



HOUSE OF COMMONS

Social Media

World e-Parliament Conference
Seoul, Korea
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Social Media Guidelines for Parliaments

- Opening sentence – “you need to go where the people are”
- Main emphasis is on the public but the same argument applies to parliamentarians
- Joint effort between the Association of Secretaries General of Parliaments, the IFLA Section on Libraries and Research services for Parliaments and the Global Centre for ICT in Parliament.
- <http://www.ipu.org/PDF/publications/SMG2013EN.pdf>
- Includes a useful checklist



Context

- Social media are new and effective for Parliaments
- They do not exist in a vacuum – their use is subject to existing codes of practice for communications
- There is no right answer



What are social media?

- The platform is hosted online (in the cloud)
- People can consume, create and add to existing content

- Facebook, Twitter, Flickr, YouTube, Wordpress, Wikipedia, Games, Foursquare.....



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What are they used for?

- Information
- Education
- Outreach
- Engagement

- “good social media practice means listening, responding, asking and sharing: it’s about being an active participant in the network”



Governance and oversight

- Legislative obligations
- Governance structure
- Operational and risk requirements

- Strike a balance – if it is too tightly controlled it will not work. It is about managing risks rather than minimising them. This can be a challenge in some Parliaments where there is great concern about making a mistake.



Planning and strategy

- Clearly define the nature and purpose of engagement exercise
 - With whom do you want to engage?
 - What do you want people to do?
 - How will you use what you get back?
 - How will you respond?
- Understand the social media platforms you intend to use
- Don't ever do a social media project for its own sake – it must always be a parliamentary project where social media just happens to play a valuable part



Measuring effectiveness

- Evaluation is important
 - Are you reaching the people you intended to reach?
 - How well is our message being amplified eg retweeted
 - What do people think about the engagement they have had with you



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Work of parliamentary information services

- This has been an issue of great interest for the parliamentary section of the International Federation of Library Associations and Institutions (IFLA)
- It is worth looking at websites of sister Parliaments



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For example



EP Research Service

@EP_ThinkTank

We (EPRS) provide a comprehensive research & analytical support to @Europarl_EN. Our philosophy is to provide independent, objective & authentic information.

Brussels, Belgium | EPThinkTank.eu



TWEETS
4,589

FOLLOWING
1,901

FOLLOWERS
2,720

Edit profile





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Here are the links

- European Parliament:
 - <http://epthinktank.eu>
 - <https://www.facebook.com/EPThinkTank>
 - @EP_ThinkTank
- Red Parlamenta:
 - <https://www.facebook.com/RedParlamenta>
 - https://twitter.com/red_parlamenta
- Pan African Parliament
 - <http://www.pan-africanparliament.org/>
- Council of the European Union
 - <http://councillibrary.wordpress.com/>



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Further examples: Denmark, Sweden, Canada

 **Folketinget**
8. oktober 2013

Som optakt til den nye spørgetime svarer jeg på spørgsmål her på siden frem til kl. 11.00. Skriv dit spørgsmål i kommentarfeltet herunder. Ordet er frit! Mvh Mogens.



Synes godt om · Tilføj kommentar · Del 188 85 11

 **Riksdagsbiblioteket**
100 år

Idag fick vi tilläta en bok som varit utlånad i mer än 20 år. Det är vi väldigt glada för. Har du boken åter i all fall är du välkommen att återlämna. Då kan du även passa på att få en ny tryck!



Sensat den 1908
Herrens gata 100
Riksdagsbiblioteket
Läraregatan
100 02 Stockholm
Tel. 08-750 30 43

HEIMDAL'S SMÅS

1882 personer har sett den här utgåvan

facebook



Parliament of Canada - Youth Committee
6,200 likes



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Further examples: Brazil

A screenshot of a YouTube video player. The video is titled "Hackaton 2013 Documentário legendado em inglês" (Hackathon 2013 Documentary subtitled in English) and is from the channel "LAB CCMSP". The video content shows several people working at computers in a workshop setting. A yellow subtitle at the bottom of the video reads: "There is a very strong drive for change, for innovation." The video has 18 views and was published on 28 Apr 2014. The browser interface shows the URL "https://www.youtube.com/watch?v=4Dy9M2L...", the search engine "bing", and the address bar "Hackaton 2013 Document...".



