

LGIU SEMINAR

INTRODUCTION TO USING SOCIAL MEDIA EFFECTIVELY

LISTENING VIA SOCIAL MEDIA

LAUNCHPAD READING: twitter.com/Launchpad_RDG

WEST MIDLANDS POLICE: twitter.com/WMPolice

CARDIFF EAST COMMUNITY: facebook.com/CardiffEastCommunity

YOUR BRAND

Below are some of the words that participants used to describe their brand:

reliable

caring

honest

authoritative

creative

community focussed

listening

CONWY COUNTY BOROUGH COUNCIL - twitter.com/ConwyCBC

GUIDELINES AND GOOD PRACTICE

YORK CITY COUNCIL: twitter.com/CityofYork

ABERDEENSHIRE COUNCIL: facebook.com/AberdeenshireCouncil

DONCASTER BOROUGH COUNCIL: twitter.com/MyDoncaster

Links to examples of social media guidelines:

<https://www.rutland.gov.uk/my-council/social-media/social-media-guidelines/>

<https://everyonesocial.com/blog/need-sample-social-media-policies-here-are-7-to-inspire-yours/>

<https://blog.hootsuite.com/social-media-policy-for-employees/>



**Holy Brook
Associates**

SOCIAL MEDIA PLATFORMS

SHETLAND LIBRARY: twitter.com/ShetlandLibrary

MARVIN REES, MAYOR OF BRISTOL: facebook.com/MarvinJRees/

BELFAST CITY COUNCIL - instagram.com/galwaycitycouncil

HERTFORDSHIRE COUNTY COUNCIL: linkedin.com/company/hertfordshire-county-council

RAJESH AGRAWAL, DEPUTY MAYOR OF LONDON: uk.linkedin.com/in/rajeshagrawaluk

Information on creating and managing pages on Facebook can be found at

<https://www.facebook.com/help/135275340210354>



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