

Appendix 1.3 to Report on the Social Media Protocol for Members and Social Networking Policy for Employees

February 2016 – review by the Social Media Officer of Member take up of Twitter

Note: Data regarding twitter accounts only was generated as exchanges via this media are in the public domain and therefore readily accessible.

Number of councillors with open Twitter accounts	30 (out of 54)	
Active users: Number of those who are active or very active users of those accounts (ie post at least once or twice a week)		25
Inactive users: Number whose usage ranges from those who haven't posted in over a year to those who post less than once a week		5
Followers: Number of councillors with over 200 followers:		29
Number with over 1,000		11
Number with over 2,000		5
Themes and engagement	All of those who posted wrote about politics, resident or community concerns and local issues	
	Around 3 posted about their home lives also	
	Varying number of re-tweets	
	Some used forum to broadcast (ie links to other sites) rather than engage	