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Here are some links

- https://www.youtube.com/watch?v=yQzgVHcZ_xs
- Deliberatório - Offline card game that simulates the process of discussion and deliberation of the proposals in the House of Representatives <http://deliberatorio.com.br>
- Retórica - Creative visualization of the most recurrent themes in the deputies' speeches.
- www.retoricaparlamentar.com
- Meu Congresso Nacional - Information on deputies' personnel and office expenses allowances, as well as on companies that were paid through those allowances.
- <http://meucongressonacional.com>



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UK Parliament examples

- Library
- YouTube
- Flickr
- Facebook
- Google+
- Twitter
- Third parties
- Education service



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Library

The screenshot displays the Commons Library website interface. At the top left, there is a user profile icon and the text "New! 2015-2016 Commons Current Awareness News from the Library". The main content area is titled "News from the Library" and includes a "twitter" section with the handle "@commonslibrary". Below this, there are several informational sections: "Useful briefings for this week" with a sub-section "See our briefings in relation to the Wales Bill which is being discussed in the Chamber"; "Training courses" with a sub-section "This week, the Library are offering courses on finding information online and finding Parliamentary questions, debates and speeches online"; and "Current Awareness email alerts". On the right side, there is a "Commons Library blog" section and a "Library Contacts" list containing phone numbers and email addresses. The bottom of the page shows a Windows taskbar with various application icons and a system tray.



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Here are the links

- Library
- <http://commonslibraryblog.com/>
- <https://twitter.com/commonslibrary>



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YouTube

- Set up the channel in 2007. Now 400+ films.
- The films on the channel have been watched over 4 million times. 1.2 million views have come in the past 12 months. Average around 100,000 views per month.
- In October 2011 we started putting up a YouTube version of Prime Minister's Questions – this receives around 10,000 views per week
- 95% of visitors do not navigate to the site from the Parliament website the majority of users found the films by searching YouTube.
- <http://www.youtube.com/UKParliament>



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Flickr

- Images on our flickr site have been viewed a total of 4.4 million times – over 1 million of these views have come in the past 12 months.
- Exclusive sets of State Opening of Parliament, official visits (President Obama, Chancellor Merkel) generate significant additional traffic
- 99% of visitors do not navigate to the site from the Parliament website but find the images by searching on flickr
- http://www.flickr.com/uk_parliament/



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Facebook and Google+

- The Parliament facebook page has over 30,000+ likes.
- The number of likes has doubled over the past 18 months.
- <http://www.facebook.com/ukparliament>

- We launched the Google+ account in March 2014
- The account now has over 30,000 followers
- <http://plus.google.com/+ukparliament>



Twitter 1

- @UKParliament has 275,000+ followers. The number of followers has doubled over the past year. Around 11,250 additional followers per month. 182,000 followers in the UK.
- In January 2012 we crowdsourced twitter questions (using the hashtag #AskGove) for a committee evidence session with Education Secretary Michael Gove. We received over 7000 tweets (the majority questions – over 5000 before the deadline) making this one of the most successful initiatives of this kind ever carried out in the UK.
- <http://www.parliament.uk/business/committees/committees-a-z/commons-select/education-committee/news/secretary-of-state-ev-session/>



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Twitter 2

- In April 2013 the hashtag #AskEnergyFirms was used to gather questions for the Energy and Climate Change Committee to put to senior figures from leading UK Energy companies. This was a great way to put the Committee at the centre of an existing social media debate



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UK Parliament @UKParliament Follow

