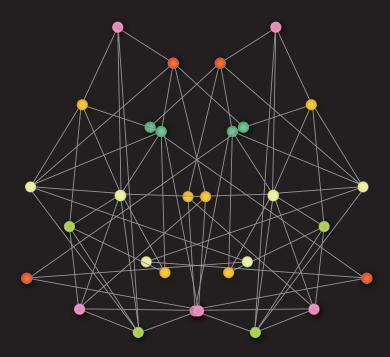
Style and Usage Guide for The Basque Government's Social Networks





Eusko Jaurlaritzaren Argitalpen Zerbitzu Nagusia
Servicio Central de Publicaciones del Gobierno Vasco

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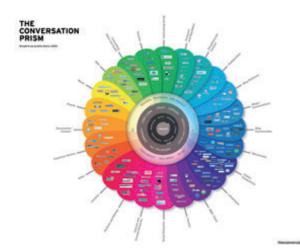
About the Usage and Style Guide of Social Networks

This Usage and Style Guide of Social Networks is composed of an introduction, which gives an overview of the social network universe today and puts the presence of the Basque Government on the various social networks into context; it also lays a foundation for this presence, as well as the presence of Basque Government personnel on the social networks.

The Guide also details the procedure for opening accounts in social networks, and the rules and use of language to which we must abide.

We will devote a chapter to each Social Network in which the Basque Government has decided to have a corporate presence, as well as those which, by their sectorial interest, may be attractive to any department.

Each of the chapters will have an introduction to the Social Network in question, the most important aspects relating to configuration and content and a brief outline of the basic guidelines for managing it with sufficient ease.



What are social networks?

Social Networks are activities, practices and behaviours that occur between user communities coming together through the Internet and sharing information, knowledge and opinions using these conversational mediums. These mediums are web applications that enable easy content creation and transmission of various kinds (text, photos, video or audio). This interaction has been given the name Web 2.0, as opposed to the static Internet of the 90's.



Home

Social Networks constitute a new way of interacting with citizens, as equals, which is added to traditional communication mediums, which let you publish, without intermediaries, communications, presentations, guidance, competitions, etc and obtain immediate feedback. In this sense, they should form part of the communication strategy of the various departments.

The Basque Government on social networks

The use of Social Networks on the Internet is changing the way we communicate in our personal and professional sphere.

If we focus on the professional sphere, the current situation favours the move towards collective forms of intelligence which are changing organisations. On the one hand, due to the high level of personal interconnectivity and on the other, by managing the information generated.

In addition, we must take into account the change in the role of citizens: they continue to consume information passively, but are now also generating and sharing it over the Internet, becoming prosumers (Producers and consumers simultaneously). And, as the Government, we must facilitate the free movement of knowledge, promoting transparency, in order to move, along with citizens, to a more deliberative and participatory democracy.

Access to social networks via mobile devices ensures participation from anywhere and, the more people that use them, the more their usefulness multiplies. They constitute, therefore, an excellent platform for improvement and innovation.

In addition to facilitating the participation and involvement of citizens and other actors in governance, Social Networks complement, as we have already indicated, the existing two-way communication channels of the Administration (on the telephone, in person, for example). While various government portals are used to provide updated information about our services, Social Networks:

- Provide immediate answers to users. In this case, the information offered might also be useful for other people who find themselves in the same situation (saving time and resources, as it is usually the case with web channels). This occurs in a more closely related manner, given that we are dealing with the user's personal context.
- Redirect users towards the corporate web (or towards another defined resource that provides information as reliable as that generated by official channels) to expand official information.
- Facilitate the creation of thematic networks that generate essential and complementary knowledge allowing
 organisations to learn about the users' interests as well as the information generated on these networks, and
 to take all of this into account.



The style and usage guide for the Basque Government's Social Networks establishes common guidelines for the homogeneous presence of the Government in Social Networks. It is a dynamic tool and everyone can contribute their experience writing to irekia@ej-gv.es, posting a message on the Facebook wall of Irekia http://facebook.com/GobiernoVascolrekia or by posting a tweet to @Irekia or with the hashtag #Irekia.

The Guide contains the procedure for opening accounts and profiles of any Direction, Service or brand (and by extension, also with its own legal authorities and public enterprises in which the Government has a majority stake) in these spaces for interaction and participation. It also contains a set of usage guidelines for the two coofficial languages of the Autonomous Region of the Basque Country in these channels. It also lists the different social networking tools, their diverse uses and the objectives of a presence on each one, the recommendations for an appropriate and successful presence, as well as the communication style criteria most appropriate for each tool.

The Citizen's Advice Directorate of the Department of Justice and Public Administration coordinates the opening procedure. After ensuring compliance with all standards, the Directorate gives its approval and the Lehendakaritza Office of Open Government and

Internet Communication is responsible for delivering to that Body which requests it the corresponding user accounts and profiles Environments edition, along with the corporate image (avatars, wallpapers and other items).

Moreover, Irekia http://delicious.com/irekia contains the updated list of all recommended applications to more effectively manage every social networking tool.

Principles Underlying the Presence of the Basque Government in Social Networks

When interacting with the public, have it always in a tone consistent with the values shared by the Government and the professionals that comprise:

- Public Service. It is our reason for being. Communication via social networks should be as, or more effective than in person, and at the same time it should be more efficient and give better results without requiring many more resources. At all times willingness should be shown to listen and to help citizens in everything possible, so as to offer solutions to all their questions.
- Transparency. It is the basic rule of social media. We must show the organization as it is, naturally.



- Quality. Quality services must be offered to all citizens, following established protocols or improving them.
- Co-responsibility. Knowing who is represented and in what way, how and where to communicate. We must take into account the codes of conduct and usage rules for the same social networks.
- Participation in initiatives by citizens, as if they were our own, and to promote the participation of other citizens.
- Open Knowledge, through a new approach to intellectual property to allow the creation of conditions necessary to generate wealth from the data and content produced by the Administration.

Our tone of conversation must be always warm and friendly. Communication in different social networks on which the Government is present is always oriented towards the public. Therefore, we have to listen to people and to respond adequately to their needs, so that users of these spaces feel that our presence is not intrusive, but also participate in the conversation on an equal basis.

When we participate in social networks, we must remember that we are in the citizens' own terrain and here each user has their opinion, that we don't always have to share, but that we do have to respect. Our presence is not intended to change these opinions, or impose our own; simply to share, listen and talk to citizens in their own space.

As a general principle, personal opinions should not be sent from corporate profiles and the editorial line should match that on the official website.

Therefore, there must be a distinction between personal and corporate profiles (of Directorates, services, brands, etc). Personal profiles are those which are held on an individual level and each person is free to have his or her own account and presence on social networks. By contrast, naturally, accounts belonging to the Public Administration must maintain an institutional profile.

Usage recommendations for Basque Government personnel

Social networks offer unlimited possibilities that people working in the Basque Government can enjoy in a responsible manner. Since they are members of the institution, these people should take into account a series of recommendations to ensure good use, even when interacting in social networks from their personal profiles.

Opinions shared on any social profile are personal and in no case can they be attributed to the organization. Staf



have the right to freely express their opinions or views on issues which create opportunities.

To avoid possible conflicts with the service we offer, we recommend a series of actions:

- Any employee of the Basque Government with a presence in social networks, can freely express this condition.
- Non-corporate e-mail accounts must be used to register personal accounts in any page outside the Basque Government, as this information could be misinterpreted or used for unwanted purposes. This recommendation refers explicitly to Twitter and Facebook.
- Participation in actions or movements that may give rise to a degeneration of the reputation of the Basque Government and the services it offers must be avoided.
- Acting transparently and in compliance with the legislation is recommended.
- Derogatory or offensive comments should not be published on the Internet.
- If social networks are used during the workday, good use is recommended, always aimed towards achieving an improvement of the service offered.
- Remember that any network activity is recorded indefinitely, accessible to any user.

Types of social networks

- Vertical, are those that revolve around a theme or a particular type of content common to all users.
 - —Fotos: Flickr, Google Photos, etc.
 - Vídeos: YouTube, Vimeo, Qik, Blip.tv, etc.
 - Music: Blip.fm, Last.fm, Spotify, etc.
 - Books: aNobii, Librofilia, etc.
 - Presentations and documents: Slideshare, Scribd, Issuu, etc.
 - Social Bookmarks: Delicious, Menéame, AupaTu, Pinterest, Scoop.it, etc.

In general, on these types of networks, the presence of the Basque Government will be as a repository of multimedia material.

- Horizontal, are networks of contacts where all types of content are shared:
 - —Contact networks: Facebook, Tuenti, Myspace, etc.
 - Professionals: Linkedin, Xing, etc.
 - -Microblogging: Twitter, Tumblr, Posterous, Plurk, Picotea, etc



Home

Some existing social networking applications may not work properly in the Internet Explorer 8.0 corporate browser. It is necessary, therefore, to install the Mozilla Firefox browser, this process being detailed in the next chapter, along with some of its extensions, which serve to manage content and which we will expand on in the corresponding chapters.



Request procedure



- 1. The applicant will contact the Web Service to communicate the request and details of their objectives and the social networks selected. They will also complete and submit a brief application form to the Web Service (Annex I).
- 2. Once the Web service analyses and accepts the request, it gets in touch with the Office of Open Government and Internet Communication (Lehendakaritza) to activate the selected tools.
- 3. The Office of Open Government and Internet Communication will take charge of the configuration of the Social Networks in accordance with the Guide to Social Networks (backgrounds, avatars, classifications,...) and will provide the petitioner with the Social Network management tools recommended in the section "Content management systems" in this Guide.¹



¹To use some management tools you need the Firefox browser. To do this, you must make a request to EJIE facilities for the installation of the approved version of the Firefox browser.

Language use



n Resolution 9/2008 (1), of the 2nd of July, from the Director of the Secretariat of Government and Parliamentary Relations, which provides for the publication of the Resolution adopted by the Governing Council in which 'the Normalisation Plan for the use of the Basque language in the Basque Government for Planning Period IV (2008-2012) is passed" the Usage Criteria of the Official Languages of the Basque Government are included.

http://www.euskara.euskadi.net/r59-738/es/contenidos/informacion/argitalpenak/es_6092/adjuntos/lrizpideakgazt.pdf



These rules are obligatory for the General Administration of the Basque Autonomous Region and its autonomous bodies. The rules are to be applied in official relations and Administration protocols and not in private or informal relationships.

Measures to make euskera stand out in bilingual communications

Taking into account the sociolinguistic situation of the Basque language in communications produced by the Basque Government necessary measures will be taken to highlight Basque. To do this, at least two strategies can be employed:

- Location: In the case of words, those which appear in Basque can go before or on top; in case of columns, the left would be reserved for Basque, and in the case of pages, the right would correspond to Basque.
- Typography: Don't forget that you can use the size and font to highlight text in Basque.

Written communications. In cases in which the Basque Government issues the documentation communication shall be made in the two official languages or in Basque.







Use of official languages and translation criteria

Law 10/1982 of November 24, Basic Standards for the Use of Basque states that communications from the administration should be in both official languages, but does not indicate that translation should be an indispensable tool for this. In any case, due to the sociolinguistic situation of the Basque language, the majority of the texts have been written in Spanish to be later translated into Basque. It is clear that this approach leads to it being the text in Spanish that conditions the structure, style and design of the translation into Basque.

Bilingual editing

To overcome this dependency, the Basque Government will ensure, as far as possible, bilingual writing, without making systematic use of translation services. The Basque Government's work consists, ultimately, of transmitting information to two linguistic communities, and it is not necessary to systematically resort to translations: it is sufficient to write independently and disseminate in both languages the message which needs to be conveyed, always respecting the contents of the message, but adapting the style to the characteristics of each language.

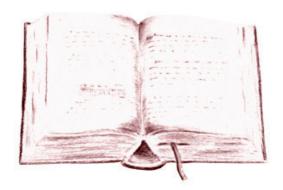
Social networks, Internet and Intranet

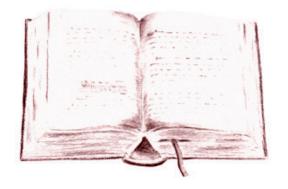
Contents owned by the Basque Government on Social Networks, The Internet and intranet should be consulted, as a rule, in Basque and Spanish. Contents in Basque, in addition to names or owners, will increase gradually in the manner stipulated in departmental usage plans.

When contents which are not created by the department itself are incorporated into the departmental websites (material from other departments, institutions, companies, etc.), they will reflect the two languages in a balanced way; that is to say, the balance between the languages in which the original texts will be respected, guaranteeing, especially, their quality.

Language criteria for Basque Government blogs and forums

Basque Government blogs will conform to the Criteria for Use of Official Languages of the Basque Government set out in the previous section. The contents will be published in full in the two official languages of the CAV (Basque and Spanish) in two different versions. Care will be taken of the quality of the two languages. Comments may be made in the language that the author desires and will be published in the version corresponding to the language of the comment.





The blog will rely on a bilingual administrator or facilitator who will be responsible for coordinating the publication rate (proposing collaborations) and will ensure that there is a balance in the publication of original material in both official languages. Likewise, when an issue arises in comments or discussion of general interest in one of the languages, new content will be created from this in the other language.

Social networks in general

Social Networks of the Basque Government will conform to the Criteria for Use of Official Languages of the Basque Government set out in the previous section. Contents will be published in the two official languages of the CAV (Basque and Spanish). The networks will have a bilingual administrator who will look after the quality of the two languages.

