APEC SOCIAL MEDIA GUIDELINES

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Contact: APEC Secretariat

1. Introduction

Social media is a rapidly changing domain that is becoming an increasingly effective way for organizations to conduct outreach and communicate with its stakeholders. Specifically, social media offers opportunities for people to gather in online communities to create, share and consume content.

Social media tools can be harnessed to impart and effectively communicate information about APEC to create awareness and understanding of our mission, goals, activities and achievements. This includes educating and engaging with individuals, groups, specific audiences and the general public.

It is important to note that social media conversations are instantaneous and can help communicate key messages more efficiently. It also means that mistakes can occur more easily. Organizations and individuals engaging in social media conversations thus need to be aware of both social media's power and pitfalls.

2. Document purpose

This document will show APEC members the steps for setting up a Facebook and Twitter account. Also included are some guidelines to follow when engaging in social media.

Social media is constantly evolving and new social media tools emerge regularly. In addition to the guidelines described in this document, APEC members should also implement a social media policy and audit this policy regularly so that it meets their own group's needs.

This document aims to help APEC members:
- Set up a Facebook page
- Set up a Twitter account
- Understand the dos and don'ts of social media engagement

3. Overview of APEC's Social Media Strategy

Objective:

The objective of APEC's social media strategy is to raise awareness of APEC – the premier forum for facilitating economic growth, cooperation, trade and investment in the Asia-Pacific region – by engaging and reaching a broader, more diverse global constituency and by expanding our audiences' understanding of the region through online dialogue with constituents, new research and initiatives.

Target Audience:

- APEC Family (Ministers, SOMs, Chairs, Lead Shepherds, delegates, etc.)
- APEC Secretariat
- Host economy

- Member economies
- Business
- Media/journalists
- Government officials and parliamentarians
- Students
- Academics
- Interest groups
- General public

Vehicles: Twitter profile, Facebook page, and LinkedIn page.

Goals:

- To encourage fora chairs to start their own Facebook page and Twitter profile to post on specific issues related to their groups.
- To engage our audience more directly with increased comments, likes, shares or retweets through posting interesting and relevant content.
- To increase the overall number of APEC Facebook likes and Twitter followers.
- To encourage online dialogue and discussion on social media in between fora meetings.

4. How Fora Can be Active in Social Media

Acting as the spokesperson and key advocate for the relevant APEC working group or other fora, the Lead Shepherd/Chair can promote the practical efforts that the fora are undertaking to advance APEC priorities via social media.

The Lead Shepherd/Chair of a working group is encouraged to activate their own official accounts to generate conversations about the issues related to their fora. To promote this activity, they are encouraged to directly engage @followAPEC through an @ mention (described below) who can assist with outreach.

Posts may include:
- Major project milestones or deliverables (e.g. workshops or reports)
- Quotes from a news release or article
- Outcomes of an activity
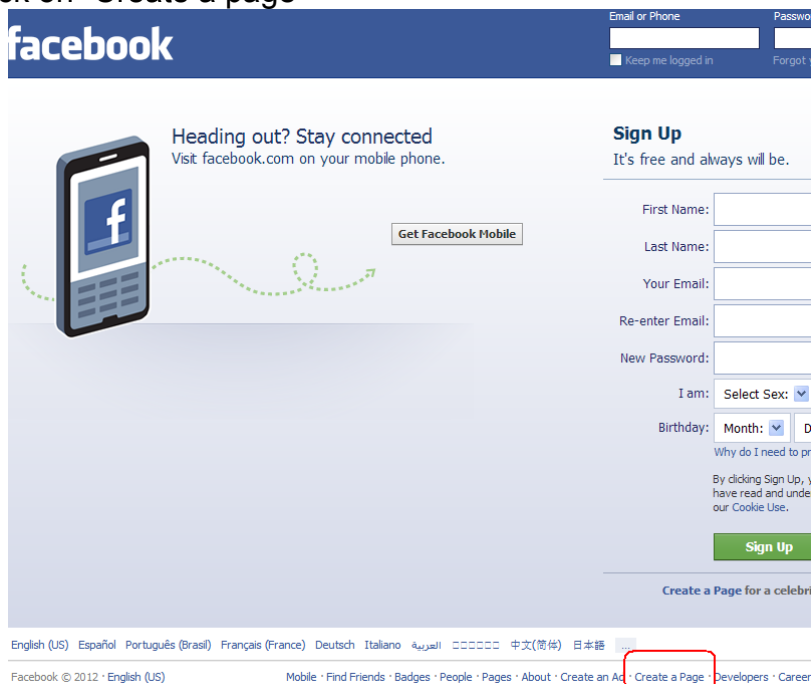- Quotes from the Lead Shepherd/Chair on a specific topic