Energy and Climate Change Committee wants your twitter questions to #AskEnergyFirms for evidence session on 16 April goo.gl/yyvVc

← Reply ↻ Retweet ★ Favorite ⋮ More

87 RETWEETS 2 FAVORITES

2:24 AM - 9 Apr 13

Edward Davey @EdwardDaveyMP Follows you

Liberal Democrat MP for Kingston and Surbiton, Secretary of State for Energy and Climate Change
Surbiton, UK · edwarddavey.co.uk

131 TWEETS 76 FOLLOWING 1,243 FOLLOWERS Follow

Tweets

UK Parliament @UKParliament 10m
Deadline for #AskEnergyFirms questions is midnight tonight. What should the Committee ask energy companies next week? goo.gl/yyvVc
Retweeted by Edward Davey

DECC @DECCgovuk Follow

Department of Energy and Climate Change
London, UK · gov.uk/decc

2,262 TWEETS 5,042 FOLLOWING 39,906 FOLLOWERS

Tweets All No replies

UK Parliament @UKParliament 24m
Energy and Climate Change Committee wants your twitter questions to #AskEnergyFirms for evidence session on 16 April goo.gl/yyvVc
Retweeted by DECC

EDF off @EDFOFF 7m

Use #AskEnergyFirms to submit your questions to parliament today. Energy and Climate change committee questions prices, profits & poverty
Expand

British Gas @britishgas 3m

Ian Peters from @BritishGas will meet the Select Committee on Tuesday. You can send in your questions using #AskEnergyFirms
Expand

John Robertson @JohnRobertsonMP 2h

Use #AskEnergyFirms to tell us on the Energy committee what we should ask the energy companies next week. parliament.uk/business/commi...
Expand

The Times of London @thetimes 41m

Big Six energy bosses face 'trial by Twitter' as public prepare to #AskEnergyFirms thetim.es/25w1JM
View summary

Which? Action @WhichAction 2h

Ask your #energy supplier for simpler prices - use the tag #AskEnergyFirms to have your voice heard on Tues 16th. whi.ch/XptmP
Retweeted by Which?

Friends of the Earth @wwfoecouk 1

What would you ask the Big Six energy firms? Why @npowerhq opposes #2030decarb? Bosses soon to face MPs. Tweet your qu using #AskEnergyFirms
Expand

uSwitch.com @uSwitchUK 45m

MPs will put questions from the public to energy suppliers at the Energy/Climate Change Select Committee. Add #AskEnergyFirms to your tweet
Expand

Confused.com @Confused_com 1m

Fed up with rising energy bills? Here's your chance to get things off your chest Twitter-style ow.ly/jVN19 #AskEnergyFirms
Expand

Age UK @age_uk 7m

Our question to the citee: How will you target your energy efficiency obligations so they go to those who need them most? #AskEnergyFirms
Expand

Jim Sheridan @jimsherdanMP 1h

Use #AskEnergyFirms to tell Parliament's Energy Committee what to ask energy firms next week when quizzed by MPs. parliament.uk/business/commi...
Expand

Jess McCabe @jester 13m

I like this - what questions should MPs quiz the energy firms on? parliament.uk/business/commi...
Details

Money Saving Expert @MoneySavingExp 47h

MSE Campaign of the week: What should MPs ask your energy provider? Tweet a Q using #AskEnergyFirms by 23.59 Thursday bit.ly/Xptm2
Expand



Twitter 3

- In January 2014 we crowdsourced twitter questions (using the hashtag #AskPickles) for a committee evidence session with Communities and Local Government Secretary Eric Pickles. We received over 1600 tweets (the majority questions)
- <http://www.parliament.uk/business/committees/committees-a-z/commons-select/communities-and-local-government-committee/news/-ask-pickles/>
- One of the issues highlighted was that councils are currently required to send councillors meeting agendas in hard copy. After #AskPickles the Government has agreed to legislate to allow councillors to be sent agendas for council meetings electronically



