si dieu que el vol és \*low cost, també sou  
capaços de dir que és de **#baixcost**. No  
costa gaire, recordar el **#motòptim**.

- Accompany the posts with impacting images. These must be optimised to the dimensions of each tool. Twitter recommends images 404 pixels x 220 pixels and Facebook recommends 403 pixels x 403 pixels.



- Publish own graphic material of the posts (videos, images, graphics or presentations) previously in the corresponding repositories (YouTube, Flickr, SlideShare).



- Use an RSS reader to more efficiently centralise the reading of new content that can be shared.
- Develop quality content before, during and after events. Events are a great source of content. It is interesting to produce quality content before, during and after them. If outsiders are involved, their profiles on social networks must be cited correctly, since they are helpful for further dissemination.
- Content must be read and validated before it is shared on official profiles. Content produced by others may be posted as long as its validity has been confirmed.
- Take advantage of trends on Twitter to give visibility to own archive content.

salut Salut. Generalitat  
@salutcat

Segueix

Recomanacions davant #onadacalor que  
afecta Catalunya @emergenciescat  
@meteocat  
[premsa.gencat.cat/pres\\_fsvp/AppJ...](http://premsa.gencat.cat/pres_fsvp/AppJ...)

Mostra-ho traduït



## 6.2 Composing

Guidelines for composing content:

- Avoid excessively long texts.
- Present the information as a sequence of actions: before-after / problem-solution / information of interest-desire-action / service-history, benefit or reason-solution or action.
- The natural order of the sentence must be followed and an active voice adopted when writing in social networks.
- Information should be clear, concise, persuasive and credible. It should also be useful, urgent, unique and highly specific.
- Use storytelling in your posts, which means recreating stories that illustrate the information or the message you want to convey to get users' attention. This writing style should impart a more active role to whoever follows the profile, tending to make them feel more involved at all times. This level of involvement with the user will vary according to the social network in question.
- Use short hashtags and ones already in use if possible. When necessary, use new hashtags like those taken up for specific days that have some kind of significance or primacy. They should be no more than 12 characters in length so that they are easy to remember and can fit within the limited space of a tweet.



Agència Catalana del Consum. Generalitat de Catalunya

21 juliol a les 14:25 · 🌐




Si marxes de #vacances, consulta el nostre número especial d'#estiu del butlletí #ConsumNotícies

	<p><b>Consum notícies - Butlletí de l'Agència Catalana del Consum</b></p> <p>Ens trobem en plena època estival i un bon número de consumidors i de consumidoras aprofiten l'ocasió per viatjar. Si aquest és el vostre cas, és important que tingueu presents algunes recomanacions que...</p> <p>CONSUM.CAT</p>
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- Be very careful to compose with no spelling mistakes. It is important that the Government of Catalonia writes the messages it publishes correctly. If a spelling mistake does occur, the message need not be deleted. A new message may be posted with the correct spelling and an explanation of the reason for the mistake if necessary.
- Use Twitter's option that lets you link messages through your reply. This is a very useful technique if you want to post messages of more than 140 characters or if you want to refer to content posted previously. The new message will appear in the timeline under the message to which it is linked in chronological order.



 Segueix

#bomberscat hi treballa amb 5 dotacions  
.Han alliberat dues persones atrapades,  
ateses per #SEM

### 6.3 Editing timetable

Aspects to consider when editing content:

- Plan the content to be published in the different channels a month in advance. Everyone who will manage the profiles should participate in this planning.
- Maintain internal channels of communication so that anyone from the unit may suggest content for publication. The profile managers will be responsible for validating and publishing the content if they find it worthwhile.
- Create an archive with timeless content to publish when there is no news to report.
- Use monitoring reports provided by the General Directorate for Citizen Services and Publicity (DGACD) to discover the best days and hours to post. It is important to identify the time slots of maximum interest in the subject of the profile, since it is different for each unit. There are time slots of greater interest for each type of content. For example, it is important to always post recurring content at the same hour of the day.
- Scheduled posting is a good tool, but the content to be published must be controlled and it must be possible to modify it. Tread carefully: a scheduled message may trigger a crisis in seconds depending on the context.