Facebook, Tuenti and Google+

A single account will be created and contents will be published both in Basque and Spanish. When entering content, priority will be given to content in Basque. Content will firstly be displayed in Basque and then in Spanish. Users will be responded to in the language in which the participation is made. Photo comments, tags, and others, will be bilingual, first in Basque and then in Spanish.

Microblogging: Twitter

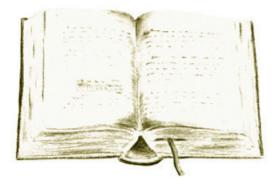
A single account will be created and the contents will be published both in Basque and Spanish. When entering contents, priority will be given to contents in Basque. Contents will first be displayed in Basque and then in Spanish. Equally, whenever possible, comments will be made in a single tweet in the two languages, first in Basque and then in Spanish. Hashtags, nomenclatures and avatars will be preferably in Basque, as, being short, they help to showcase the language and do not hinder the understanding of the message.

Videos, photos, geolocation, social bookmarking

They will conform to the Criteria for Use of Official Languages of the Basque Government set out in the previous section. Contents will be published in the two official languages of Euskadi (Basque and Spanish). When entering content, priority will be given to content in Basque. Content will firstly be displayed in Basque and then in Spanish.







Open licences



ne of the basic pillars of social networks are the contents, photographs, reports, texts and other information available to users, whether for reading, for simple access, or even for downloading; also for the users themselves to share.

This transfer of content must be done in a way that is respectful of intellectual property rights of both the Basque Government and the users that have shared it, or others that have been included through them. At no point can we talk about social networks without the possibility of sharing content and information, and without the possibility of further use of content by those involved in social networks.



What is intellectual property?

Intellectual property (IP) is the series of rights regulated by the Consolidated Intellectual Property Act (LPI) to protect creations of human ingenuity: artistic, literary and scientific works (books, dramatic works and translations, musical composition, cinematographic works, painting works, photography and sculpture, architectural and engineering projects, and computer programs).

After having duly examined Spanish legislation, this document expressly does not consider industrial property, which protects trademarks and patents, and focuses on copyrights, which are the ones that protect the aforementioned works.

A series of IP related rights (recordings, interpretations, phonograms, databases, etc.) likewise needs to be considered. In the specific case of databases (DB), the right can be applied sui generis and they are protected for a 15-year period. In the case of the DBs, care is also needed as if there is content selection or availability, Article 12 of the LPI may consider them as intellectual creations and, therefore, works with IP rights.



Given the nature of the item to be protected, two main types of copyrights are defined:

- Moral rights. Copyrights protect the authorship of the work, which cannot be waived by the author. This protection focuses on the right to recognition, respecting the integrity of the works, its dissemination and the option to withdraw it from the market.
- Exploitation rights. They refer to the possible uses that can be made of a work. The current intellectual property act recognises four: reproduction, distribution, public communication and transformation. In both cases, both the moral rights and exploitation rights are always held by the authors. However, the exploitation rights may be assigned to third parties (individuals or legal entities) that wish to exploit the work. The LPI also establishes the length and territorial application of the exploitation rights. The LPI currently establishes protection for the majority of works (exceptions such as photographs alone) up to 70 years from the death of the author and that, once this period has exceeded, they are in the public domain. However, the protection period is 80 years for those authors who died prior to 7 December 1987.
- Reuse of the information. The Open Data strategy of the Basque Government, www.opendata.euskadi.net, tends to offer the data as such and not as works (tables, graphs,...), as the data opening process is more straight forward, in accordance with Act 37/2007, of 16 November, on the re-use of public sector information, which transacts Directive 2003/98/EC of the European Parliament and of the Council.
- Open licences to manage IP rights. There are different licences, but the best known are most certainly those developed by *Creative Commons*¹, which allows the work to be copied, distributed or publicly communicated provided that its authorship is cited. Furthermore, the authors may decide on the commercial uses of the work, the possibility of transforming it or that the resulting work keeps the same licence as the original work.

The six *Creative Commons* (CC) licences are:

- 1. Licence "By": Attribution and Recognition). The author allows any use of his or her work, with the only limitation that the authorship be acknowledged. The work may be reproduced, distributed or disseminated, allowing derivative works.
- 2. Licence By-SA: By Share Alike. (Attribution requiring that the derivative work has the same licence) Reproduction, dissemination or distribution and transformation is allowed, provided that the derivative work comes under the same licence.



¹ Más información en http://creativecommons.org/.

- 3. Licence By-NC: By Non-commercial. (Attribution non-commercial use). The author allows the reproduction, distribution or dissemination and derivative works provided that it is not for commercial purposes.
- 4. Licence By-ND: Attribution No Derivatives. (Attribution no transformation). The author allows any use of his or her work including commercial use but does not permit building on the same, that is, it does not allow derivative works.
- 5. Licence By-NC-SA: (By Share Alike Noncommercial). Reproduction, dissemination or distribution and transformation is permitted, provided that the work is licenced in the same way and is not for commercial purposes.
- 6. Licence By-NC-ND: (By No Derivatives Noncommercial). Reproduction, dissemination or distribution of the work is permitted but not transformation and provided it is not for commercial purposes.

Intellectual property in the social networks

The Basque Government is deemed to be the holder of the exploitation rights of the texts, comments and other contributions that exist in its different social networks, and it may therefore facilitate the reproduction, distribution, public communication and transformation. It is also the author of the content.

Intellectual property in the repositories

Images – photos, graphics, paintings, etc.- videos and presentations have copyright and, therefore, are subject to the provisions of intellectual property legislation. Flickr, Youtube and Sideshare thus include the relevant features in order to be able to indicate which licence covers the image, video or presentation in question.

By default, the Basque Government opts for Creative Commons licences and, among those, for the ones that facilitate broader openness and re-use, such as the BY (Recognition) or the BY-SA (Recognition / Share Alike).

These two methods are the closest in line with the strategy of the Basque Government to make available as many works – and data – as possible to the citizens and companies, and with a maximum level openness, in order to try to foster the transformation and commercial uses.

In any event, the Basque Government, through the Department, entity, service or brand in question, must be recognised as the author or copyright manager. For example: 'Basque Government. Department of Health and Consumer Affairs' or 'Basque Government. Ihobe'.



How to manage copyright in the networks

Some useful recommendations to manage the rights:

- Apply Creative Commons licences to the images, videos and presentations with intellectual property rights where the pertinent exploitation rights or the relevant authorisation are held.
- Avoid the exploitation rights transfers that have a limited duration in time, as that would mean a complex management of the aforementioned rights.
- Add clauses to the contracts, subsidies, calls to tender, etc. that enable the free exploitation of the acquired images, videos, presentations or texts (that are not the property of the Basque Government).
- Likewise correctly manage the works (photos, videos, presentations, texts, etc.) that are the property of the Basque Government; ensuring it is fully documented and in the situation of being able to accredit and transfer it to any other unit or person.







Home

www.facebook.com/gobiernovascoirekia

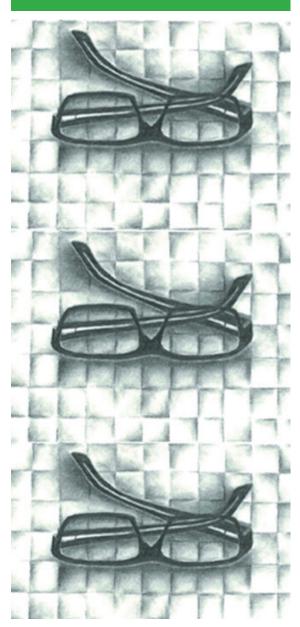


What is Facebook?

It is the current leader amongst social networks, with over 900 million active profiles worldwide.

It is a platform to communicate and share information, photos, videos and links with other people. In addition, users can participate in the communities that interest them. Facebook also offers the possibility of sending private messages to our contacts (called friends or fans) as well as other people we don't know, but who are also on this social network. It also lets you create events and invite other users to participate in them.

Features such as the "Like" or "share on Facebook" buttons make it a highly viral network.



Additionally, there is a set of applications that complement the basic functions of Facebook and provide a new range of functions, both recreational and professional.

Configuration and requests

Requests from the various departments, services or brands which need to open a page on this social network will follow the model indicated in Chapter 2 of this Guide.

The Office of Open Government and Internet Communication will be in charge of opening accounts and correct profile configuration, meeting the standards of use of the social network itself since Facebook will have the power to order (in some cases close) these accounts if established criteria is not adhered to.

Profiles, pages and groups

Facebook offers different options depending on whether the user is representing himself, an institution, a company or brand, or a group of people. So, you can create a profile, a website (official or community) or a group according to the objectives within this network.

Profiles

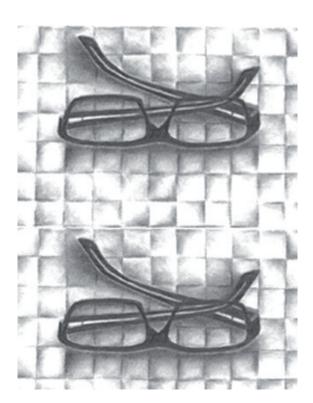
People who, individually, register on Facebook are those who have a profile. To be able to manage a group or page it is mandatory to have a valid and active personal profile on Facebook.

Pages

Pages are designed for institutions, companies or brands, celebrities, etc... Behind them, necessarily, one or more personal profiles must exist as administrators.

There can be several types of pages:

- a) Official page. Official pages allow institutions, businesses and other entities to create their official space within Facebook, so that they can communicate with followers.
- b) Community page. These pages are intended to support a cause or movement.



Home

It is generated by a user (creator) and those people which they add may have different roles: administrator or member. Groups can be public, private or secret, and they serve to form a network around a specific theme or interest.

Pages as a corporate solution

Pages are the ideal corporate solution for different Government departments, services or brands. In fact, they are the right choice for institutions and their constituent bodies, as Facebook attributes a differential character to organisations of all types to distinguish them from personal profiles.

A personal profile cannot be created for a department, service or brand, as it breaks Facebook's rules of use.

Additionally, pages have a number of characteristics so that the network around them can be monitored. Complete statistics are available on associated users, with information about age, sex, language, country, etc.

Account management

The Facebook pages of the different departments of the government are corporate. They are authorised by the Web Service configured by the Office of Open Government and Internet Communication, according to the request process outlined in Chapter 2 of this Guide.

The Office of Open Government and Internet Communication creates the pages and configures them according to the corporate model.

The pages are managed from the Facebook web interface. Co-administration permits for the page will be given to the users who have to manage their information and content.

When the page has reached 25 followers, the Office of Open Government and Internet Communication will configure the user name, by customizing the URL of the page (for example: www.facebook.com/thenameofyourpage).

Once a name has been chosen for the page, this cannot be changed, not even if the name of the service is officially changed. It is important to adopt the most generic name possible.



Presentation aspects

To improve the presentation of Facebook web pages, the wall that, together with the avatar, will be provided by the Office of Open Government and Internet Communication, will be customized.

Content

It is recommended not to publish lots of daily posts on Facebook. 2 or 3 at the most, but it will depend on the type of account activity.

We will publish information on Facebook prior to our own sources:

- Posting new entries on the corporate blog.
- Live broadcasting of events: links to pages from which to follow the streaming of specific events.
- Publication of new videos, photos, presentations, etc.., of Internet repositories.
- New items on the website or portal, new sections, publications, etc.

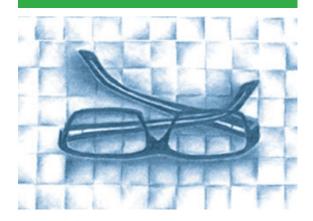
Automatic publication of tweets on Facebook should be avoided, as the wording is different in the two tools. In Twitter hashtags are used and other users are often cited, meaning that if content is syndicated it could be decontextualised.

On the other hand, Facebook pages allow the adding of tabs to be able to access the rest of the department or service repositories (YouTube, Flickr, Slideshare, Twitter, etc..), as well as side widgets. They can also be customised programming FBML, which will be undertaken by the corresponding department, brand or service.

Language use

The contents will be published both in Basque and Spanish. When entering the content, priority will be given to content in Basque. Content will firstly be displayed in Basque and then in Spanish. Users will be responded to in the language in which the participation is made. Photo comments, tags, and others, will be bilingual, first in Basque and then in Spanish.

Facebook pages offer the possibility to publish by specifying the audience with which the information is to be shared, either by language or by geographical location.



If this feature is to be used, each target group will have to be addressed in the language chosen for the group, either Basque or Spanish, without thus duplicating the information published.

Comment management

The people who administer the page are those who decide who can write on the wall of the page: only the page itself, only fans or everybody. It is recommended that all users can write on the wall, but that the default display shows our own publications. To do this, in the Settings section which is just below text entry box on the wall the default view of the wall "Only written by pagename" must be selected.

This will not prevent fans commenting on posted entries, since they are open content. Therefore, attention must be paid to possible comments when new information is published, because Facebook does not send e-mail alerts to what is commented on the page (although it is possible to subscribe to status updates via RSS.) If, under certain circumstances, you wish to restrict the option to comment on wall posts, you will need to go to Settings and disable the "Comment on posts will be expanded by default" option. However, we advise not to do this.

