

ICDPPC ExCo Secretariat Twitter Policy

Version 1.0 8 April 2016

The Secretariat launched the ICDPPC twitter account on 28 January 2016 (Data Protection Day).

Purpose of ICDPPC Twitter account

The principal short term objective of the Twitter account is to provide a supplementary communications channel to increase traffic to the permanent Conference website and readership of the bi-monthly newsletter.

In the longer term, the presence on Twitter provides opportunities to increase the Conference's profile and to support the Conference's strategic goals. The Twitter presence connects the Conference both to its accredited members and observers and to others working in privacy. These connections can increase awareness of others' work and create opportunities to promote and support allied efforts.

Components of Twitter presence and activities

The principal aspects of the ICDPPC Twitter presence and activities comprise:

- Username
- Homepage
- Accounts being followed
- Accounts following the Conference
- Curated lists
- Tweets
- Retweets

This policy briefly describes the Secretariat's approach to each.

Twitter username

The username is @ICDPPCExCo. This policy applies only to that account.

The Secretariat has no current plans to create multiple accounts. Conference hosts may well establish Twitter accounts as part of publicity for annual meetings and those accounts fall outside this policy.

Twitter homepage

The current design of the home page features 'ICDPPC' and the logo and the branding is consistent with the permanent website.

The home page includes the descriptor and slogan "International Conference of Data Protection and Privacy Commissioners: Where the World's Data Protection Authorities Meet". This 'bio' is automatically carried over into some other Twitter pages.

Accounts being followed

The Secretariat follows accounts of people and organisations active in privacy and data protection. The Secretariat seeks to follow all accredited members and observers as well as individuals within those organisations who are active on Twitter.

The Secretariat makes special efforts to follow international organisations and accounts from a diverse range of countries.

Particular attention is paid to accounts in areas relevant to the Conference's current strategic plan, active working groups and past and planned closed session discussion topics. The profile of areas of interest will therefore change over time, but such considerations will explain a current focus upon accounts active in such areas as humanitarian action, robotics and intelligence oversight.

Accounts following the Conference

The Secretariat cannot control who follows the account. However, the Secretariat through publicity efforts, retweeting and assigning 'likes', seeks to increase the number of followers. In particular, the Secretariat encourages all accredited DPA members with a Twitter account to be followers.

Curated lists

The Secretariat currently curates lists of members and observers. These are maintained on a private basis.

Tweets

The Secretariat routinely tweets about the Conference and Conference news. Tweets generally include an image and a link e.g. to the Conference website. Typical tweets might cover:

- Highlights of a recent ICDPPC newsletter
- News of forthcoming annual conference
- Working group updates
- Website updates
- Members or resolutions.

The Secretariat will also tweet on matters not directly connected to the Conference but of interest to members such as the release of a report or adoption of a document. In such cases the Secretariat may typically disseminate source references and documents rather than offer comment.

Retweets

The Secretariat selectively retweets material. As the Conference does not generate enough newsworthy content of its own in the volume expected of Twitter accounts, it is necessary to retweet material of relevance and interest in order to build up a following. Retweets ≠ endorsement.

As there are already many twitter accounts active in data protection and privacy, the Secretariat has attempted to differentiate the account by focusing upon areas having some resonance with the Conference's character. Accordingly, the typical emphasis is upon data protection and privacy in the following areas:

- International developments
- Regulatory aspects
- DPA news, especially DPA innovation
- News from accredited members and observers
- Areas relevant to the Conference's current strategic plan, active working groups and past and planned closed session discussion topics
- Regional news that might otherwise not be well covered
- Interconnection with fundamental human rights.

ENDS