**ICDPPC Twitter Account Implementation** (version1.3, 3 February 2016)

**Purpose of ICDPPC Twitter account**

The Secretariat has opened a Twitter account to provide a supplementary communications channel to increase use of the permanent Conference website and readership of the bi-monthly newsletter.

The Secretariat maintains official contact lists for Conference members and observers. Twitter provides a supplementary means to more effectively communicate website content, including the newsletter, to those key stakeholders.

The Secretariat does not maintain contact lists for others in the data protection community due to the administrative burden of list maintenance. Twitter will provide a means effectively to push content to that wider community and allow interested individuals to opt into notifications.

It is intended that the account drive traffic to the website so that the information posted there will be used to the betterment of the Conference and its members and leverage the substantial costs sunk in creating that resource.

**Principal use of Twitter account**

Twitter will be used to disseminate website updates – with the principal update of most interest being the bi-monthly newsletter. The account will also be used to highlight and reinforce messages.

It is intended that the account be sufficiently active to be worth following but not so active to become an undue burden on the Secretariat. With greater experience the Secretariat will establish an appropriate level of activity but initially the expectation is that 2-4 Secretariat generated tweets will be released each week.

Typical tweets might cover:

* Release of Conference newsletter (additional tweets might highlight particular content)
* News of forthcoming annual conference
* Working group updates
* Website updates
* Presentations by Chair on behalf of conference

**General style for ICDPPC tweets**

* Tweets generally to include a photo or other image
* Tweets will generally be in the form of a headline or statement followed by a webpage address
* Retweets of related organisations’ output if the content is relevant to the Conference.

**Policy on publishing a tweet on ICDPPC twitter**

Approved Tweets will be published by ICDPPC Secretariat (Vanya, Linda or Blair). Tweets require approval of the Assistant Commissioner (Auckland) or the Conference Chair.

**Implementation Plan 2016**

Below is a plan on how to start using Twitter and things that need to be done to make it a success.

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| --- | --- | --- | --- |
| **What** | **When (2016)** | **Who** | **Completion** |
| Create Twitter account | End of January | VV | ✓ |
|  |  |  |  |
| First test tweet | End of January | VV | ✓ |
|  |  |  |  |
| Establish a Twitter account policy and implementation plan (this document) | Approved by Chair by beginning of February | VV/BS | ✓ |
|  |  |  |  |
| Moderation  To check and manage Twitter account |  | VV |  |
|  |  |  |  |
| Building network  Contact Twitter account holders. Follow them and ask them to follow ICDPPC back   * members * observers * others (e.g. former commissioners; privacy networks) |  | VV | ✓  (initial batch complete, task ongoing) |
| Add Twitter logo on web pages (home, news) | February | Simon (Web designer) |  |
| Explore feasibility of a Twitter widget on home page (subject to technical feasibility, design compatibility and cost) | Exploration: February Implementation (if approved): March | VV, Simon (Web designer) |  |
| Send message to privacy media contact list | February | VV |  |
| Add Twitter logo to ICDPPC email signatures | February | VV/LW/BS |  |
|  |  |  |  |
| Assess use  Review practice, this policy and uptake after 3 months | April | VV |  |
| PIWIK analytics  Compare # newsletter views December 2015 with April 2016: seek 50% uplift | December and April | VV |  |