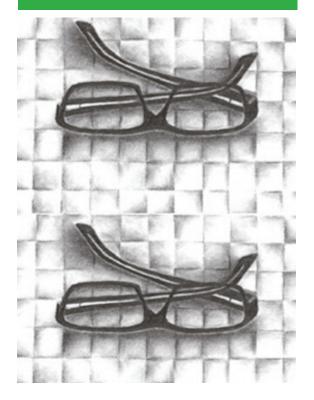
Comments should be responded to as soon as possible, within the same space where the question or query has appeared. It is advisable to show that there is someone on the other side of the page. On occasions, we will be able to thank users collectively for their participation, or personally if a comment has provided content of sufficient value.

If the comment is inappropriate or irrelevant, we must find appropriate ways to respond to the user politely, linking information or redirecting to other websites which may offer an adequate response,.

It is important to respond in a corporate manner, that is to say, representing the page. Care has to be taken because it is easy to become confused on Facebook whenever an administrator inputs content or comments on a page, it is done in the name of the page and not his or her personal profile.

We can classify the comments in the following way:

- a) Forming of questions, concerns and requests.
- b) Contributions.
- c) Criticism: in cases of constructive criticism on Facebook, we will respond publicly in the comments section, which is the only place where users can write their messages if we have followed the instructions explained at



the beginning of the section. If the criticism is negative, the complaint must be analysed and responded to in a constructive manner.

In any event, the response should be coordinated with the unit responsible for the information in question and, where applicable, a private email can be sent if the user needs more information. All queries and complaints should be saved on file as they may be useful on other occasions.

Network creation

One of the main features of Facebook pages is that they do not have a list of friends, like profiles, but fans, so instead of asking users to become friends, the administrator must advise other strategies to get the number of users attached to the page to increase.

Pages can have their own URL (example: www.facebook.com/gobiernovascoirekia) when the number of members exceeds 25. To reach this figure in a short time, it is recommended that some actions are carried out, such as:

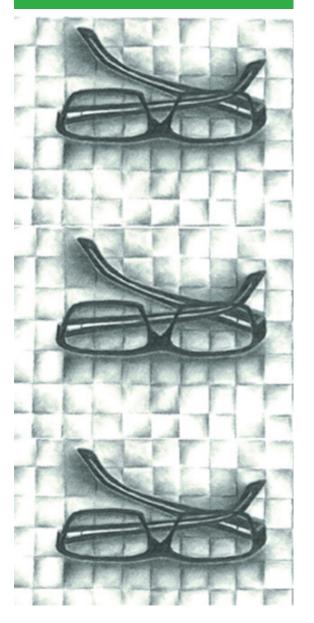
- Sending an email to contact lists from the department in question.
- Communicating the creation of a page through a press release.
- Contracting, with the cost that this implies, a space in the sidebar of Facebook to advertise it.

This vanity url will be provided by the Open Government and Internet Communication Directorate.

Integration

Facebook integration in external spaces can be managed in several ways:

- In spaces where the administration is carried out by the department, brand or services (blogs, Irekia website, Euskadi.net portal, departmental websites, special sites, etc.): Using small applications called widgets that integrate external information into a website, in order to promote it. More information at: www.facebook. com/facebook-widgets.
- In areas where the administration is not in the hands of the department, brand or service: through an application that allows users to post information created by the departments on their Facebook profiles (the Share This module on the website of a department/service http://sharethis.com).





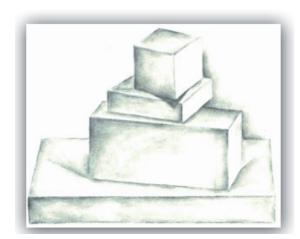
www.twitter.com/irekia_agenda www.twitter.com/irekia_agenda www.twitter.com/irekia_news



What is Twitter?

Twitter is a micromessaging or microblogging platform that allows the sending of short text messages (up to 140 characters) and chat with other users through web browsers or through desktop clients and mobile phones. Conversations are published on the Internet (although they can be protected, so that they can only be seen by the followers of the user) and networks are built from tracking users that interest us.

This is an important tool to inform about new services, for references, different information (diaries, emergencies, new publications ...) and to resend events. It is also a tool for dialogue, collaboration and interaction with the public.



According to The Guardian, Twitter is:

- An incredible medium for distributing information.
- Where the news first appears and where it is updated first.
- As a search engine it could compete with Google.
- A great way of marketing.
- An exceptional form of communication.
- It changes the tone of writing. It's more personal.
- It establishes diverse levels of audience.
- Great attention cycles can be established on an issue.
- It promotes the creation of communities.

In this sense, Twitter profiles of the Basque Government should foster communication and interaction with users.

Account management

The profiles of different Government departments are corporate. They are requested from the Web Service and, when authorised, the Office of Open Government and Internet Communication configures them.

This configuration consists of the creation of the account and the customization of wallpaper, avatar, etc.. It also provides informs about the guidelines for managing it.

The naming of department or service accounts is formed from the unique name of the area, service or brand, adding the suffix ejgv. For example:

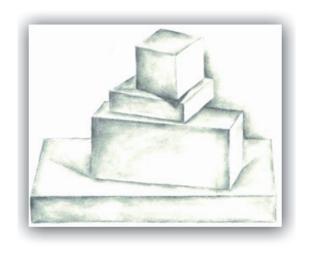
• Etxebide: @etxebidejgv

• Euskalmet: @euskalmet

• Alokabide: @alokabide

• Oficina Judicial: @bulegojudiziala

• Tráfico: @trafikoaejgv



If the author of the event has a twitter account, he or she will seek to put:

@BorisM: Transferable skills are important in the new educational system #sessioweb



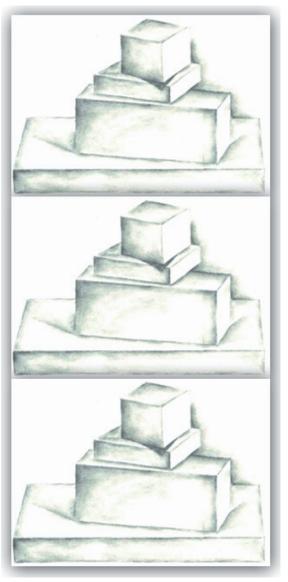
Links

Links give added value to tweets. Linked texts must be read carefully and you must ensure that the source is reliable. If they are websites, you should search for the authors and determine if you can credit them. In general, linking to personal blogs is not recommended, except in cases where the information is relevant for the content (selected with the objective of the Government's Twitter profile) and not for the opinion of the author or blogger.

You will seek to use a URL shortener such as bit.ly (Which is the default on Tweetdeck and it will be customized for each account.

Hashtagak

Hashtags or tags define the theme of the tweet. It is recommended that you use those which already exist on Twitter. To determine whether a tag is in use, you simply need to enter it in Twitter search http://search.twitter.com (e.g.: administration). The tag must be short.



- e) A brief description for the Bio section, which should consist of "Projects and activities of the department, service or brand of the Basque Government and should not exceed 160 characters in Basque and Spanish.
- f) Background. Image comprised of the general branding of the department in question, adapted according to the corporate image for Social Networks and the Basque Government crest watermark.

Language use

A single account will be opened and the contents will be published both in Basque and Spanish. English or any other language can be used, depending on the type of content in question.

When entering content, priority will be given to content in Basque. Content will firstly be displayed in Basque and then in Spanish. Also, whenever possible, the comment will be made in a single tweet in both languages, first in Basque and then in Spanish.

Hashtags, nomenclatures and avatars will preferably be in Basque, as they are short, help give visibility to the language and do not hinder the understanding of the message.

Responses to other tweets will be in the language of the original tweet. Regarding retweets, the original language, logically, will be respected.

Tweet structure

Tweets are composed of a text (as an owner) and preferably a shortened link, which allows profile metrics to be counted quickly and easily. Also, whenever possible, tweets will also have a label or hashtag introduced by the # symbol.

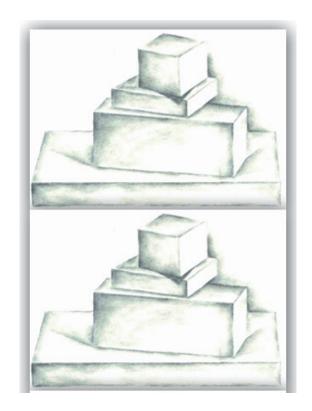
Text + shortened link + #hashtag

The text of the information should be constructed, rigorous and concise. Therefore, it is important to attach a link whenever possible, since, in this way, it offers users the possibility to expand the content.

In the case of broadcasting live events (live blogging) on Twitter, it is not necessary to associate any link, but it is important to include the hashtag referring to the event in the tweet. Tweet structure must follow this order:

Author + Quote + #hashtag

Boris Mir: Transferable skills are important in the new educational system #sessioweb.



If the author of the event has a twitter account, he or she will seek to put:

@BorisM: Transferable skills are important in the new educational system #sessioweb



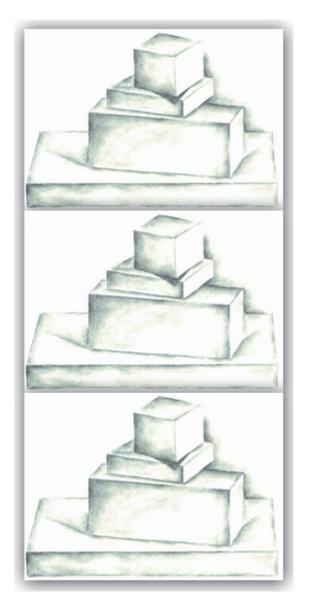
Links

Links give added value to tweets. Linked texts must be read carefully and you must ensure that the source is reliable. If they are websites, you should search for the authors and determine if you can credit them. In general, linking to personal blogs is not recommended, except in cases where the information is relevant for the content (selected with the objective of the Government's Twitter profile) and not for the opinion of the author or blogger.

You will seek to use a URL shortener such as bit.ly (Which is the default on Tweetdeck and it will be customized for each account.

Hashtagak

Hashtags or tags define the theme of the tweet. It is recommended that you use those which already exist on Twitter. To determine whether a tag is in use, you simply need to enter it in Twitter search http://search.twitter.com (e.g.: administration). The tag must be short.



The use of tags allows quick retrieval of information. Thus, users can search and filter content though tags. Also, they are an indicator of the most current issues on Twitter.



Retweets (RT)

Retweets are the tweets of others which we republish to contribute to the conversation. In order that other users can retweet them, tweets should be a maximum of 125-130 characters (depending on the length of the profile name).

As a general rule, they should be written in the following format:

RT + @nameofretweetedprofile + text + shortened link + #hashtag

RT@tecnimap2010. Complete coverage of the event on Facebook http://ow.ly/1gCCQ #tecnimap

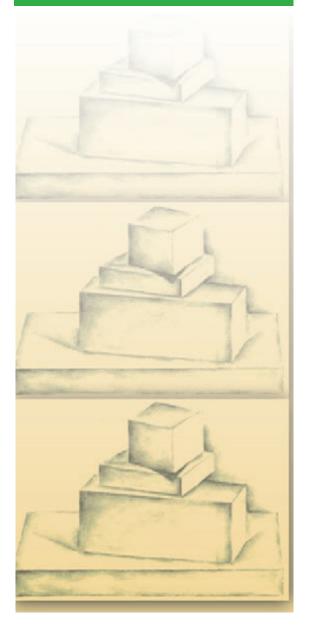
It is important that the link on the first tweet is opened and reshortened with the corporate tweet management application, so that it can be accounted for in the profile metrics.

Twitter has a button to automatically carry out retweets.

Relevant content that can be retweeted:

- Content which comes from trusted sources (can be institutions or individual experts on the topic from the Twitter account.)
- Content posted by users of renowned prestige.
- Official information from other Basque Government departments or brands.

It is not recommended to automatically retweet from a keyword. The amount of retweets should not exceed that of your own production, although in the beginning it can be considered acceptable to maintain a balance between the two modes of publication, with the initial objective of building the network.



If the text exceeds 140 characters, it must be shortened so as to make it intelligible. If there is more than one hashtag, you can delete one. In the case of text being incomprehensible, containing linguistic errors or if we want to add content, it can be modified as long as the following formula is added a the end:

Text + link + #hashtag + / via@nameofretweetedprofile

Complete coverage of the event on Facebook http://ow.ly/1gCCQ #tecnimap/ via@ tecnimap2010

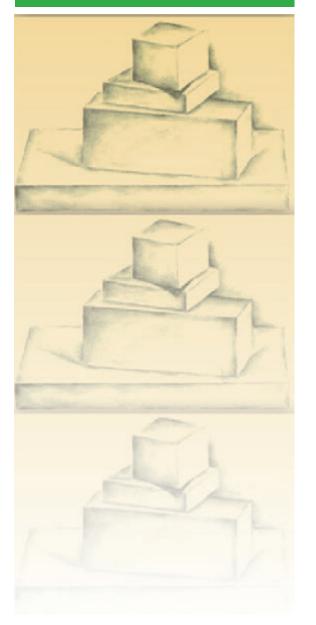


The option at the moment of giving answers to questions we receive via Twitter and where there is no possibility of shortening is resorting to tweet shorteners, such as.

Content

It is important to establish some internal channels of content provision and to inform the directive units of the existence of a tool to instantly communicate events, news, consultations, emergencies, etc. However, those people in charge of managing the Twitter profile should be responsible for the content posted on the profile and the resulting conversations, and for retweeting contents that are considered relevant.