## 6.4 Frequency of publication

Attention to the public is becoming increasingly important. The information that arrives throughout the day grows year after year, so we must try to streamline the messages to publish.

It has been observed that longer gaps between posting messages reflects positively on visibility. It is recommended to space out your messages on the different platforms and to publish slowly. The optimal frequency of publication for each network depends on the type of content. Live events and emergencies obviously justify postings with tighter time intervals.

It is generally recommended to post around 150 tweets per month and to make 50 or so posts on Facebook. However, regular minimal publication is also recommended.

# 7 Promotions

Sometimes a publication may resonate beyond the community at which it is aimed. In these cases, most social tools offer the possibility of promoting a post. If properly executed, this is a faster way to reach a larger number of people than by following the usual publication guidelines.

When you want to put on a special promotion, you should think about the main aspects of the campaign and inform the General Directorate for Citizen Services and Publicity (DGACD), which is in charge of coordinating all the campaigns carried out across the Government of Catalonia. It is not recommended that different campaigns coincide in time and space because that would reduce their visibility.

As soon as it is notified of a campaign launch, the DGACD monitors the hashtags of the Twitter campaigns that it is coordinating at the time, as well as contributions regarding the messages, the content and the hashtags that can be used.

## 7.1 Objectives

It is a good idea to clearly define what you want to communicate with the promotion. These objectives must be aligned with the ministry and with the unit's overall strategy. They should be attainable and everyone in the unit should clearly understand the purpose of the campaign.

## 7.2 Public

Once the objectives are defined, it is easy to select the public that the profile targets. It is important to limit this as much as possible. There are various digital tools that produce very meticulous segmentation.

## 7.3 Time

Just as it is recommended to segment the public, you must also get the timing of the campaign right. It is very important to launch the campaign during a period when people are more interested in the messages you want to promote.

## 7.4 Channels

It is important to study the channels best adapted to the needs of each unit in accordance with the points above. It must be borne in mind that there are significant demographic differences between one tool and another, and even according to the type of content published.



It is not recommended to create a new corporate channel for a brief promotion campaign because obtaining followers on social networks is a long-term process and effort devoted to the campaign should focus on the message to convey.

To optimise resources, two types of promotion channels are proposed:

- **Institutional.** Official profiles of the Government of Catalonia are selected to post promotional messages. The selection of the best channels for publication is made by agreement among the DGACD, the person in charge of the promotion and the heads of the selected channels. The unit behind the promotion is charged with providing content for it.



Catalunya, país d'oportunitats i  
emprenedor. Lidera des de fa 2 anys la  
creació de llocs de treball a l'Estat.Fem-ho!



This institutional coordination saves the Government of Catalonia money while also strengthening the corporate message. An example would be the campaign of the Banc de Sang i Teixits that takes advantage of the Joventut Twitter profile to make sure its message reaches a public of a certain age group.



- **Payment.** Platforms also provide the option to pay for the message to reach more people. This can be done directly from the management environment of each tool. It is important to notify the DGACD so it can coordinate the campaign and thereby prevent institutional campaigns from occurring at the same time.

## 7.5 Content

Finally the content is produced. Take note that most people who follow profiles on social networks do so through a mobile device. For this reason, content must be designed properly from the start so it may adapt to any screen size. For the same reason, we recommend brief, simple and visual messages. For more recommendations on producing content, read the chapter of the guide entitled “6. Producing relevant content”.

### 7.5.1 How to spread corporate profiles

In addition to promotions in social networks, it is also recommended to spread official profiles to other supports. It is good to link the profiles to the website and to the blog and spread it in the informative content published there, such as flyers, brochures and presentations.

