

@TUNSW – Twitter Protocols – 30th August 2011

Why use Twitter?

Twitter serves two functions for the TU – it is an opportunity to put our own information and insights out into the world, as well as to gather information from others.

Who will use Twitter?

The policy team will oversee and administer the TU's Twitter account. Any staff member who wishes to Tweet should discuss with a Policy Officer.

What will we Tweet?

Our use of Twitter is intended primarily as a means to direct internet traffic to our established websites www.tenants.org.au & www.tunswblog.blogspot.com, and to draw attention to and comment on other relevant online media.

To this end, we will Tweet whenever information on our sites is significantly updated, and to link to these sites while engaged in broader online discussions (eg to draw a link or comparison between other tenancy related web content, and a published TU position).

We may also engage directly with our colleagues and followers on Twitter where appropriate.

The TU will not use Twitter to give tenancy advice, although we may use it to give general information and make referrals.

Share house rules: followers and following others

We will follow anyone who Tweets about things that are of interest (or use) to the TU Policy Officers.

We may try to 'strategically' follow some Twitter users in a way that will increase our exposure to others.

We may 'unfollow' anyone that we no longer find useful or interesting – but please do not unfollow another user unless you're the one who followed them in the first place.

We will always report and block spam followers. We will not block any genuine follower. If in doubt, refer to a Policy Officer.