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Twitter – parliamentary voting

UK Parliament @UKParliament
Keeping an eye on government, debating laws, approving taxes. This official Twitter feed is produced by the web team in Parliament.
Westminster, London · parliament.uk

5,983 TWEETS 49 FOLLOWING 184,942 FOLLOWERS

Tweets All / No replies

House of Commons @HouseOfCommons
House of Commons votes against the Government motion on #Syria by 285 votes to 272.
Retweeted by UK Parliament

734 RETWEETS 90 FAVOURITES

2:32 PM - 29 Aug 13 · Details

BBC Breaking News @BBCBreaking 12h
MPs vote against UK government motion on the principle of military intervention in Syria bbc.in/188hb4t

1,674 RETWEETS 212 FAVOURITES

2:35 PM - 29 Aug 13 · Details

Telegraph Politics @TelePolitics 12h
BREAKING: The Government has been defeated on a vote on Syria, by 272-285.
Retweeted by The Telegraph

136 RETWEETS 10 FAVOURITES

2:31 PM - 29 Aug 13 · Details

The Times of London @thebritain 12h
The Government motion to support military intervention in Syria was defeated by 265 to 272 votes tonight, a majority of 13.

44 RETWEETS 2 FAVOURITES

2:35 PM - 29 Aug 13 · Details

Mark D'Arcy @DArcyTIP 12h
Govt defeated on #syria motion by 13 votes
Retweeted by BBC Politics

77 RETWEETS 11 FAVOURITES

2:31 PM - 29 Aug 13 · Details



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Third parties - nurses

#WeCommunities [Home](#) [Get Live](#) [About](#) [Tweet Chat](#) [E-news](#) [Blog](#) [Site Map](#)
Continuously developing and supporting existing communities.



Welcome to the WeNurses blog

Do you have something to say, something to share, some value to add to the tweeting community of nurses? If you do we would love to hear from you, please send blog requests to blog@wenurses.co.uk.



Live broadcast from [@HouseOfCommons](#) with [@CommonsHealth](#)
[@Tweet](#)

Have you ever wondered how Parliament explores and scrutinises our health policies? Well now it is not only your chance to understand the process but also witness it too by tweeting live from the House of Commons!

A few weeks ago [@WeNurses](#) founder [@jagorjones](#) and student nurse [@nurse2014](#) were invited by [@CommonsHealth](#) to speak and share, via Twitter, one of the Committee's evidence sessions as part of their inquiry into Long-term Medical Conditions; you can read about [@jagorjones](#) day via her blog [here](#).

We have another opportunity to attend an evidence session on 12th November and we want YOU to take part. This will be the fourth and final session in the Committee's inquiry. MPs will be hearing from the Minister of State for Care Services, Norman Lamb MP, and from Dr Martin McKee, NICE England's Director for Improving the Quality of Life for People with Long Term Conditions. In this session the Committee will question the Minister and NICE England about the Government's policy for managing long-term conditions, and explore the changes that can be made to provide better and more effective services to benefit service users.

In its evidence session on 28 October the Committee heard from the Royal College of Nursing about the contribution of specialist nurses to the management of long-term conditions. The views of nurses working with patients with long-term conditions are important, and this is a great opportunity to join the debate on Twitter.

So what does all this mean?
You will be able to visit the House of Commons and tweet live from the Committee Room - sharing the experience with the tweeting nurse community. The opportunity is available on **12th November** for two of the [@WeNurses](#) community.