In all cases, the icons that should be used are those established in the [Visual Identification Programme of the Government of Catalonia](#). When disseminated in supports that do not allow a link to the profile, use the icon followed by the username, such as follows: *icon of the platform + @username*.



@gencat



@gencat

# 8 Monitoring and evaluation

## 8.1 Analysis of the social networks

Measuring the activity that takes place on the Internet is always important for understanding the evolution of the efforts devoted to the task. In the world of social networks, which is rapidly changing, metrics are needed to keep track of what is done and to assess and measure its impact – in this case, the presence of the Government in this environment and what benefits it brings to the public.

## 8.2 Data collection

The DGACD is the body in charge of centrally collecting metrics for all official accounts of the Government of Catalonia. All these data are obtained directly from the different social platforms.

This centralised collection serves to standardise values and ensure that they are shared across all accounts. Whenever possible, we try to do so in an automated manner through *\*application programming interfaces\** (APIs) and *\*feeds\** from the different social networks.

## 8.3 Reports

The DGACD regularly provides monitoring reports to the person responsible for each corporate profile. These customised reports are sent across a shared folder. The person responsible is charged with delivering the report to the rest of the profile editors to improve their activity.

The aim is to group the data and present them in different reports to make accountability with the heads of the unit easier.

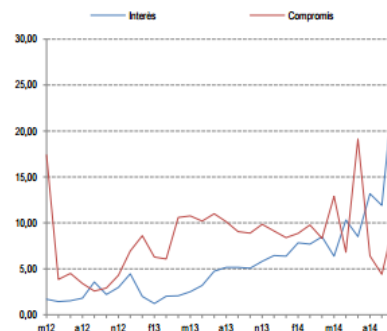
In addition to these reports, the raw data are also provided each month so that all units may create their own indicators and reports if they so desire.

### 8.3.1 Monthly statement

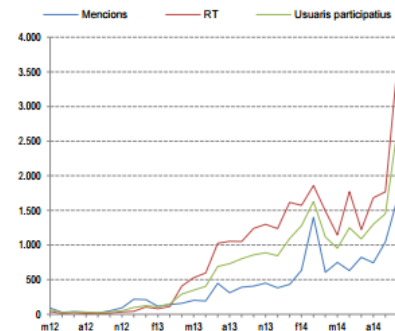
Each month, two statements are sent summarising activity on Twitter and on Facebook. The statements contain a summary of the activity during the previous month and the development of the main indicators for each social network.

The content shared the most in recent months appears. This brings perspective to which items of content work best for each of the networks.

### Interès i compromís



### Interaccions



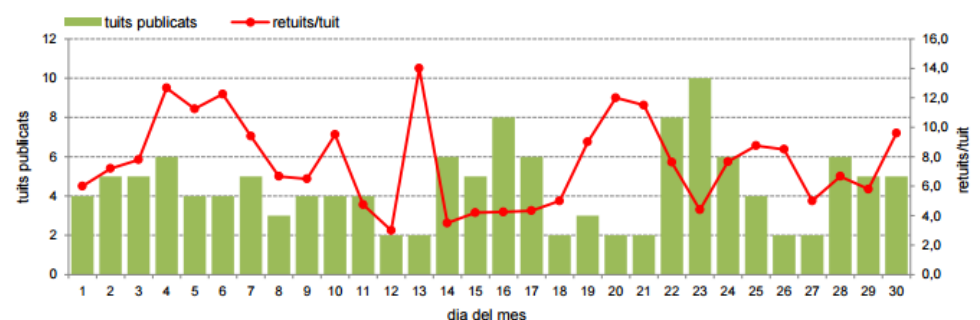
Data are also captured from profiles similar to those forming part of the corporate solution in order to give context to their indicators. The person responsible for each account proposes these profiles to the DGACD at the beginning of the process.

Comparing data helps to evaluate activity while keeping us attentive to the activity of other profiles and helps us to learn from their success.

## 8.3.2 Detailed audience report

### Evolució diària dels tuits - abril 2014

No s'inclouen els retuits automàtics fets pel compte.

