

## **Tweeting Statistician – Agreement**

### **Role of a Tweeting Statistician**

- As Tweeting Statistician (TS) you provide the public with a human, relatable face to your statistical area's work – improving engagements with users.
- TS accounts are owned by you as an individual staff member. This model encourages you to tweet and engage and, in conjunction with support from the Digital Publishing social media team, provides the best balance of engagement and protecting the reputation of the ONS.
- The role enables you to further raise the profile of your statistical area, gain followers to your work, and attract influencers to your content, eg media outlets, journalists and high profile people in your field.
- The role also offers a chance for the public to ask the expert – it's a route to be asked questions around releases, offering clarification and explanation to enquiries.

### **Security, team access and naming conventions**

- Any TS who delegates authority to publish on their account must share a list of access with the social media team in Digital Publishing, and maintain that list in a shareable document in their SharePoint area or similar.
- All staff with delegated access to a TS' account must access that account by Hootsuite only via individual connected seats and have 2-Factor-Authentication (2FA) switched on – this is to prevent misuse and abuse and staff being locked out of the account.
- TS must have “ONS” in their Twitter handle (eg @██████████\_ONS) and once they leave the organisation remove ONS from their handle.

- TS must make their employment at ONS clear in their Twitter bio, and make clear they are tweeting in an “official” capacity.
- Blue tick verification for TS will only be sought for accounts which meet all the criteria detailed in this document.
- As a TS you are the public face of a branch of the ONS and this might have implications to whether you are in a sensitive post, which could impact your engagement with local or national politics. You are advised to consult with the [Civil Service management code](#).
- It’s important to remain politically impartial and be mindful of what you like or retweet. We advise to refrain from retweeting, liking or engaging with government departments and MPs on Twitter due to ONS being independent and impartial. It’s important to include a disclaimer in your bio, but even with this your views could still be associated with ONS. The [social media policy](#) gives further info.
- All staff, including TS, are bound by the social media policy for the ONS and the wider civil service.
- Be mindful that the social media lead has access to your Direct Messages on Twitter via Hootsuite.

### **If you leave your post**

- The line manager of each TS should agree a succession plan in the event the staff member leaves to reduce the time between departure and a new face being put to the statistics. The TS account is owned by you and when you leave the organisation you need to edit your handle to remove ONS to reflect

this change, which will subsequently remove your verified status with Twitter (if applicable).

- ONS staff who are not members of this network should not have the ONS designation in their Twitter handle.

### **As a Tweeting Statistician you:**

- Act as an official representative of ONS and are the face and voice of your business area.
- Must have a seat on Hootsuite and can use it to schedule, publish and monitor activity.
- Must have additional security applied to your social media account; namely 2FA switched on for both Hootsuite and Twitter. And as a tweeting statistician you have sole access to your native Twitter account.
- Regularly create engaging Twitter content for your channel, tying in with releases and relevant topical opportunities.
- When relevant, take part in events organised by the social media team (eg annual budget announcement).
- Ensure your content fits within ONS style and that content complies with the Social Media Policy and [Civil Service Code](#).
- Respond promptly to users with queries around your area, either assigned by the Customer Contact Centre or picked up independently (the recommended response time is within two hours).
- Ensure you've attended the handling media queries training through the Media Relations Office.

**Please email confirmation of your agreement to [REDACTED] [@ons.gov.uk](mailto:[REDACTED]@ons.gov.uk)**