



Surrenden Area Parking Campaign

Working for better, fairer & safer parking
in the Surrenden Area

SAPC Social Media Guide

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Using Facebook

Get an account

If you don't already have one, set up your own Facebook account. Open your web browser. Got <https://www.facebook.com> and fill in your details where you see 'create an account: it's free and it always will be'. You'll be guided through setting up your account. You will need a user name and a password. Facebook has a 'real names' policy. If you use different user names to your real name to protect your privacy there is a remote possibility that your account might be suspended. Most newer web browsers can remember your user name and password for you, but make a separate note of these just in case.

Facebook has very broad privacy settings. You can set your account up to be visible only to friends, but this does not prevent you from posting to other public accounts. If privacy is a concern to you, notwithstanding recent scandals, Facebook provides you with more control than Twitter.

Get the app

If you are using your phone, you can access Facebook on a normal web browser, but the Facebook App in the App Store of the Google Play Store will be easier to use on a small screen.

Find Brighton and Hove City Council

Run a search for the Council's Facebook account, and their home page should come up with the address <https://www.facebook.com/BrightonandHoveCityCouncil/>. Their username is **@BrightonandHoveCityCouncil**. You can 'follow' them or 'like' their page to be notified of their new posts, or like an individual post to be notified of others contributions just to that post.

It is possible to 'reply' to any of public posts by the Council using the speech bubble 'comment' icon that appears below each post. You can also 'share' their post with your own friends or followers or 'emote' in response to it. Whilst the emote response button is still called 'like', when you click it, you can 'like', 'love', 'laugh', 'exclaim', express 'sadness' or 'anger' at a post.

Find SAPC

You can find us at <https://www.facebook.com/surrendenareaparkingcampaign/>

Posting about the Council

On the Council's own page, you can only respond to their existing posts: you cannot create a new post of your own.

If you want to create a new post about the Council you can do this on your own home page, or the Surrenden Area Parking Campaign home page allows public posts to be created (go to <https://www.facebook.com/surrendenareaparkingcampaign/> or @surrendenareaparkingcampaign).

Compose your own post, making sure that the Council's name (@BrightonandHoveCityCouncil) appears somewhere in the post. This will ensure that the Council will see your message in their notifications.

Hashtags

For all of your posts, it will help other members of the SAPC, Councillors, Council Officers and journalists to search for them if you add a relevant hashtag such as #SurrendenAreaParking. These can be tagged onto the end of the post or inserted into the text. Then even if they are not a friend, following you or liking you on Facebook, they'll be able to find your posts and like or share them. Even a relatively vague hashtag like #Brighton might get picked up by one of the local news accounts and shared, so it is always worth adding. Other hashtags promoted by the Surrenden Area Parking Campaign to help identify our posts are #EndParkingChaos, #BrightonCouncil and of course #SurrendenAreaParking.

Privacy and other legal considerations

You can set up your Facebook profile so that the only people who can see your own home page are people who you invite to be your friend or accept a friend invitation from. If you post to a public page (like the Council or the SAPC page), your post is visible to the public. Always avoid posting personal information such as email addresses and phone numbers, saying anything that you haven't adequately fact checked or that you wouldn't be prepared to say to someone personally in a public post.



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Using Twitter

Get an account

If you don't already have one, set up your own Twitter account. Open your web browser. Got to <https://twitter.com/> and click where you see 'new to Twitter – sign up'. You'll be guided through setting up your account. You will need a user name and a password: Your user name does not have to resemble your real name: plenty of people use different user names to protect their privacy. Most newer web browsers can remember your user name and password for you, but make a separate note of these just in case.

For the purposes of the Campaign, you will need to ensure that your privacy settings are public rather than protected.

Get the app

If you are using your phone, you can access Twitter on a normal web browser, but the Twitter App in the App Store or the Google Play Store will be easier to use on a small screen.

Find Brighton and Hove City Council

Run a search for the council's Twitter account, and their twitter page should come up with the heading **BrightonHoveCouncil**. Their twitter 'handle' (or username), which you will use in your tweets to make sure they see them, is **@BrightonHoveCC**. Click 'Follow' so that the Council shows up in the list of accounts you are following and get alerts to in your news feed.

Find SAPC

You can find us on Twitter at <https://twitter.com/SurrendenAP>.

Starting to tweet

It is possible to 'reply' to any of the public tweets posted by the Council using the speech bubble icon that appears below each tweet. However, to tweet directly 'at' the council, you will need to compose a post (tweet) of your own. If you are using a phone, look for the quill icon in the top right hand corner. On a computer you will see a button labelled 'Tweet', again in the top right corner.

Compose your tweet, making sure that the Council's twitter handle (**@BrightonHoveCC**) appears somewhere in the message. This will ensure that the Council will see your message in their notifications tab. The Council also has a Transport handle (**@BHCC_Transport**) and this can be used instead and as well. The audiences are likely to be different: tweets using the main handle are more likely to be seen by the Leader, Committee Chairs and Executive Team, whereas tweets using the transport handle are more likely to be seen by Councillors on the Environment, Transport and Sustainability Committee and subject specialist Officers.

Replies versus Mentions

Note that the positioning of the twitter handle/username within the message will affect who is able to see your tweet.

If you start the tweet with @BrightonHoveCC, the only people who will see it will be the Council, and the people who follow BOTH your account and the Council's account. This is called an @reply and is more like a semi-private conversation between interested parties - useful if you don't want to clutter up the timeline of your friends and associates who are not affected by our parking issues!

However, if you want ALL your followers to see it, place the twitter username somewhere else within the body of the tweet. This is called an @mention and is public. It will still show up in the Council's notifications tab but you will have broadened the exposure, and if your twitter followers are willing to retweet, it will spread further still.

NB if you want your tweet to be an @mention, but you need to put @BrightonHoveCC at the start of the tweet for grammatical reasons, it is possible to 'trick' Twitter by putting a full stop in front of it, e.g.

.@BrightonHoveCC please #EndParkingChaos now #SurrendenAreaParking #BrightonCouncil

Hashtags

For all of your tweets, it will help other members of the SAPC to search for them if you add a relevant hashtag such as #SurrendenAreaParking. These can be tagged onto the end of the tweet or inserted into the text (see tweet above). Then even if they are not following you on Twitter, they'll be able to find your tweets and click like (the heart button) or retweet (the double arrow button). Even a relatively vague hashtag like #Brighton might get picked up by one of the local news accounts and retweeted, so it is always worth adding. Other hashtags promoted by the Surrenden Area Parking Campaign to help identify our tweets are #EndParkingChaos, #BrightonCouncil and of course #SurrendenAreaParking.

Privacy and other legal considerations

Remember that if anyone goes to your Twitter profile they will be able to view all of the tweets and replies you have sent, regardless of what method you've used, so always avoid sending personal information such as email addresses and phone numbers, saying anything that you haven't adequately fact checked or that you wouldn't be prepared to say to someone personally.