However, it is also important to note that the Lead Shepherd/Chair is directly responsible and accountable for all content posted on their social media pages and should serve as a moderator of that content. The Chairs are also responsible for generating and posting all of their own content and keeping their page current and active. The APEC Secretariat will not be directly involved in moderating content on fora's social media pages.

In addition, since Chairs change regularly, it will also be critical to ensure that management of the fora's social media pages such as account passwords are effectively transferred to the new Chair.

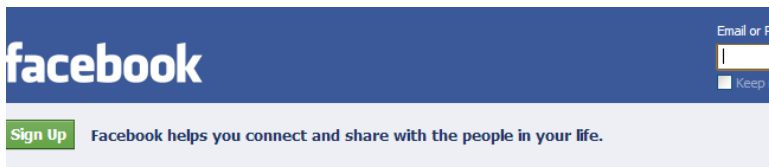# 5. Setting up a Facebook page for APEC fora

To set up a Facebook page, follow these steps: (You need to create a Facebook account first at http://www.facebook.com/)

1. Open the web browser and go to http://www.facebook.com/
2. Click on "Create a page"

3. Click on "Company, Organization or Institution"
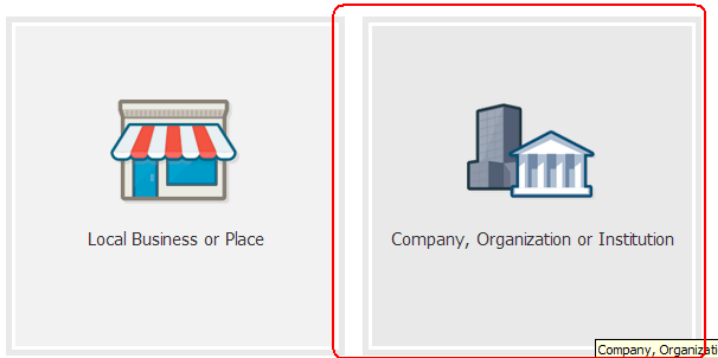
4. Select "Non-Profit Organization" or "Government Organization" for the category. Enter the name of the forum. Read the Facebook Pages terms carefully before proceeding to create the page. If you accept the terms, check the checkbox and click on the "Get Started" button.
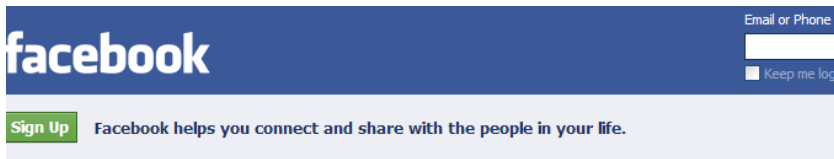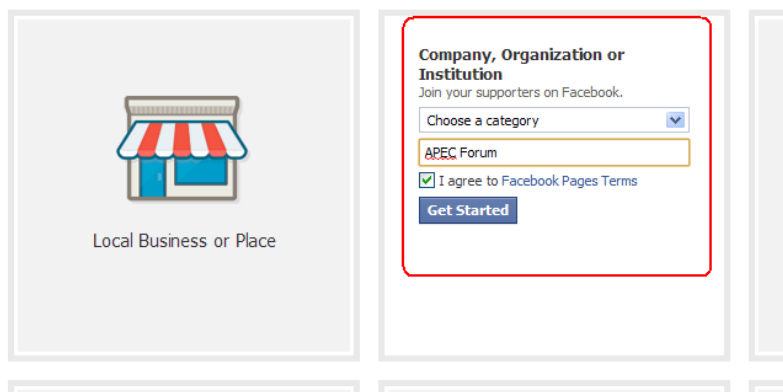
5. Select "I have a Facebook account" and fill in the login information. Click on the "Log In" button.