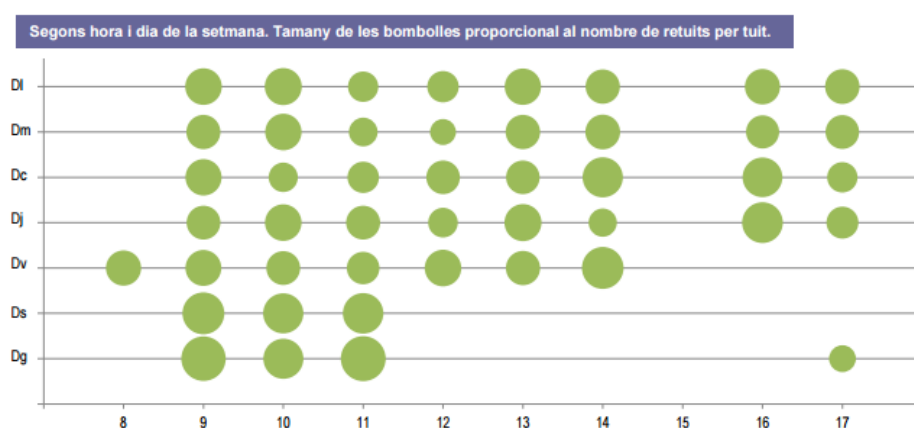


The aim of this document is to provide a perspective on the profile to its managers. This report is sent every three months to provide a more comprehensive overview of the situation.

It is divided into three sections:

- **Content (tweets, retweets and mentions).** Some items of content are more widely accepted than others. This contains an archive with the main content and the evolution of the spread of the content according to the day of the week, the hour and even the month when the message was posted. These graphics help to prepare the quarterly planning of content and to review the content of recent months.

- **Audience (followers).** This reveals more detailed information about the users subscribed to the channel. There are lists of the main users that have recently subscribed or unsubscribed from a profile as well as the evolution of the size of the audience and some features like the number of active users, those that have posted at least five messages and the breakdown of followers by percentile.
- **Community (participating users).** Not all followers of a profile interact, and not all users that interact are followers. This is why it is also interesting to learn about who the users are that participate most in the conversation. They are also ordered according to the number and type of interactions.



### 8.3.3 Summary report on hashtags

This report provides detailed information related to a set of hashtags on Twitter. It is especially useful when an event has occurred and you want to analyse the conversation happening on Twitter.

The generation of these reports is exceptional in nature and it is the DGACD that decides whether it is necessary. This report may be useful for media campaigns, press conferences or emergencies.

The data captured to create a report may be obtained publicly from Twitter's API. In no case are personal data related to transmitters of messages.

The report helps to improve communication for future occasions since it is a tool that enables the subsequent analysis of some data that go by unnoticed in the tumult of real time. Among other aspects, it shows the evolution over time of the messages posted, the most retweeted tweets and the people who have sent the most messages with the hashtag.

It is also useful for comparing the volume of messages in different situations, like the number of messages posted with the hashtag #SantJordi in recent years, for example.

## 8.4 Control and monitoring

The DGACD performs individualised monitoring of each of the official profiles of the Government of Catalonia on social networks to guarantee quality service.

This control is conducted on activity data extracted directly from the APIs of social platforms. By processing these data objectively, we can study and evaluate the service provided by each profile active on social networks.

When the DGACD thinks that the activity and quality of the service could be improved, it meets together with its managers to assess the possible action to take. If deemed necessary, an account may even be closed.