To maintain the Twitter social network, contents should be published in a continuous, but not abusive form. As a general rule, it is recommended to publish between 1 and 10 tweets a day, except when an event is broadcast live, in which case it may be interesting to publish more tweets that allow users to track key points of the event, or when reporting on emergencies, etc.



It is convenient to manage the content, comments and responses manually, which also allows the removal of possible users or spam.

Tweetdeck allows the scheduling of tweets, which can be useful when we need to post a deferred tweet. However, it is recommended not to abuse this feature.

Types of content

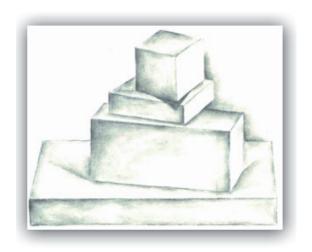
Information from other sources:

- Posting new entries on the corporate blog.
- Broadcasting of live events.
- Posting of new videos, photos, presentations, etc.., in internet repositories.
- Public announcement of selection processes.
- News from the web, new sections, publications.
- Press releases published on the web. When a press release is tweeted, the headline should be reworded for this medium and the web link added.

Content generated on Twitter

- Announcement of and invitations to events.
- Reporting of incidents, emergencies and critical situations.
- Content developed exclusively for Twitter from corroborated authoritative information from the Net which adds value to the profile of government. In this way the profile has the position of a trusted filter of high quality content.

Once that activity is consolidated on Twitter, the publication of Tweets can be automated through an RSS feed of certain content (public tenders, grants, official journals, etc.), provided that they do not generate an excessive volume.



Queries and other user contributions

Any information or references that require an answer as soon as possible. There are two main types:

- a) Formulation of questions, concerns and requests: those that belong to a more particular area can be responded to with a direct message.
- b) Criticism: in cases of constructive criticism, the best option is to respond publicly to show that user feedback is answered. If the criticism is negative, the complaint must be examined and responded to in a constructive manner.

In cases where it is necessary to provide more information, the interlocutor can be directed to an email address.

Queries and frequent complaints relating to the various departments, services and brands may be stored, as a repository, in an Irekia corporate wiki so that the community which manages the Government's presence on social networks can refer to them in the future.

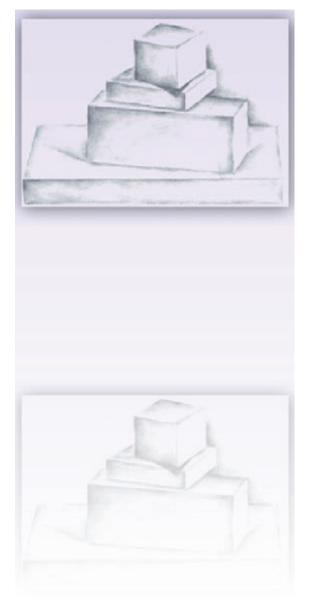
Creating a network: Followers and Following

When a department profile is created, other relevant departments and organisations will be actively followed. People and organisations associated with our service strategy should be followed.

As a guiding principle, any person who has been a follower of our profile should be followed, as it is considered a standard rule of netiquette. However, it is advisable to avoid followers with an offensive avatar (e.g. pornography) or who create spam, who we will block so that they don't feature among our profile followers.

Our reputation on Twitter also depends on the number of users we follow. There must be a balance between the number of our followers and the users that we follow. If not, it is considered that the tool is being misused, since the objective is to share knowledge in a two-way form and create a social network

However, in order to manage this communication optimally, it is necessary to create lists of specific people or organizations which should be monitored more closely because their activity fits our profile.



Integration

Twitter accounts, because of their public nature, can be linked to other spaces through small applications (widgets) that integrate external information into a website to promote it. These widgets can be used on:

- Own spaces: Corporate blogs, corporate portals, departmental or special sites.
- External own spaces: Facebook page, etc., through a tab, a side widget or via automatic publication.
- Outside spaces: Possibility of integrating the widget so that anyone can add to your page, blog, etc.

Publication issues

During Twitter account management this application could stop working correctly. We cannot do anything or avoid it, just wait for it to work again.

But the management tool we use to manage these accounts, Tweetdeck, can also suffer some type of incidents. These incidents in the service do not usually last long, but may be critical in coverage or broadcast of an event, for example. To prevent an occurrence of this type interfering with normal account activity, alternative resources are proposed specifically address the part corresponding to Twitter.

Text (Bit.ly): Each Basque Government Twitter account is associated with an account on the shortener bit.ly, which permits us to tweet when the Tweetdeck service does not work. It will be useful to us for publishing text and links, at the same time we can continue to maintain statistic traceability of links that we have used.









Tuenti is the largest network in the Basque Country and its environment, that which has the most active users; it is popular above all among younger people. The average age of a Tuenti user is 23 and a half. In this sense, it is a good platform for transmitting information to a wide, although segmented, audience. Therefore, the Government has decided to have a presence on Tuenti.

This network provides a platform for us to communicate and share information, photos, videos and blogs with these younger people. In addition, users can participate in the communities that interest them. Tuenti also offers the ability to send private messages to our contacts (called friends) and allows the creation of events and invitation to others to participate.





Profiles, pages and events

Tuenti offers different options depending on whether the user is representing him or herself, an institution or company, or a group of people. So, you can create a profile or a page (official or community) depending on its objectives within this network. Tuenti reserves the right to close these solutions if they do not adhere to established criteria.

Profiles

The people who have a profile are those that, individually, are signed up to Tuenti.

As underlined by the creators of this network: profiles have eyes and they always belong to people.

To be able to administer an official page it is obligatory to have a personal profile on this network. We also recommend that it is as complete as possible, and includes a photograph.

Pages

The pages are designed for institutions, companies or groups, etc. and always have to have a personal profile in order to administrate them.

Official pages allow Institutions, companies and other entities to create their official space within Tuenti, so that they can communicate with their followers.

Events

Events are significant events which take place in a specific time. They can be from something occurring on one day at a specific time to a conference that lasts several days or a campaign that lasts several weeks.

Creating events for these significant affairs can mean that they reach more users, thanks to the amplifying effect of this network.



Pages as a corporate solution

The page is the corporate solution that different government departments have chosen. In fact, it is the most suitable option for institutions and their constituent bodies, seeing as Tuenti attributes a differential character to organisations of all types to distinguish them from personal profiles.

Account management

Tuenti pages of the different government departments are corporate. The Web Service authorises them and they are configured by the Office of Open Government and Internet Communication. The heads of department should contact the Web Service to obtain a Tuenti page with the corresponding avatar and indications as to the page and corporate image, according to the application form in annex I.

Tuenti pages Basque Government created from a personal profile with a corporate email. The Office of Open Government and Internet Communication creates the accounts, both the profile of the administrator, if they don't already have one, and the official page, and designates an administrator. This person may also name, as appropriate, more users with corporate editor functions.

Page administration

There are different Tuenti page administration profiles:

- Moderator: s/he can see the page before it is published, can remove contents published by users (comments on the board, photos or videos) and block users.
- Contents manager: s/he has the privileges of the moderator and can also add and remove official contents (photos and videos).
- Administrator: s/he has the privileges of the contents manager and can edit the information and features of the page, as well as granting privileges to other users.
- Owner: s/he has the privileges of the Administrator and is also the owner of the page and can grant owner privileges to other users.



Presentation aspects

The basic configuration of a page consists of a personalised URL (for example: www.tuenti.com/yourpage), the basic information about the Directorate, Department or Service and a profile photo in keeping with the corporate image for social networks..

An image or flash (640 px wide x 360 px high) can be included. This is the recommended height, but it can vary.

The best option when using a flash is to upload it to its own URL. A .swf that contains all the information has to be uploaded and elements not brought in externally. This, if the .swf changes in the URL, the page content is also changed.

Content

It is recommended not to post many entries on Tuenti daily. It would be typical to post 2 or 3, but it will depend on the type of account activity and always bearing in mind that the language has to be very relaxed and familiar to the younger users.

We will publish information which comes from original sources on Tuenti:

- Posting new entries on the corporate blog.
- Live broadcasting of events: links to pages from which to follow streaming of specific events.
- Publication of new videos, photos, presentations, etc.., from Internet repositories.
- News from the web, new sections, publications.

Language use

Contents will be published both in Basque and Spanish. When entering content, priority will be given to content in Basque. Content will firstly be displayed in Basque and then in Spanish. Users will be responded to in the language in which they make the participation. Comments on photos, tags and everything else will be bilingual, first in Basque and then in Spanish.



Comment management

The administrator manages who can write on the wall of the page: he alone, only users or everyone.

Users can comment on entries posted, since it is open content. Therefore, attention must be paid to possible comments when new information is posted because Tuenti doesn't send e-mail alerts of comments on the page (there does exist the possibility to subscribe to status updates via RSS). If, under certain circumstances, you want to restrict the option to comment on wall postings, it is necessary to go to Settings and disable the option "comments on news will be expanded by default." However, it is advised not to do it.

Comments should be responded to as soon as possible, within the same space where the question or query has appeared. It is advisable to thank the user for their participation and add additional compliments necessary. If the comment is inappropriate or irrelevant, we must find appropriate ways to respond to the user politely, linking information or redirecting to other websites which may offer an adequate response, if any. It is important to respond in a corporate manner and not in that of the profile of the administrator.

We can classify comments as follows:

- a) Formulation of questions, concerns and requests.
- b)Criticism: in cases of constructive criticism on Tuenti, we will respond publicly in the comments section, which is the only place where users can write their messages if the instructions mentioned at the beginning of the paragraph have been followed. If the criticism is negative, we must examine the complaint and respond in a constructive manner.

In all cases the response should be coordinated with the unit responsible for the information in question and, where appropriate, you can communicate privately with an email if the user requires more information. It is recommended that all queries and complaints be saved on file because they may be useful on other occasions.

Network creation

One of the main characteristics of Tuenti pages is that they do not have a list of friends, like profiles, but users, so that instead of asking users to make friends, the administrator will need to devise other strategies to achieve an increase in the number of users attached to the page.

To create community, Tuenti has two features for the Premium pages:



Links

The links can be inbound or outbound:

- The inbound links enable the users to add links from their pages or profiles to the Premium page.
- The outbound links enable links of interest for the community, such as events, other pages, sites or games, all of which belonging to the Tuenti environment, to be added.

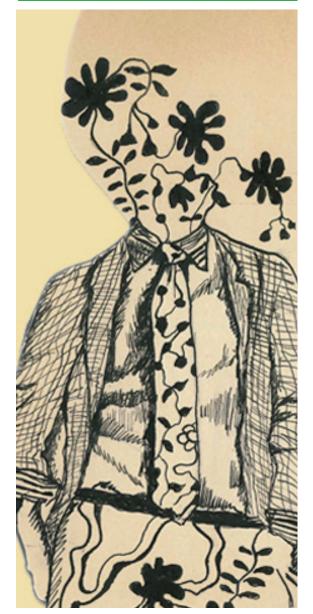
Competitions

The Premium pages have the option of creating competitions where the users can participate. These competitions involve voting for photographs or videos.

It is also important to promote the page from other points of the Net. We must therefore include Tuenti share buttons or refer to our Tuenti page from our own website.

Privacy

Privacy options on Government Tuenti pages are those that are there by default on the system.



Google +





https://plus.google.com/b/100641435745753517157/

What is Google+?

It is the new social network created by Google. The private beta phase was launched in 2011 and it was made available to the general public in September of the same year.

It is a platform where people can communicate and share information, photos, videos and links with other people. The users can also take part in the communities that interest them. Google+ also offers the possibility to send private messages to our contacts (called people in our circles).

Additional features such as the "+1" button make it an important network and it needs to be taken into account to position our brand in the Google search engine. This "+1" is the same as "Like" in Facebook. When you like contents that another person or page has published, you click on +1. You can also click +1 on any website that has this button installed and it will automatically be shared in your +1 public repository.

Configuration and requests

The procedure set out in Chapter 2 of this Guide will be used for the requests from the different departments, services or brands that need to open a page in this social network.



The Office of Open Government and Internet Communication will be responsible for opening the accounts and appropriately configuring the pages, complying with the rules of use of the social network, given that Google+reserves the power to modify (and in some cases to close) those accounts if they do not comply with the established criteria.

Profiles and pages

Google+ offers different options depending whether the user is representing his/herself, an institution, a company or a brand, or a group of people. Thus, a profile or an official or community page can be created as applicable within this social network.

Profile

Individuals that register with Google+ have a profile. It is compulsory to have a valid and active personal Google+ profile in order to be able to administer a page.

Page

Pages are designed for institutions, companies or brands. There have to be one or more personal profiles as administrators behind them.

The pages can be of different types:

a) Official page.

Official pages allow institutions, companies and other entities to create their official space within Google+ in order to be able to communicate with the people interested in them.

b)Community page.

The aim of these pages is to support as a cause or a movement.

Pages as corporate solution

The page is the ideal corporate solution for the different departments, services or brands of the Government. In fact, it is the appropriate option for the institutions and for the bodies that make them up, as Google+ attributes a differential character to any type of organisation to distinguish them from the personal profiles.

A personal profile cannot be created for a department, service or brand, as it breaches the Google+ rules of use.





Account management

The Google+ pages of the different departments of the Government are corporate. The Web Service authorises them and the Office of Open Government and Internet Communication configures them according to the request procedure set out in Chapter 2 herein.