6. Follow the on-screen steps to upload a Profile image and fill in your profile information. The Facebook page is now created. Facebook will also ask you to pick a URL address for your Facebook page, once you've chosen it, you cannot change it.

7. To maintain APEC branding across all APEC affiliated Facebook pages, a standardize APEC logo for use on Facebook is available for download on the ACS site.

5.1 Facebook in a Nutshell

How to Use Your Facebook Page

Step 1: Get People to "Like" your Page.

After you create your Group's Facebook page, the first step is to recruit members in your fora and other associated contacts to "Like" your Facebook page. This will sign them up to receive all your status updates in their newsfeed on their own personal Facebook profiles.

To recruit members to "Like" your page, Facebook will automatically feed you your own personal friends and you can invite specific individuals who are related to APEC and/or your working group if you are already friends with them on Facebook. Alternatively, you can send an email to working group participants with a link to your Facebook page explaining that they will need to open the page in their Facebook account and then click the "Like" button. You can also post on the APEC Facebook page inviting existing members to "Like" your new Group Facebook page.

Once you get over a certain number of likes for your page, Facebook will also track the number of people that have seen, shared or commented on your posts, giving you a sense of how many people you have reached.

The powerful aspect of the Facebook page for fora is that if a person comments or "likes" your post, this post will automatically be seen by the person's friends or network, giving your Group even higher visibility.

Step 2: What do you post?

A critical dimension of social media is that posts exist in real-time and the more immediate and "fresh" your posts are the better. Posting on Facebook and Twitter on what is happening at fora meetings in real-time can be much more powerful and newsworthy. You should view your posts as "mini-news releases" informing the press and public about key issues or milestones.

At the same time, social media is also a two-way communication medium. It's not just about you posting information, but it's also about engaging your members to comment and share on your posts. In order to engage them, your posts can sometimes pose questions or elicit discussion by your members. In addition, the Facebook page can also allow your Working Group to continue its discussion online inter-sessionally.

6. Setting up a Twitter account for APEC Fora

To set up a Twitter account, follow these steps:

1. Open the web browser and go to https://twitter.com/
2. Sign up for an account by filling in your name, email address and password.

3. Click on "Compose New Tweet" to post a tweet.
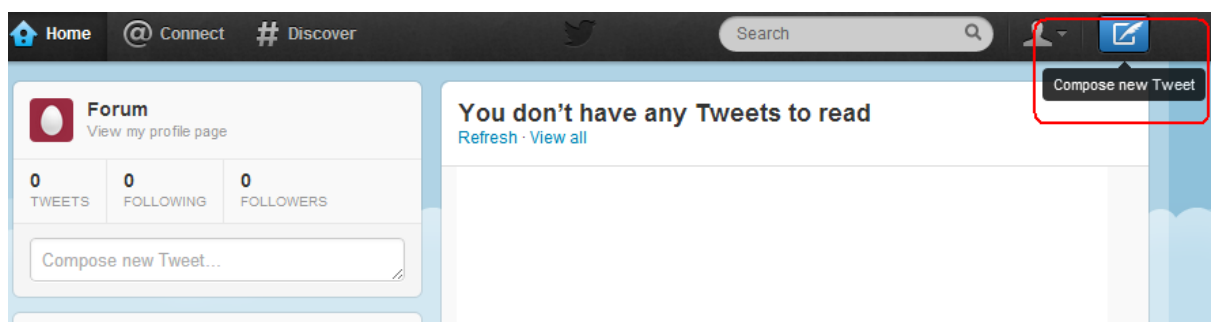
6.1 Twitter in a Nutshell

Twitter is a website, owned and operated by Twitter Inc., which offers a social networking and microblogging service. It enables users to send and read messages called tweets.

Some call Twitter the "SMS of the Internet."

Tweets are text-based posts of up to 140 characters displayed on the user's profile page. Users may subscribe to other users' tweets—this is known as following and subscribers are known as followers.

Tweeting for APEC is different from, say, personal tweets. The main target audiences here are media, businesspeople, government officials, students and members of the public, though followings from other international organizations are anticipated.

The purpose of tweeting includes:
- Publicize in timely fashion up-to-date news about APEC fora and its activities year-round, especially during key meetings and events.
- Generate awareness of all aspect of APEC fora activities, including making stakeholders aware of APEC fora news and activities before mainstream news consumers.
- Establish institutional ties with stakeholders.