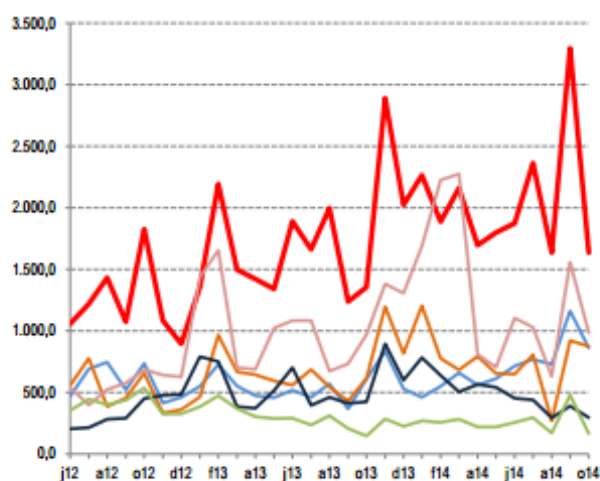
Dades principals	
#SantJordi2014	
del 21 al 27 d'abril de 2014 (7 dies)	
28,7K tuits i rt	17,4K usuaris participatius
81,4M impressions	

## 8.5 The key: evaluation of the impact

Once all these data are collected and the interesting indicators are extracted, they must be related to data from other channels (the Internet, telephone, email, etc.) in order to compare the impact they have. Finally, it would be interesting to relate the data set to the working objectives of the organisation and thereby see if they have been completed. The information obtained would also help to forecast actions and plan future campaigns.

After all, evaluation of the Government should serve to identify the public policies that work, understand their impact and discover to what extent the impact is attributable to the problem itself or to Government intervention. To raise a well-known example, in order to evaluate certain innovation incentivisation policies based on grants, the number of registered industrial patents during a certain period could be taken into account. In addition to public intervention, other variables intervene here that complicate any assessment (the development of the economy and society, the digital literacy of the people, programmes and current laws, etc.). Therefore, to conduct a proper evaluation, the results of the public intervention should often be compared to what the situation would be like if it had never taken place.

### Usuaris participatius



Dades d'usuaris participatius i interès segons la cerca de Twitter



# Appendices 9

## 9.1 Copyright

Intellectual property (IP) is the set of rights regulated by the reworked text of the Spanish Law on Intellectual Property (LPI) to protect artistic, literary and scientific human creations (books, works of drama and translations, musical compositions, films, paintings, photographs, sculptures, works of architecture and engineering and computer programs).

Under the Spanish legal system, this document expressly omits industrial property, which protects brands and patents, and focuses on dealing with authorship rights, which are those that protect the aforementioned works.

A whole range of rights related to IP must also be kept in mind (recordings, performances, phonograms, databases, etc.). In the specific case of databases (DBs), the right may be applied *sui generis*, with protection lasting 15 years. DBs also require attention: if the content is selected or arranged, they may be considered intellectual creations under Article 12 of the LPI, and therefore works with IP rights.

### 9.1.2 Author's rights

Two major types of copyright are defined, depending on the nature of the object to protect:

#### Moral rights

These are a feature of so-called continental copyright, in opposition to Anglo-Saxon law and especially US law, where they are virtually unknown. Copyrights protect the authorship or paternity of a work, which its author cannot renounce. This protection is based on the right to recognition, respect for the integrity of the work, dissemination and the option to retire the work from the market.

#### Exploitation rights

These refer to the possible uses that could be made of the work. The current Law on Intellectual Property acknowledges four such uses: reproduction, distribution, public communication and transformation.

In both cases, both the moral and exploitation rights always correspond to the authors. However, exploitation rights may be transferred to third natural or legal persons that wish to exploit the work.

The LPI also determines the duration of exploitation rights, which is known as copyright. Now the LPI establishes protection for most works (exceptions include CDs, DVDs and casual photography) for 70 years after the death of the author. Once this period has elapsed, the works pass into the public domain. Furthermore, the period of protection is 80 years for authors that died before 7 December 1987.

### 9.1.3 Reuse of information





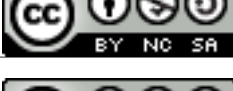

The open data strategy of the Government of Catalonia [dadesobertes.gencat.cat](http://dadesobertes.gencat.cat) tends to provide data as-is and not in a worked form (tables, graphs, etc.) because the opening process is simpler, in accordance with Law 37/2007, of 16 November, on the Reuse of Public Sector Information, which transposes Directive 2003/98/EC of the European Parliament and of the Council.