The Office of Open Government and Internet Communication creates the pages from a corporate user and configures them according to the official model.

The pages are administered from the Google+ web interface. Co-administration privileges will be given to the users that need to manage their information and contents, and they will have to have a personal profile in this social network.

Circles

The Google+ contacts are administered by circles.

A circle is a group of contacts that have something in common: for example, "Work Colleagues Circle" or "Transport Companies Circle" or "Weather Accounts Circle".

The pages may add other pages to its circles my they cannot add personal profiles unless the latter have previously added the pages to their circles.

The circles are designed to share different contents with each of the members and update can also be published publicly.

Presentation aspects

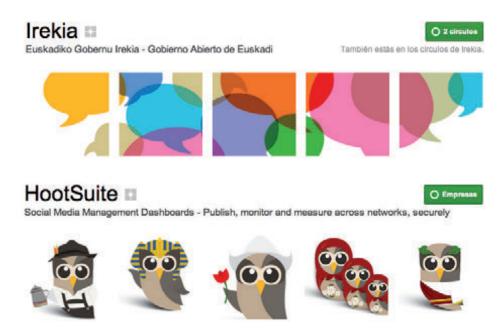
In order to improve the presentation of the Google+ websites, it is recommended that a mural be created, in other words, a composition with five photographs, examples of which can be seen below.

The Office of Open Government and Internet Communication does not undertake these customizations, which are option.

An example can be seen at: https://plus.google.com/b/100641435745753517157/100641435745753517157/posts.







Content

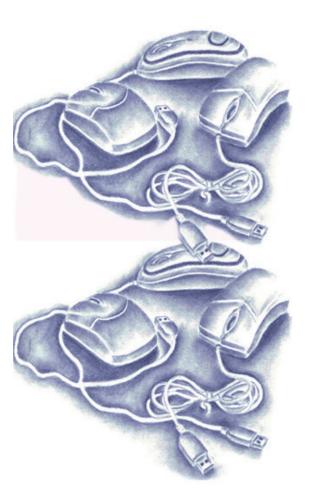
It is recommended not to post to many entries on Google+ daily. It would be typical to post 2 or 3, but it will depend on the type of account activity.

We publish information from original sources on Google+:

- Posting new entries on the corporate blog.
- Live broadcasting of events: links to pages where streaming of specific events can be followed.
- Publication of new videos, photos, presentations, etc., from Internet repositories.
- New web or portal features, new sections, publications, etc.

Content can be tagged in Google+ using hashtags or tags, as in Twitter. To tag contents, the # symbol is put in front of the key word or tag, as follows: #keyword.





Language use

The contents will be published both in Basque and Spanish. When entering content, priority will be given to content in Basque. Content will first be displayed in Basque and then in Spanish. The users will be answered in the language in which they have added their input. Comments on photos, tags and other features will be bilingual, first in Basque and then in Spanish.

Editing posts

The posts do not have any character limit, but they should not exceed 500, as other tools are available for longer posts.

The posts can be edited, but this feature should not be abused:

```
-crossed out- = crossed out
_italics _= italics
* bold* = bold
```

Third-party publications and mentions

We can comment on a post on the wall of another person or page, share the post on our wall or click +1.

To mention a person or a page, put + in front of the name of the person or page.

Comment management

The comments can be disabled in the publications, along with the option to share from third-party sites, even though it is not recommended too use them.

Comments should be responded to as soon as possible, within the same space where the question or query has appeared. It is advisable to show that there is someone on the other side of the page. The users can on occasions be thanked collectively for their input or individually, if a comment has been particularly valuable.

If the comment is inappropriate or irrelevant, appropriate ways must be found to respond to the user politely, linking information or redirecting to other websites which may offer an adequate response, where applicable.



The comments can be classified as follows:

a) Formulation of questions, queries and requests.

Home

- b) Contributions.
- c) Criticism: in cases of constructive criticism of Google+, we will respond publicly in the comments section, which is the only place where the users can write their message if the instructions at the beginning of the paragraph have been followed. If the criticism is negative, we must examine the complaint and respond in a constructive manner.

In any event, the response should be coordinated with the unit responsible for the information in question and, where applicable, a private email can be sent if the user needs more information. All queries and complaints should be saved on file as they may be useful on other occasions.

Network creation

The people who administer the pages must establish strategies to ensure that the number of people using the page increases.

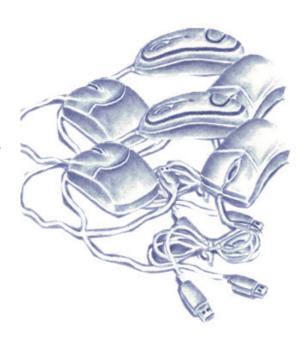
The number of people who include us in their circles can be increased by actions such as:

- Sending an email to the contact lists of the department in question.
- Sending out a press release announcing that a page has been created.
- Use your other social networks to notify your contacts about this new profile in a social network.

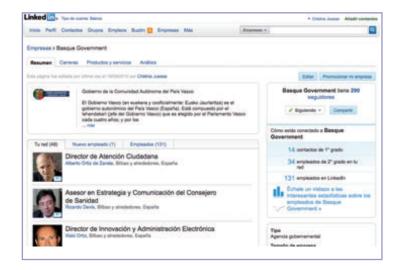
Integration

The integration of Google+ in third-party spaces can be managed in different ways:

- Link the page with your website, by adding personalised links, as described at http://support.google.com/plus/bin/answer.py?hl=es&answer=1713826
- By adding widgets or the +1 button to your website, further information http://support.google.com/webmasters/bin/answer.py?hl=es&answer=1708844







What is LinkedIn?

LinkedIn is networking platform for professionals, where they can share experiences in order to improve their work practices. The portal allows the creation of interest groups around specific initiatives or projects, ask or answer questions, post or search jobs.

In the specific case of the Basque Government, it comprises of the institution or enterprise, to which any professional who has an email from the corporate network @ej-gv.es may belong.



Configuration

Linkedin accounts are personal. Each person who wishes to belong to this network will be able to register on it and does not need any prior authorization. It is advisable to indicate, at least, the current job and, if you want to belong to the corporate network, use the-mail ej-gv.es.

Groups

Linkedin groups may be open or closed, which are accessed by invitation. In any case, the privacy of the contents of the group is guaranteed, because the groups cannot be indexed. LinkedIn is a network of individuals and it is not advisable for organisations to open personal profiles with the idea of having a public URL such as: www.linkedin.com/in/username.

Managing groups on Linkedin

To create a group it must be requested according to the model described in Chapter 2 of this guide.

A group will be created by department/area/division and there will be an administrator-owner common to all the groups within the organization, who will give administrator rights to each departmental group.

In any case, as with all social networking tools, the objective is to promote decentralised management which guarantees system viability.

Sections of a group on Linkedin

- a) Summary. We recommend posting content which provides great value from complete discussions initiated in own proprietary tools such as blogs.
- b) Debates. Forums for discussing topics
- c) News. Publishing for feeds.
- d) Employment. Job postings.
- e) Subgroups. Only in the event that that they are created.
- f) Group management and other aspects.



We must promote the groups in outside environments (blogs, Facebook, Twitter...), since LinkedIn doesn't greatly facilitate diffusion.

Content management strategies

- a) Promote the group itself (blog, forums, etc..).
- b) Automate content publishing with the News section through feeds (via RSS) of content published in other repositories and networks (principally Twitter, the blog, Facebook, etc). To avoid saturating the channel, it is recommended that you manually post only news or information related to the department or service. This way we will be able to offer users of this group more specialised content.
- c) As the debates on a topic develop on the blog, it is recommended that you post manual summaries in the Summary section.
 - Users who belong to the group will receive an automatic notification email whenever the administrators post a new discussion topic.

Language use

Los contenidos que se editen de forma manual se publicarán tanto en euskera como en castellano. A la hora de introducir los Contents which are edited manually will be published both in Basque and Spanish. When introducing the contents or summaries, priority will be given to content in Basque. Content will firstly be displayed in Basque and then in Spanish. Users will be responded to in the language in which they participate.







Home

www.youtube.com/irekia



YouTube is a platform that allows users to publish, view and share their own videos. It is ideal for disseminating informative or educational audiovisual material about departmental activity. It complements the IREKIA corporate multimedia platform (http://www.irekia.euskadi.net/es/web_tv).

Presentation aspects: account customisation

YouTube permits customisation of the page with its own avatar and basic channel colour changes (background, font colours, links, etc.).



Videos may not exceed 10 minutes in length. For those of longer duration, we recommend using our own platform: Irekia, which also allows you to embed the code for use on blogs or websites, share material, etc.

Account management

The Basque Government has a corporate account on YouTube and the content of the various departments are divided into Playlists, and there is a list by Department.

The creation of individual channels by Department is not recommended, although this convenience would be considered where appropriate.

If a department wants to upload content to YouTube, it must follow the application model set out in Chapter 2 of this Guide. If the Web Service considers that, due to the volume, the Department shouldn't have an account on this network, the applicant will be able to contact the Office of Open Government and Internet Communication, who will assess the best option for the transfer of this content to the corporate account.

Basque Government YouTube accounts are created from ej-gv.es email accounts and configured by the Office of Open Government and Internet Communication.

Content

The YouTube website allows you to classify videos into playlists and select a playlist to play them on or choose a video to stand out in the Videos and playlists section.

When posting a video, a title and add a brief description are needed. Also, the Tags field should be filled with keywords that refer to the video in question, to facilitate searches.

Language use

It will conform to the Usage Criteria of the Official Languages of the Basque Government contained in Chapter 3 of this Guide. Videos, descriptions and tags will be published, whenever possible, in bilingual format or in the two official languages of the CAV (Basque and Spanish). The title, in the corresponding language. Tags will be written firstly in Basque, and then in Spanish.



Network

Although YouTube has its own social network functions to interact with users, such as instant messaging and the comments system, it has been decided carry out these functions through the other tools presented and use YouTube exclusively as a means of distributing video. So that it fulfils this repository function, it is recommendable that you activate the tab which says that Nobody can post comments without approval in the Comments section of your channel.

With the same idea of avoiding user interaction through YouTube to focus on other social networks, in the Options section to share and stream videos we will select Don't allow comments, Don't allow votes on comments, Don't allow video responses and Don't allow videos to be rated.

Integration

The most common way to integrate this service into other sites is by embedding content in other media, such as blogs. This way, blog readers can enjoy the resource without having to go to another site, stopping them getting lost and optimising the number of clicks.





www.flickr.com/irekia





lickr is a service for publishing photos on the Internet that serves as a repository of images, complementing, as in the case of YouTube, the Basque Government's image/icon bank "Argazki".

In Flickr you can publish photos from institutions, events, press conferences, presentations, etc.., of each department, divided into different albums according to the topic. It has to be taken into account that the free version has a monthly upload limit of 100 MB (10 MB per photo) and when it reaches a peak of 200 photos, it hides the first ones we loaded; it also has limitations regarding the number of albums that can be created. Therefore, if more capacity is needed, the pro version will need to be purchased and this cost will be endured by the department who requests it.

However, the general recommendation is that the different directives publish their photographs within the Basque Government's corporate account, where there is a collection and/or album available exclusively for them. As well as the ability to create special albums if there is a specific need.

Flickr also allows the posting of videos of very short duration (90 seconds).

Presentation aspects: account customisation

Flickr allows you to add our avatar. The image dimensions are 48 x 48 pixels and will be provided by the Office of Open Government and Internet Communication, according to the corporate design for presence on social networks.

You can also choose the display mode of the channel. That is, the photos appear in single column, double column or triple column, with albums and collections of our own appearing by the side, etc.

Account management

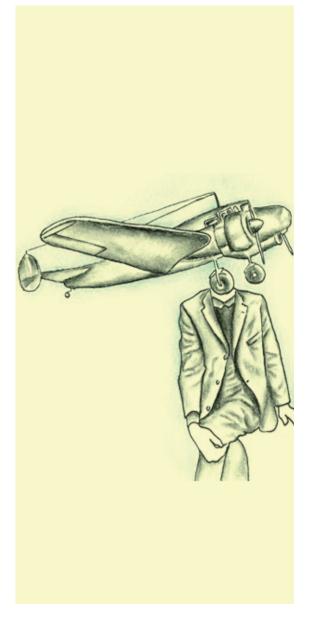
The Basque Government has a pro account on Flickr, with a collection for each department, which, in turn, is composed of several albums for the Directorates, Services, special events, etc., which facilitates classification and subsequent search for photos.

The Web Service will determine whether the Department requesting an account on Flickr can have an individual account, which is not recommended and will have to be adequately justified by a significant amount of graphic material, or it will be given customised access so that its photos can be uploaded to Flickr Pro corporate.

The Basque Government's Flickr accounts are created from ex-gv emails and managed from the Firefox extension called FireUploader (www.fireuploader.com). This application allows access to Flickr content on our account without having to access the Flickr website and works in a very similar way to the logic of an FTP client. We can upload photos, add the title, description and tags and classify them into different albums or collections, which will then be visible from the Flickr site.

Content

The Directorate of Open Government and Internet Communication will reconfigure the Flickr account so that the photos have a Creative Commons recognition licence (see Chapter 4 of this Guide).



To do this, you have to access the Your account / Privacy and permissions / Default options for new uploads / What license will your content have and choose the option Attribution-No Derivative Works.