To generate a conversation about the relevant issues with stakeholders, the APEC member should post informative tweets related to the forum. It is advised that at least 3-5 tweets a week be issued to maintain visibility and interest among users.

Writing a tweet is easy. Aside from finding something newsworthy to tweet, the more challenging part is familiarizing with the tools to make the tweets more effective. This includes providing shortened URL links in the tweets (remember: only 140 characters).

A. Using #Hashtags

The hashtag ("#") is a favorite tool for users. It serves as a way for Twitter users to organize themselves. For example, if everyone agrees to add a certain hashtag to tweet about a topic, it becomes easier to find that topic in a search, and more likely the topic will appear in Twitter's Trending Topics.[1]

- You can do a search on Twitter to see if there is a specific hashtag for a topic you are posting about in the search box in the top right hand corner. For example if you are discussing a topic like green growth, you will find there is a hashtag #greengrowth for it and you should include it in your tweet. This will ensure that your tweet ends up in the discussion on Twitter about the green growth so any journalists or individuals when searching under #greengrowth will see your post. If you don't hashtag the topic, it is less likely your tweet will be seen so it's important to include the hashtag for the topic you are posting on to increase visibility.
- You can tweet several hashtags in one post. Consider using the #apec as well as the #greengrowth (or other specific hashtag) on your posts to ensure your tweet is included in the twitter conservation on APEC.

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[1] Twitter's Trending Topics is an algorithm that identifies topics that are immediately popular, rather than topics that have been popular for a while or on a daily basis, to help people discover the "most breaking" news stories from across the world. We think that trending topics which capture the hottest emerging trends and topics of discussion on Twitter are the most interesting.

- Track other tweets on the subjects you're interested in (i.e. those containing the appropriate hashtags) by browsing/searching at the following sites: Hashtags.org, TwitterGroups, TweetChat, TweetGrid, Twitterfall, etc.
- You can also use the www.Tweetdeck.com application to follow specific hashtag topics. On Tweetdeck, you can organize different hashtag topics you're interested in following by column. For example, you can create #apec column to see all the twitter chatter about APEC or a #nzearthquake column during a disaster allows you to see all tweets posted in real-time about the earthquake in New Zealand. In fact, this is how the press identifies news and quotes on Twitter during a specific event or incident and by using these hashtags when you tweet you will increase your visibility.
- You can also use Tweetdeck to organize your own twitter profile and tweets. In order to use Tweetdeck, you will need to sign up and download the app at www.tweetdeck.com.
- If you are looking to create a hashtag, be sure that it adds value for yourself and your followers. The best way to utilize them is when you need to organize information.
- Give your hashtag context. Most people won't actually know what your hashtag means, so give a quick explanation in one of your tweets or, if you're making a hashtag, make it very apparent what it's about.

Example uses:
- Events: *The EWG's presentation today on the Low-Carbon Model Town project shared key info. #greengrowth #climate*
- Highlighting themes: *#Paperfreetrade seminar on new #customs penalties for import/export today at 3pm GMT. Register now http://tiny.cc/mo4vt*
- Disasters: *#nzearthquake new shelter has opened up downtown for earthquake refugees.*
- Quote: *"Great minds discuss ideas. Average minds discuss events. Small minds discuss people." ~Eleanor Roosevelt #quote*

B. Using @Mentions

For Twitter, the @ symbol is used to direct a message to a specific user. @ is placed directly in front of the username of the person you are attempting to message. The message will then appear on the user's twitter home page and will also be found if a search is done on @username.

For example, if you wanted to direct a public message to APEC, you would put an @ symbol before APEC's Twitter name (@followAPEC) and then type out the message.

- Example: another user might tweet: *Thanks to @followAPEC for sharing the APEC Indonesia 2013 priorities.*

Using the @ symbol shows that you are directing your public message to a specific person. It does not indicate that the message is a private communication between you and another person. Using the @ symbol simply means that you are referencing someone by name in your Twitter post.

Sending a direct message to @followAPEC will generate a re-tweet to the general subscriber list and encourage dialogue about the issues.