Directive 2013/37/EU modifies the one issued in 2003 and is awaiting to be transposed in Spain and Catalonia.

### 9.1.4 Open licenses to manage IP rights

Various licenses exist, but the best known are certainly those promoted by Creative Commons, which allow copying, distribution and public communication of the work if its authorship is mentioned. In addition, authors may decide on the commercial uses of the work, the possibility of transformation or whether the resulting work keeps the same license as the original work.

The [six Creative Commons licenses](#) (CC) are:

BY Attribution	
BY-SA Attribution / Share Alike	
BY-ND Attribution / No Derivatives	
BY-NC Attribution / Non-Comercial	
BY-NC-SA Attribution / Non-Comercial / Share Alike	
BY-NC-ND Attribution / Non-Comercial / No Derivatives	

### 9.1.5 Intellectual property on social networks

The Government of Catalonia is considered the owner of the exploitation rights of the texts, comments and other contributions made in its various social networks in order to facilitate their reproduction, distribution, public communication and transformation.

### 9.1.6 Intellectual property in repositories

Images (photos, graphics and tables), videos and presentations are subject to copyright and consequently to the precepts of intellectual property legislation. For this reason, Flickr, YouTube and SlideShare respectively incorporate the corresponding functionalities to be able to indicate the license for the image, video or presentation in question.

By default, the Government of Catalonia chooses Creative Commons licenses, especially those that facilitate availability and wider reuse, like BY Attribution and BY-SA Attribution / ShareAlike. These two methods are those most aligned with the Government of Catalonia's strategy to provide the public and companies with as many works and data as possible and with the maximum level of openness, attempting to promote their transformation and commercial uses.

In any case, the Government of Catalonia must be explicitly mentioned as the author or manager of the copyright through the ministry and/or body in question. For example: 'Government of Catalonia. Ministry of the Presidency' or 'Government of Catalonia. School of Public Administration of Catalonia'.

### 9.1.7 Image rights and data protection

The right to one's own image is a fundamental right recognised in Article 18.1 of the Spanish Constitution, which establishes: "the right to honour, to personal and family privacy and to one's own image is guaranteed". As the right to personality, it implies that the owner of the image has the right to decide about its publication or reproduction. For this reason, authorisation for it should be requested. On social networks, the Government of Catalonia guarantees the confidentiality of personal data under the terms established by Organic Law 15/1999, of 13 December, on the Protection of Personal Data (LOPD), implementing the security measures necessary and appropriate for the type of personal data in accordance with Royal Decree 1720/2007, of 21 December, approving the regulations implementing the LOPD. The data required are strictly necessary, appropriate and relevant for the purpose for which they are collected and must be subjected to automated processing in accordance with legal requirements.

### 9.1.8 How to manage copyrights on social networks

Below are some useful recommendations for managing the rights of images, videos and presentations:

- When sharing images on social networks, you must check if they are covered by copyright and mention the same if it is the case.
- Apply Creative Commons licenses to images, videos and presentations with intellectual property rights, including the pertinent exploitation rights or corresponding authorisation.
- Avoid the transfer of exploitation rights that have a limited duration in time, since that would involve more complex management of the aforementioned rights.
- Opt preferably for images or videos in which it is difficult to physically recognise people that have not signed or transferred their image rights, if necessary.
- Add clauses to contracts, grants, tenders, etc., that allow the free communication of acquired images, videos, presentations or texts (that are not the property of the Government of Catalonia).
- Include the appropriate transfers of image rights (if people appear) and exploitation rights for works during data collection, the preparation of documents, the organisation of events or any event providing content not owned by the Government of Catalonia.
- Also properly manage works (photos, videos, presentations, texts, etc.) that are the property of the Government of Catalonia, documenting everything and remaining in a situation to be able to confirm it and transfer it to another unit or individual.