Language use

You must comply with the Usage Criteria of the Official Languages of the Basque Government contained in Chapter 3 of this guide. Photo or album tags and titles will be published, as far as possible, in both official languages of Euskadi (Basque and Spanish). When entering content, priority will be given to content in Basque. Content will firstly be seen in Basque and then in Spanish.

Networks

The dissemination of materials published on Flickr takes place through other social networks, like Twitter and Facebook, with the aim of reaching a greater number of users.

The Flickr account will be configured to fulfil the sole purpose of an image repository. To save the posting of comments which act as a social network, you must go to the Privacy and permissions section, then to Default options for new uploads / who can add notes, tags and people, and select the option Only you.

Integration

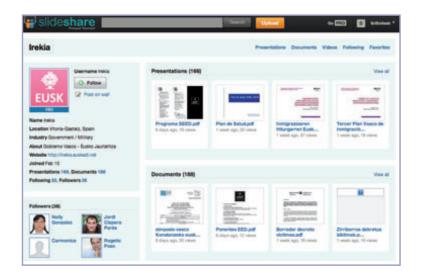
The most common way to integrate this service into other sites is by embedding content on corporate blogs. It can be embedded as part of the contents of a blog entry, but you can also use applications (widgets) in the sidebar that permit you to access the Flickr gallery from the portal, website or blog in the department, service or brand.











This application allows you to publish online presentations, text documents, PDF's and videos of very short duration. In this sense, it serves as a repository for all kinds of documents generated by different Departments, services or brands of the Basque Government.

Account management

As a general rule, departments will use the corporate account to upload their documents to Slideshare, except in those cases where the volume of documents generated by a particular department justify a specific account.



SlideShare channels of different government departments will be corporate and authorised by the Web Service, who will send the approval to the Office of Open Government and Internet Communication for their configuration, following the request process outlined in Chapter 2 of this Guide.

Basque Government SlideShare accounts are created from ej-gv emails and managed from the Firefox extension called Fireuploader (www.fireuploader.com). This application allows access to the contents of our SlideShare account without having to access the SlideShare website and operates in a very similar manner to the logic of an FTP client. It allows us to upload presentations and add the title, description and tags, which will then be visible from the SlideShare site.

Configuration

SlideShare allows you to customise the page with our avatar. Image dimensions are 100 x 100 pixels. So that all presentations have a Creative Commons Attribution 3.0 Licence (CC BY 3.0), you must go to Edit profile / Manage account / Choose defaults for your content and select the CC Attribution Licence option.

Content and network

The dissemination of material published on SlideShare takes place on other social networks like Twitter and Facebook, with the aim of reaching a greater number of users.

On this network, users cannot be prevented from making comments, but they should not be promoted. The only networking aspect of the application which will be used is subscription.

In order for SlideShare to exclusively fulfil the role of a presentation repository, you must go to Edit profile / Privacy settings and select the option No-one among the four options that appear.

All material published on SlideShare, whether presentations or documents, must be in PDF format, to prevent Internet users who download them from making any modifications. The following parameters must be defined: document title, tags, corresponding CC licence, continuous page layout, definition of the file with the document title and visualisation set to full page.

Tags

Words to be used to tag documents and presentations uploaded to Slideshare must be defined with precision to help users find them easily.



A tag can be formed by a single word or more that should describe, in a concise and clear way, the shared content. Remember also that there is no limit to tags per document, so we can use as many as we need to sort them properly. In order to make the shared material homogeneous, we will establish a set of tagging guidelines:

- We should always label without accents and without punctuation marks.
- If the shared content is generated from any official body of the Basque Government, we always add, firstly, the tag ejgv.
- If the shared content is generated from an official department of the Basque Government, we will always add, secondly, the departmental tag. In the event that the department has more than one departmental tag, we will choose the most appropriate option or options.

The list of tags for each department:

Presidency	Lehendakaritza	Lehendakaritza
Interior	Herrizaingoa	Herrizaingoa / Interior
Education, Universities and Research	Hezkuntza, Unibersitatea eta Ikerketa	Hezkuntza / Unibersitatea / Ikerketa / Education / University / Research
Economy and Finance	Ekonomia eta Ogasuna	Ekonomia / Ogasuna / Finance
Justice and Public Administration	Justizia eta Herri administrazioa	Justizia / Herri Administrazioa / Public Administration
Housing, Public Works and Transport	Etxebizitza, Herri Lana eta Garraioa	Etxebizitza / Herri lana / Garraioa / Housing / Public Works / Transportation
Industry, Innovation, Trade and Tourism	Industria, Berrikuntza, Merkataritza eta Turismoa	Industry / Berrikuntza / merkataritza / Travel / Innovation / Commerce
Employment and Social Affairs	Lana eta Gizarte Gaiak	Lana / Gizarte gaiak / Employment / Social Affairs
Health and Consumer Affairs	Osasuna eta Kontsumoa	Osasuna / kontsumoa / Health / Consumer
Environment, Land Planning, Agriculture and Fisheriesa	Ingurumena, Lurralde antolamendua, Nekazaritza eta Arrantza	Ingurumena / Lurralde antolamendua / Nekazaritza / Arrantza / Environment / Land Planning / Agriculture / Fishing
Culture	Kultura	kultura



Language use

We must conform to the Usage Criteria of the Official Language of the Basque Government set out in the previous section. Content and tags will be posted, whenever possible, in bilingual format or in the two official languages of the CAV (Basque and Spanish). The title, in the corresponding language. Tags will firstly be in Basque, and then in Spanish.

Integration with other sites

The most common way to integrate this service into other sites is by embedding content in the blog or corporate portal. This way, readers can enjoy the resource without having to go to another site to view the content, which stops the reader getting lost and optimises the number of clicks required.

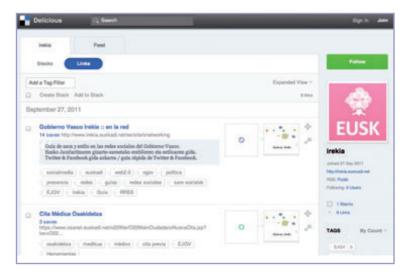




Home



www.delicious.com/irekia



What is Delicious?

Delicious is a social bookmarking service on the internet. It is a repository of URLs of interesting web sites or documents of all types that are published on the Web. Following the model of so-called "favorites", the list of websites of interest that are stored on the personal navigator, Delicious lets users share this material on the Web and classify it thanks to the use of tags and tag packages (bundles), very useful because they facilitate the search for material by keyword within the same portal.

Another service offered by Delicious is the creation of its own network of people (network) with whom we can share social bookmarks and access to the social network hotlist, where the most recently visited bookmarks are found.



Account management

Basque Government Delicious accounts are created by the Office of Open Government and Internet Communication upon request and approval from the web service of the Citizen's Advice Bureau. They are created from Yahoo! email accounts which are associated with ej-gv email accounts and can also be managed from other tools. The installation of the Delicious plug-in in Firefox is essential.

Contents

Using Delicious will:

- 1. Create a history of all content shared by the government through any of its profiles.
- 2. Keep track of all content generated by the Government on the Internet.
- 3. Organise a storage space of content of interest and sort it according to its topic and source.

Contents

The basic information which must be completed when a link is saved consists of four fields:

- URL: the URL of the resource.
- Title: The title of the resource. Normally the system automatically takes the title of the resource you want to save, so it is possible that it will have to be changed to adjust to the content.
- Notes: This is the part where we describe the link. It is useful for expanding the information given by the title or tags and to make it easier to find though a search.
- Tags: we use them to describe and classify the resources, and serve to group things in an orderly manner.

Tagging

There is no limit to tags by bookmarks, so we can use as many as we need to sort bookmarks in an appropriate way. Delicious can also create labels for the resources we are saved. We shall use them in those cases where we find them useful.

To make sure that shared material is homogeneous, we will establish a set of tagging guidelines:



- We must always tag without accents and without punctuation.
- Delicious only supports simple words as tags. Therefore, if we need two words to properly define content, we shall create compound words. For example, in the case of electronic books, a correct tag would be electronic books.
- If shared content is generated from any official body of the Basque Government, we will always add, in the first instance, the tag ejgv. We recommend creating a bundle for EJGV that includes the following tags: EJGV, Basque Government, EuskoJaurlaritza.
- Tags will be written, as a minimum, in the two co-official languages of the CAV. If, because of the type of content, it is necessary to add tags in a third language (English, French, etc.), tags will also be written in this language.
- If shared content is officially generated from a department of the Basque Government, we will always add, secondly, the departmental tag. In the event that the department has more than one departmental tag, we will choose the most appropriate option or options. See list of tags for each department.

It is important not to forget the departmental tag, as it will enable us to classify bookmarks by categories or tag packages (bundles), facilitating the search for material by departments. Other bundles can also be created to group similar thematic content.

It is recommended that the number of bundles is limited in order to facilitate their classification and specify content as much as possible. In this sense, it is essential to choose the terms that define them, which should be clear and concise.





The list of tags for each department:

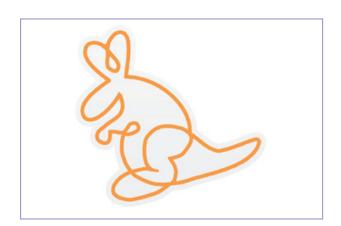
Presidency	Lehendakaritza	Lehendakaritza
Interior	Herrizaingoa	Herrizaingoa / Interior
Education, Universities and Research	Hezkuntza, Unibersitatea eta Ikerketa	Hezkuntza / Unibersitatea / Ikerketa / Education / University / Research
Economy and Finance	Ekonomia eta Ogasuna	Ekonomia / Ogasuna / Finance
Justice and Public Administration	Justizia eta Herri administrazioa	Justizia / Herri Administrazioa / Public Administration
Housing, Public Works and Transport	Etxebizitza, Herri Lana eta Garraioa	Etxebizitza / Herri lana / Garraioa / Housing / Public Works / Transportation
Industry, Innovation, Trade and Tourism	Industria, Berrikuntza, Merkataritza eta Turismoa	Industry / Berrikuntza / merkataritza / Travel / Innovation / Commerce
Employment and Social Affairs	Lana eta Gizarte Gaiak	Lana / Gizarte gaiak / Employment / Social Affairs
Health and Consumer Affairs	Osasuna eta Kontsumoa	Osasuna / kontsumoa / Health / Consumer
Environment, Land Planning, Agriculture and Fisheriesa	Ingurumena, Lurralde antolamendua, Nekazaritza eta Arrantza	Ingurumena / Lurralde antolamendua / Nekazaritza / Arrantza / Environment / Land Planning / Agriculture / Fishing
Culture	Kultura	kultura

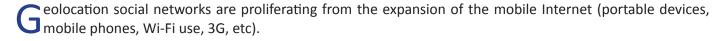
Language use

We must conform to the Usage Criteria of the Official Languages of the Basque Government set out in the previous section. Content and tags will be posted, whenever possible, in bilingual format or in the two official languages of Euskadi (Basque and Spanish). The title will be in the corresponding language. Tags will first be in Basque, and then in Spanish. With the aim of making the tagging process more straightforward, it is recommended that bundles be created using both languages.





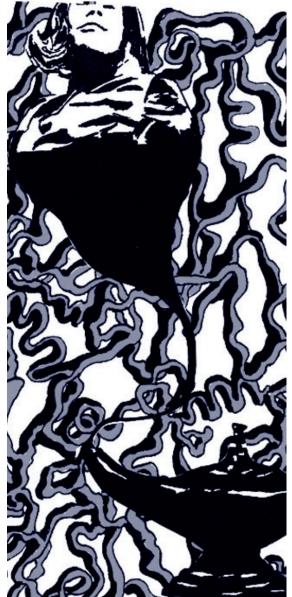




The user geo-positions himself in a specific place which he then communicates to his contacts. The main geopositioning platforms are: Google, Facebook, Tuenti, Foursquare and Gowalla.

The Basque Government oversee the status of their sites, indicating its headquarters amongst these Social Networks.

The Department who wants their headquarters to form part of the corporate accounts will make a request by following the established procedure in this Guide.





http://blog.pip.euskadi.net



What is a Blog?

A blog is a tool which has the objective of disseminating information related to the present, with the projects of the departments, with different events, etc. Entries are published with a certain amount of frequency to maintain the communication link with readers. For this reason, it is crucial to plan the editorialising of blog entries, which should be interesting and dynamic texts, which encourage debate and are related to the activity of the department, service or brand.

The blog is corporate and at the service of the department. Therefore, blog or editing profiles will be corporate (i.e., the users who generate content do so from a generic profile). However, there can be blogs where entries (posts) are signed with the name and surnames of the person posting the information (service blogs, brand blogs, etc.).



The ultimate aim is for the blog entries to encourage people's participation. Therefore, it is be necessary to continue the editing process with a good dissemination of postings via appropriate social networks. It will also be necessary to undertake responsibility for managing any comments.

Home

Requests and configuration

Blog creation is requested by contacting the Web Service to communicate the initiative and detail the objectives, audience and subject matter thereof. Annex 1 includes the form with the application request, which must be completed and sent to the Web Service. Once the initiative has been accepted, the Web Service will get in touch with the EJIE Common Internet Projects team to create the tool. Finally, within 24/48 hours, EJIE Common Internet Projects team sends the applicant and the Web Service the access details and a short developers manual.

Configuration

Blog configuration will correspond to the Department, service or brand.