C. Using Shortened URLs

URLs are often too long to fit into Twitter's 140 character limit. There are a variety of websites that can shorten your long links to fit into a tweet. These services can provide you with a shorter version of any URL you want to share. Then, you can use the shorter version in your Tweet, and anyone who clicks on it will be redirected to the longer URL.

Here are a few examples of link shortening services that are popular with Twitter users:
- http://bit.ly
- http://tinyurl.com

D. Using RT (Retweeting)

Retweeting is how Twitter users share interesting tweets from the accounts they are following. You copy and paste the original tweet and send it out or you can simply click "retweet" at the bottom of the tweet. To give credit to the original person, users usually put "RT" plus the originator's username at the beginning or end of the tweet (the original person can then see the mention if they search for @theirname). Here's an example:

- The Twitter user @asiasci tweets:
  - *PSMA Announces Special Presentation Session on Nanotechnology at APEC 2011: http://bit.ly/hm3PPc*
- APEC retweets by posting:
  - *PSMA Announces Special Presentation Session on Nanotechnology at APEC 2011: http://bit.ly/hm3PPc RT @asiasci*

- Here is another example of a well formed Re-tweet:

Tips on Re-formatting of Retweets

The confusion of looking at RT topics can be minimized and presented in a much easier and more readable manner. Here are some tips:
- Take extra 20-30 seconds of your time to analyze the post before you actually re-tweet it.
- Set your re-tweeted or tweeted post limit to 120 characters. That way you will have free space if someone wants to re-tweet your post.

- Never modify the short link posted by the original poster of the tweet. Do check the link.
- Move the RT @username part to the end of the post to bring attention to the actual content.
- Remove duplicate words and hashtags from your post.
- Use the word RT if you want to identify the original poster. Use the word "via" when you found it via someone else.
- Make use of #hashtags to identify important keywords but do not to overload it.
- Appreciate and thank other users who've re-tweeted your posts

Whether it is a link, quote, or interesting information, add value to what's been said before by contributing in your own words something relevant to the content. Be objective and avoid opinion given that the Secretariat acts as a neutral party.

Something to consider:
- Retweeting posts from other organizations or news agencies could suggest affiliation and support. However, there are some occasions when stories might merit retweeting. Do pay careful attention to retweeting news from a single agency or organization in order to not suggest affiliation or support.
- Retweeting posts about an individual economy only if it is within an APEC context. For example, Peru's improvement in the World Bank's Ease of Doing Business Indicator was used as a case study for other APEC economies in an SMEWG workshop.

7.   Using LinkedIn

LinkedIn is an online global network of professionals. It is a social networking site that brings professionals together in specific fields that goes beyond recruitment to include the sharing of ideas, new releases, reports or events.

LinkedIn statistics show that there are more than 25 million members from the Asia and the Pacific in 2012.

APEC has created a new LinkedIn page to expand its connection base. With LinkedIn, the existing network of current and former employees who are already committed to APEC and know its vision will be virtually established. Connections can further extend to non-Secretariat professionals who are interested in APEC—experts, consultants, project overseers, potential talent—and facilitate discussions as well as help in recruitment.

We encourage you to join LinkedIn as an individual professional if you have not already done so and then "follow" the APEC LinkedIn page. This will enable you to see, comment and share APEC updates.

Go to www.linkedin.com. You can find the APEC Company LinkedIn page by searching in the top right hand box under "company" (select "company" in drop down

box) and then type in "Asia Pacific Economic Cooperation." Select the APEC page and then once you arrive on our page, click the "Follow" button.

LinkedIn Company Page

Company Pages on LinkedIn are generally company profiles, including an overview of the organization, some key statistics and links to other sites. APEC's Company Page acts as a tool for promoting the organization, serving as another channel to inform LinkedIn's network of professionals about APEC's vision and work.

APEC on LinkedIn will increase our visibility. The Company Page will highlight APEC achievements and share its goals and vision, much like a website, except within a targeted audience of professionals.

Company status updates could include organization news, meeting notices, news releases, or relevant industry articles. More "higher click" content might also include interesting photos or videos to reach out to more users on LinkedIn.

Another way APEC benefits from creating a Company Page on LinkedIn is that Google gives LinkedIn pages a high Page rank. This means that the search engine will rank the Company Page atop other search results, increasing exposure for the Secretariat online.