WeNurses [@WeNurses](#) [Follow](#)

Learn how Parliament scrutinises health policies with [@CommonsHealth](#) info at wenurses.co.uk tweet from HoC! pic.twitter.com/8NhILIZWxM

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



Tweet from House of Commons with [@CommonsHealth](#)
Find out how at www.wenurses.co.uk

RETWEETS: 11 FAVORITE: 1

9:45 AM - 5 Nov 2013 [Flag media](#)

Reply to [@WeNurses](#) [@CommonsHealth](#)

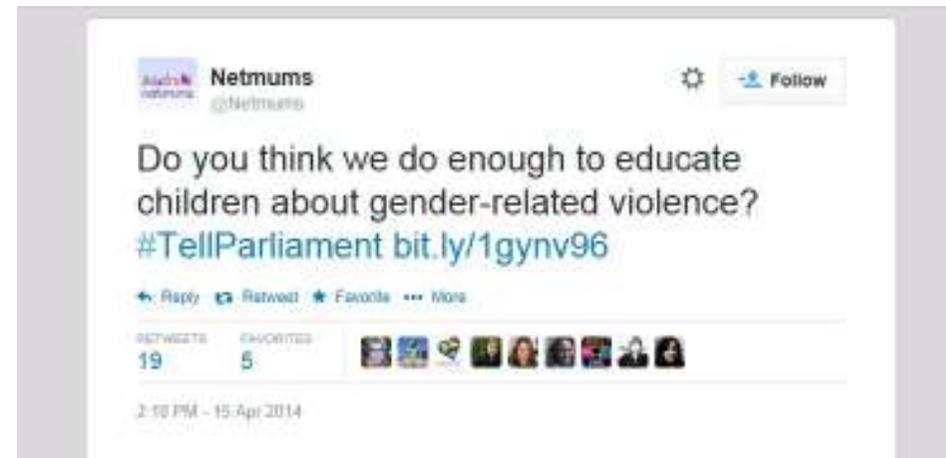
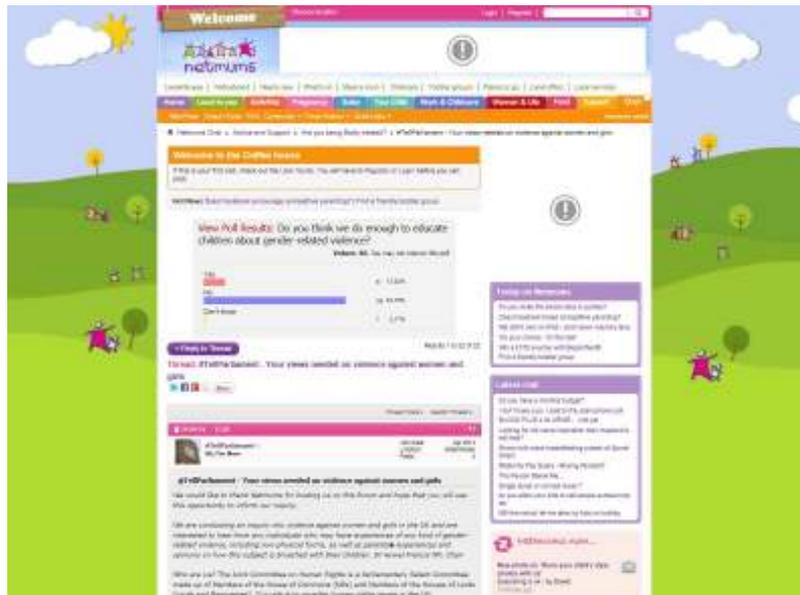
WeNurses [@WeNurses](#) Nov 7
Learn how Parliament scrutinises health policies with [@CommonsHealth](#) info at wenurses.co.uk tweet from HoC! pic.twitter.com/kH125M2V

[Details](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)



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Third parties - mothers





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MP for a week





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House of Commons Reform Committee report *Rebuilding the House:*

- “The primary focus of the House’s overall agenda for engagement with the public must now be shifted beyond the giving of information towards actively assisting the achievement of a greater degree of participation”
- Make it much easier for people to engage: go to them rather than expect them to come to us



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Engage through people's own interests





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Work with other platforms

- TEDx HousesofParliament



Over 2 million views of talks online



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Prioritise young people





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Learn from each other