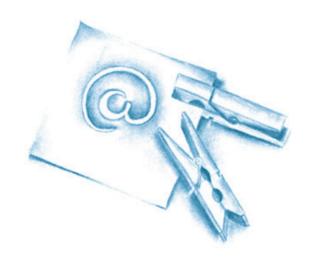
The Basque Government does not have a standard template for corporate blogs. These can use the template that they want, taking into account, if they so desire, the colour gamut of their own brand and with the only requirement of including the logo and a link to Euskadi.net in the header.

The blog serves as a link between all of the social networks of Government departments, which means that the rest of the complementary tools complement the blog and are used to promote its dissemination. To facilitate this role of feedback, applications or widgets are included in the blog that redirect us to the social networks of the department concerned. In this way, we manage to connect to greater number of users and create an even more extensive network. The objective is to integrate everything, so that users know the department's different existing profiles on the web and can choose which sites they prefer to connect.

Contents

Frequency

The general recommendation is to publish an entry or two per week so as to allow sufficient time for user comments; in this sense, quality is more important than quantity.



The times of day and days of the week most opportune for publication and distribution of entries will have to be evaluated, according to the behaviour of the network of people who feed the blog in question. In this way, we will achieve maximum dissemination of the entry through the various social networking tools..

Style guidelines

a) Structure:

The text should be six paragraphs or less (around 400 words) and paragraphs should be short and concise, divided into two reading levels. At the first level we will summarise the main information and at the second we will present additional information (explanation and details.).

b) Organization of information:

I. Titles:

A blog is NOT a repository of press releases. In this regard, priority is given to informative headlines, which explain the contents of the entry in a concise and appealing way, without losing the formal style of a corporate blog.

II. First reading level:

It is recommended that structures which invite reflection are used (rhetorical questions, statements, etc.)

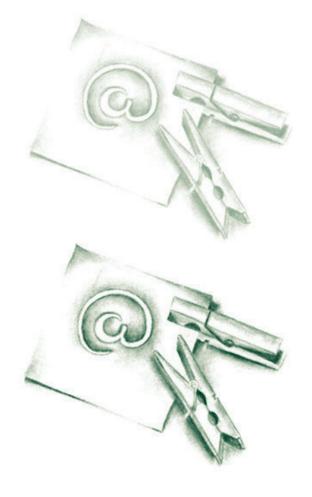
Paragraphs will be more explanatory, but should be brief: it is important to be able to summarise information as much as possible. Also, it is recommended that you finish with a sentence which invites you to continue reading the second level.

III. Second reading level:a

Here the additional information is shown, which is to say, the details that allow the initial content to be expanded upon, but which are not essential to get a general idea of the post.

It is not necessary to include a final conclusion in summary form: remember that we are publishing in the Internet environment and if we don't prioritise the important information at the beginning, the user could leave the page and not continue reading. In other words, the summary or important information should go in the first level and not the second. The aim is to provide the user with the key text in the first few paragraphs so that they can decide if the subject interests them or not.

It is important to link to sources of information that the text is based upon, so that when a concept, name or term that may be unfamiliar to the reader is cited there is a link to a trusted source where information can be expanded on (The Basque Government's own sources, dictionaries or trusted Web sites, media, some blogs, etc).



c) Images

In order to make posts more attractive, it is recommended that they be illustrated with images. It is important to know the intellectual property rights of the images we use to illustrate our posts. The general recommendation is to go to the Irekia Photo Library http://www.irekia.euskadi.net/es/gallery or to Argazki, the Basque Government's iconographic bank, seeing as, in both cases, the images have an open licence and can be reused.

If a third-party photo is needed, we can obtain images with Creative Commons licences: http://es.creativecommons.org in different Internet repositories. These images have licences which protect copyright, but permit certain uses by third parties. And these licences must be respected, citing the source or with the conditions set by their author.

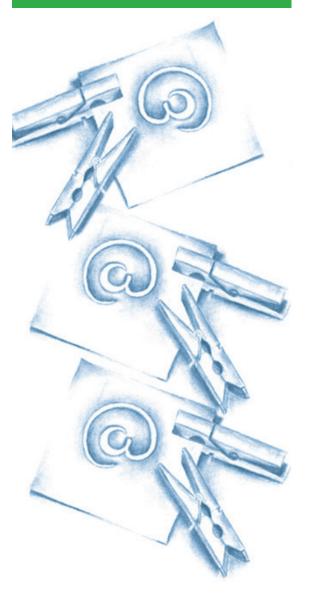
Dissemination

When we post a new blog entry, it is advisable to spread it on Facebook and Twitter: we can reproduce the title of the post by adding the link, or look for more attractive ways (asking the users about a specific theme, encouraging participation, etc.). It is important to direct the participation towards the blog to centralise the discussion on a single platform.

Language use

Basque government blogs must conform to the Criteria for Use of Official Languages of the Basque Government set out in Chapter 3 of this Guide. Contents are to be published in full in the two official languages of the CAV (Basque and Spanish) in two different versions. The quality of the two languages will be ensured. Comments may be conducted in the language desired by the author and will be published in the language corresponding to the language of the comment.

The blog will have a bilingual administrator or facilitator will be responsible for energising the pace of publication (proposing collaborations) and will ensure a balance in the publication of originals in both official languages. Likewise, when an issue or discussion of general interest arises in the comments in one of the languages, new content will be created of with the same material in the other language. Contents may also be provided in other language, such as English, if, because of its global nature, it is required.



Content

The blog should be prevented from becoming a diary, therefore is should not include either announcements of events or forecasts. You should only publish posts about announcements of relevant events when the objective is to generate a debate, prior to arousing interest in attending the session in order to continue the conversation maintained in the blog. Instead, it can be interesting to write reviews of events of some significance once they have taken place.

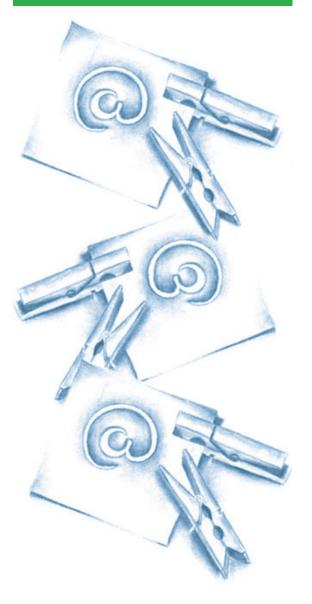
The information posted on the blog should have added value to capture the interest of readers. It is also important to define the thematic lines of the blog in one of its pages, so that users are informed.

Comment management

It is recommended that blog comments are moderated prior to publication. It is important to display the basic guidelines of comment posting in a conspicuous place on the blog. These guidelines should be based on relevance (comments related to the thread of the conversation), respect (use of inoffensive language) and the type of information (respect for data protection and privacy of individuals).

Advertising information which usually includes links to websites whose content has nothing to do with the objective of our entry must be avoided. Comments that do not meet these requirements cannot be published, although the authors can be given the opportunity to reformulate them, if they wish.

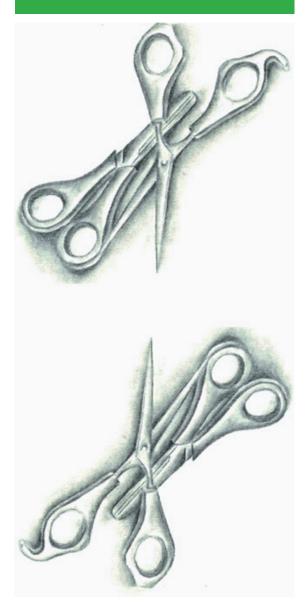
Those responsible for editing the blog should ensure that the comments have a minimal linguistic quality where necessary (spelling correction), following the character of the model which the blogs of the Administration have. The appropriate period to respond to comments is 24 hours.



Tumblr



Home



What is Tumblr?

Tumblr is a microblogging platform that allows the users to publish links, texts, videos, photographs, quotes, conversations and audios in a destructured manner and where the only common nexus is, on occasions, the author.

The content flow is improvised and the topics varied, just like a repository of what is found everyday on the web.

The users can follow other registered users and see the posts that they published along with their own.

The service emphasis the user friendliness and how easy it is to customize, as you can choose the template from those offered by the tool or by configuring a special one.

Tumblr is therefore an increasingly more important social network and has overtaken the main blog creation platform, Wordpress, in terms of the number of tumblrs created.

Requests and configuration

The tumblrs accounts of the Basque Government are created by the Open Government and Online Communication Directorate when requested and authorised by the web service of the Citizen's Advice Directorate. They are created using gmail emails associated to ej-gv emails.

Configuration

Tumblr will be configured by the Department, service or brand.

The Basque Government does not have a standard template for corporate tumblrs. They can use the template they choose, taking into account, if they wish to do so, the colour range of their own brand and with the sole requirement to include the logo and a link to Euskadi.net in the header.

Contents

Frequency

The general recommendation is to publish one or two posts a day, as seeds to raise the interest of our followers.

The times of day and days of the week most opportune for publication and distribution of posts will have to be evaluated. In this way, we will achieve maximum dissemination of the post through the different social networking tools.

Style guidelines

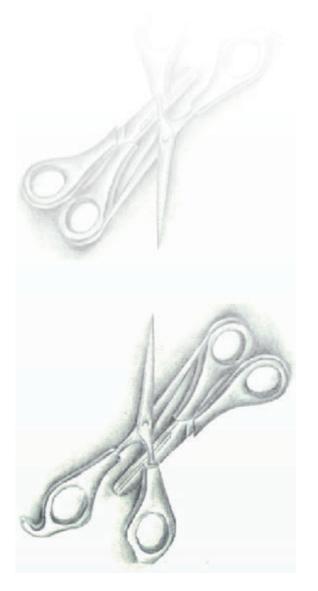
a) Structure

The texts are usually short (around 500 characters).

Quotes, press cuttings (including the link to the original sources), conversations between people, etc. can be included.

b)Images

TTumblr is a type of very graphic network for rapid consumption and should be fed with graphic material. The general recommendation is to go to the Irekia Photo Library http://www.irekia.euskadi.net/es/gallery or



to Argazki, the Basque Government's iconographic bank, seeing as, in both cases, the images have an open licence and can be reused.

If a third-party photo is needed, we can obtain images with Creative Commons licences: http://es.creativecommons.org in different Internet repositories. These images have licences which protect copyright, but permit certain uses by third parties. And these licences must be respected, citing the source or with the conditions set by their author.

The photos of followers can also be reblogged (Tumblr cites these sources by default).

Dissemination

The Office of Open Government and Internet Communication, when it configures the Tumblr, will link it to the other social networks of the Department, service or brand to help to disseminate the content.

Language use

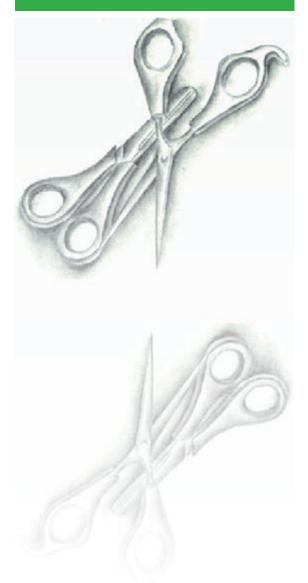
The tumblrs of the Basque Government will comply with the Usage Criteria of the Official Languages of the Basque Government set out in Chapter 3 herein. The contents will be published both in Basque and Spanish. They can also be written in English or in any other language, according to the type of contents in question.

When entering content, priority will be given to content in Basque. Content will first be displayed in Basque and then in Spanish. Equally, whenever possible, comments will be made in a single tweet in the two languages, first in Basque and then in Spanish.

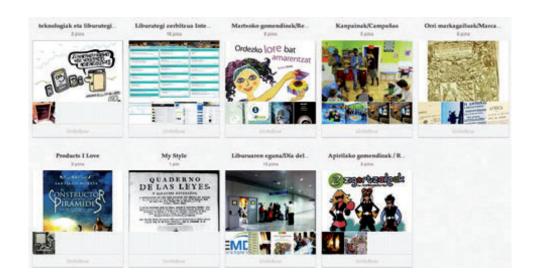
Contents

The information published in Tumblr must offer value added to attract the interest of the followers.

It is our Department, service, brand for rapid consumption.







Pinterest is a social network to publish photos and videos online where you can create boards that complement other existing services, such as the "Argazki" icon bank of the Basque Government, Flickr, YouTube or the Irekia photo and video libraries.

Pinterest allows each department to publish institutional videos and photos, from events, press releases, presentations, landscapes, commercials, etc., organised in different boards by themes.

Presentation aspects: customizating the accounts

Pinterest lets you add our avatar. This will be provided by the Online Communication and Open Government Office, according to the corporate design for presence in social networks.



You can create as many boards as you wish, name them but you should do so in such a way that the name describes the contents of the board. You can (and should) also edit the board cover photograph to make it more attractive.

Account management

The Pinterest accounts of the Basque Government are created from ej-gv electronic emails.

The Web Service will authorise the Pinterest account and the Online Communication and Open Government Office will be in charge or the basic creation and configuration.

The Department, service or brand will then be responsible for creating and publishing the relevant boards, along with selecting the photographs for the covers of the boards that they create.

The Pinterest accounts of the Basque Government are managed from the Pinterest website or by installing a button (https://pinterest.com/about/goodies/) in our browser, which makes it easier to add photos or videos in this social network as you browse.