LinkedIn Groups

As part of the APEC LinkedIn page, we can in the future possibly create Discussion Groups for Fora Working Groups. Discussion groups will be closed to the public and members will be invited by e-mail to ensure moderation. Since we are still in the initial stages of launching our new APEC LinkedIn page, we intend to build and test the LinkedIn page first before deciding whether to create Discussion Groups.

8. Social media engagement – Dos and Don'ts

Social media is viral and conversations happen in real-time. Hence it is important to know how to safeguard against the pitfalls of social media while engaging the audience.

Here are some general guidelines:

8.1 Dos

- Use your real name and profile (organization, title etc) on social media.
- Be discreet about what to disclose. Some information is private and confidential to the organization. Check with the APEC Communications and Public Affairs Unit if you are unsure of your post.

- Remember that you are posting to your group's social media page, not your personal social media page. Controversial personal opinions should be left out.
- Address any feedback truthfully and calmly. Do not engage in unpleasant online conversations that enflame unruly discussion.
- Review your group's social media policy so that you know the goal of social media engagement for your organization.
- Adhere to the "APEC Guidelines" when posting on social media.
- What you just shared cannot be withdrawn. Think before you share or post.
- Have a Social Media Administrator to track/monitor feedback from users
- Hyperlink the social media page to the APEC member's Satellite Website.

8.2 Don'ts

- Don't infringe copyrights of other organizations when you post.
- Don't use language or phrases that may be offensive or demeaning to certain groups of users. Social media covers a global audience.
- Don't post inaccurate or unsubstantiated facts.

9. Posting of content

The following must also be considered when posting content to an APEC social media account, whether the content is text, photographs or video.

Content should be posted with the understanding that it may be redistributed through the Internet and other media channels and may be viewed by the general public. If deleted or modified, older versions may continue to exist online. Share only information that is appropriate for the public. Think carefully and review your post before posting because once it's live, people will see it and share. Although social media seems informal, the same rules should apply for all posts that apply for all public forms of communication such as news releases or public documents.

Please be cognizant of APEC nomenclature before posting as well. For example, make sure you use the terms: "member economies," "Chinese Taipei," "Hong Kong, China" and "the Philippines."

Rights and permissions must be secured before posting, sharing or distributing copyrighted materials, including but not limited to: copyrighted photographs or texts, portions of copyrighted video, or information considered proprietary.

10. Moderating comments

APEC's social media efforts should encourage fans and followers to share their thoughts with one another by commenting on stories, videos, links, posts, etc. within the following guidelines:

- Comments must be relevant to a topic discussed
- Comments should be constructive and absent of expletives, obscenity and vulgarity, in accordance with the APEC social media guidelines

- Posts that are off-topic, abusive, contain profanity, are threatening in tone or devolve into personal attacks will be deleted
- Posts with links that are determined to be spam or sales and advertising should be removed
- Account administrators reserve the right to review all comments and posted materials and remove such materials for any reason

11. Definitions of terms used in this document

In the context of this document, terms discussed are defined as follows:
- <u>APEC member:</u> a specific APEC member economy and/or APEC working group.
- <u>APEC Website:</u> the main APEC website (http://www.apec.org) which is managed by the APEC Secretariat.
- <u>APEC Satellite Website or Satellite Website:</u> an APEC website that is developed, owned and managed by an APEC member.
- <u>APEC Guidelines:</u> the APEC Logo Guidelines, APEC Sponsorship Guidelines, APEC Publications Guidelines (includes APEC nomenclature), APEC Intellectual Property Policy and APEC Website Guidelines. (These can be accessed at http://www.apec.org/About-Us/About-APEC/Policies-and-Procedures.aspx)
- <u>Social Media Administrator:</u> the person who is in charge of managing Facebook/Twitter and updating its content.

12. APEC Secretariat's social media channels

Twitter: @followAPEC
Facebook: www.facebook.com/APECnews
YouTube: www.youtube.com/user/apecsec
LinkedIn   http://www.linkedin.com/company/asia-pacific-economic-cooperation-apec-secretariat

13. APEC key words as hashtags

These are some hashtags to use (this list is not exhaustive):

#APEC	#APEC2013	#economy	#AsiaPacific
#integration	#foodsecurity	#infrastructure	#health
#technology	#trade	#supplychains	#business

-end-