Contents

One of the important points to be taken into account in this network is the ownership of the contents.

According to the terms of use of this social network, by uploading material to Pinterest, you grant Pinterest a "non-exclusive, royalty-free, transferable, sublicensable, worldwide license to use, display, reproduce, re-pin, modify" the uploaded contents. You must therefore check that the contents uploaded:

- a) are the property of the Basque Government or related organisations and we have the licence to use this materials.
- b) If they are not the property of the Basque Government or related organisation, you should make sure that the contents have an open licence (see Chapter 4)
- c) These two conditions would not apply in the case of republishing third-party contents that have been previously uploaded to this network.



The names of the board shall be representative of the contents inside. A description should be included and the board catalogued within the options that this social network offers.

There should be, at least, five boards, although there is no maximum limit.

With regard to the material uploaded, it should be labelled, the source URL indicated, if you have a URL, and a description added.

Language use

The Usage Criteria of the Official Languages of the Basque Government set out in Chapter 3 herein shall apply. The labels and titles of the photos or boards shall be published as far as possible in the two official languages of the BAC (Basque and Spanish). When entering contents, priority will be given to contents in Basque. Content will first be displayed in Basque and then in Spanish.

Network

The materials published on Pinterest are disseminated through other social networks, such as Twitter, Facebook or Google+, in order to reach the largest number of users.

Specific "pins" or whole boards can be published.

You can also follow other users, which will help to create our community. You should also republish (repin) contents of other users.

Integration

There are different options to integrate the Pinterest service in other sites.

Photographs or videos can be embedded in portals, websites or corporate blogs. Either as part of the contents of an entry or you can use widgets on the side bar so people can access your contents from the portal, website or blog of the department, service or brand.







What are content management systems?

They are tools to help us manage the contents of a website from a common interface and focus on the content we are publishing and not so much on its design or management of contacts.

As we have already seen, with the aim of ensuring optimal management of Basque Government Social Network accounts, adequate data protection and transfer of responsibility and control, the model of Government presence on social networks avoids working directly with the identifier and password of different social networking applications.

They also have built-in tools that improve the management of social networks: timers to program status updates, URL shorteners, alarms, etc.



Applications and settings

As reflected in Chapter 2 of this guide, once the Web Service or the Office of Open Government and Internet Communication has approved the request of the department, brand or service for the opening of accounts on social networks, the department will request, through its Head of IT, the installation of the Firefox browser on those computers from which accounts will be managed.

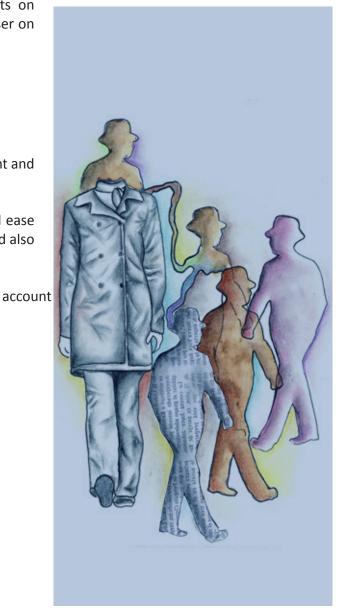
Ejie installers will proceed with the installation of Firefox with the add-ons:

- Fireuploader, which is a manager that controls the ftp of Flickr and Slideshare
- Delicious, which serves to manage the departmental Delicious account.

The configuration of the accounts in these extensions will be undertaken by the Office of Open Government and Internet Communication.

To manage the social network Twitter, Seesmic has been chosen as content manager for its features and ease of use. It is a web manager. In its free version, it allows you to manage several Twitter accounts at once and also Facebook pages

The Office of Open Government and Internet Communication will configure the departmental u and will create one for each Twitter account, using a corporate email.

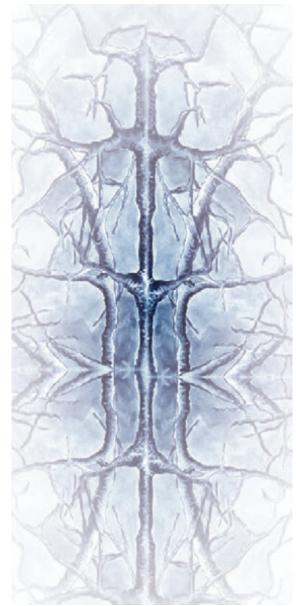




Why measure?

Measuring certain parameters in the social networks and blogs is fundamental to adapt the services and information offered through them to the citizens.

Therefore, we talk about gathering, measuring, assessing and explaining rationally that data obtained online in order to understand and optimise our use of the social networks of the organisation, according to the Web Analytics definition of the Spanish Web Analytics Association (http://www.aeaw.es/).



Defining the parameters to be measured

Prior to defining the indicators, we have to ask a series of questions that are related to our objectives in the social networks::

- How can our objectives as an Administration be aligned with the social networks channel?
- What can we offer to the users?
- How can social networks contribute to our objectives as a Department, service or brand?

Coverage	Implication	Action
 Adding links to the corporate website Pushing offline events Publicising corporate actions/ website Segmented advertising 	 Reaching and gaining the loyalty of existing users / followers / contacts Defining and engaging with target communities Hosting discussions and providing useful resources Inviting fans to upload contents (collaboration) Providing brand digital assets 	 Providing contents that attract opinion leaders Entries to direct links to alternative sites Hosting competitions and draws with informed consent for future contacts

(Source - MV Consultoría diagram: http://www.analiticaweb.es/redes-sociales-y-analitica-web-de-la-estrategia-a-la-medicion/)

Qualitative and quantitative metrics have to be defined to measure in the social networks. The first will provide us with an idea of the scope and impact of the social networks with regard to brand image, but the second ones will indicate the interest generated among users.

Using the data, we can define the key performance indicators (known as KPIs) that will be part of our control panel.

The number of indicators has to be small and they must all be focused on measuring the performance.



The following scheme is proposed:

- Number of followers in the different networks (total Twitter followers, Facebook friends, YouTube, Flickr, blog, etc. subscribers).
- Number of hits on our page from social networks or blog. Or to the blog from the social networks.
- Number of references to our brand / service
- Number of pages visited / by hit
- Conversion ratio (for the goal that we have set, e.g.: subscribing to the newsletter, etc.)
- Number of hits that have converted into users (who have subscribed, become friends, etc.)
- Number of searches without result or with non-clicked results compared to total searches
- Average days between visits of users that come back.

Tools

There is a large variety of online reputation measuring and monitoring tools. We have chosen the following which are all free:

Google Analytics

It is a powerful web analytics tool that, free of charge, provides data on the visitors to our website and their performance when there.

A code, available from the Web Service on request, is installed in our blog / Twitter / Wiki or Forum. The Google Analytics for Wordpress plugin should also be installed in the case of the blog.

Facebook Statistics

It is a feature included in the Facebook pages and which can be accessed by any administrator from the page administration menu.



YouTube Statistics

It is a YouTube feature that is available to any manager of a YouTube account.

Twitalyzer (http://twitalyzer.com/)

It is one of the more comprehensive free Twitter monitoring tools and which enables us to see the main indicators of our account in this social network.



Basic vocabulary

Home

AVATAR is the image of our consistent profile, usually a photograph for people and the logo for the departments, services or brands.

BOOKMARK, is the English expression for marking the page.

BUNDLE is a group of tags with common characteristics and which have the purpose of improving the search for content on bit.ly or delicious.com

DM is a private message between two Twitter users.

TAG See below

FBML (Facebook Markup Language) is the Facebook markup language. Its purpose is to help build applications which are fully integrated into the Facebook environment. It allows actions such as access user profiles, show their photos, integrate comment forums, and much more.

FF See FOLLOWFRIDAY

FOLLOWFRIDAY. It's a game that takes place massively every Friday on twitter. It involves recommending other users who, for whatever reason, seem worthy of a mention. At the beginning or end of the tweet the expression #followfriday is displayed, preceded by the hash sign, which is the way to tag content on twitter.

FTP (File Transfer Protocol) is the protocol for the transfer of files, a method which can be used to upload and download information to and from the Internet

HASHTAG is the name given to the TAGS on Twitter and which serve to categorize these tweets.



HEADER is the header of a website. It is where the title of a blog and the brand of the department are usually placed.

HOME is the home page.

HOTLIST, is the list of the most-saved urls by users of Delicious.

HTML (Hypertext markup language) is the predominant markup language for website development.

LINK, See URL

LOGIN, user identifier within a system. To enter the secure system we are usually asked for our login and password.

NETIQUETTE, a set of rules dictated by custom and experience that defines the rules of courtesy and good conduct which Internet users should follow in their relations with other users.

PIXEL English acronym picture element, "element of an image") is the smallest unit uniform in colour that is part of a digital image, be it a photograph, video frame or a graphic.

POST, or article usually written on a blog or Facebook wall.

PROSUMER, is an acronym formed from the joining of the words producer and consumer. Equally, it is associated with the joining of the words professional and consumer.

RSS (Really Simple Syndication) is a family of formats for documents used to publish frequently updated content on the Internet.

RT is to republish a tweet previously generated by another user.

RETWEET, see RT

SIDEBAR, the side column of any webpage.

TAG, is a word or words written without spaces (withoutspaces) or with a hyphen (without-spaces) that serve(s) to describe a piece of information or a multimedia file.

TIMELINE it is our wall, where messages from our contacts are published chronologically. It applies, above all, to Twitter. The term wall is used more on Facebook.

TWEET, each of the status updates on the social network Twitter.

URL, is the web page address which we type into the browser.

WIDGET is a web application that can be downloaded or embedded into a website, blog or social network. It allows the sharing of content that will be updated automatically.





Home

Introduction

• http://www.flickr.com/photos/briansolis/3398531745

For more information:

- Social Network: http://es.wikipedia.org/wiki/Redes_Sociales
- Web 2.0: http://es.wikipedia.org/wiki/Web_2.0
- Loretahur Online Social Networking Workshop: http://loretahur.wikispaces.com/Redes+Sociales

Open licences

For more information::

- Creative Commons: http://creativecommons.org/international/es/
- Colorluris: http://www.coloriuris.net/
- Introduction to : http://www.uca.es/recursos/doc/Unidades/Servicio_Extension/Observatorio/ Revista periferica/416059007 268201041313.pdf



Twitter

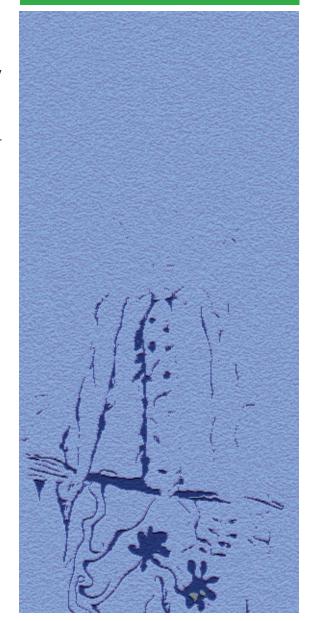
For more information:

- Twitter course. Gipuzkoa Provincial Council http://cursotwitter.igipuzkoa.net/twitter_1.php?idioma=es
- Basque Government's Twitter Quick Guide: http://www.irekia.euskadi.net/assets/a_documents/1219/ Twitter_gui%CC%81a_ra%CC%81pida.pdf
- Basque Government's Facebook Quick Guide: http://www.irekia.euskadi.net/downloads/facebook_ayuda_v2_es.pdf

http://cursotwitter.igipuzkoa.net/twitter_1.php?idioma=eu (Basque)

Analysis and measurement

• http://www.analiticaweb.es/redes-sociales-y-analitica-web-de-la-estrategia-a-la-medicion/



Annex I

Web 2.0 and Social Networking Tool registration procedure



Type of tool	Blog, Wiki, Forum, Newsletter or Social Network (Youtube, Flickr, Facebook, Twitter).
Name of initiative or campaign	Name for the blog, forum, wiki or newsletter. In the case of a social network, brand or campaign name, service or directorate of the people making the request .
Department/Directorate/Service	Which department (directorate or service) is requesting the tool?
Person responsible	Name and surname of the person responsible for the initiative.
Contact details of the person responsible	Email address and telephone number.
Description of the initiative	 Objective: Target/s: Theme: Short description of the features and sections that the initiative will have.
Application date	

Annex II

Common tools for sharing initiatives at www.euskadi.net



Home

Blogs, Wikis, Forums and Newsletters

- What are these tools?
- Characteristics of the tools
- Request procedure
- Initiative validation criteria
- Standards, layout and design requirements

What are these tools?

Blog

"... is a periodically updated website that collects chronological texts or articles from one or more authors, the most recent appearing first, where the author always retains the freedom to leave published that which they believe is relevant."

Sourc: wikipedia.org

Wiki

"... is a website where the pages can be edited by multiple volunteers through the web browser. Users can create, modify or delete a shared text. The texts or 'wiki pages' have unique titles."

Sourc: wikipedia.org

Forum

"... are a complement to a website inviting users to discuss or share information relevant to the theme of the site, in a free and informal discussion, which leads to the forming of a community around a common interest. The discussions are usually moderated by a coordinator or moderator, who generally introduces the topic, asks the first question, stimulates and guides."

Sourc: wikipedia.org

But, how are forums different to blogs and wikis?

"... compared with wikis, contributions from other members cannot be modified unless certain special permissions are held, as those assigned to moderators or administrators.

"... compared with blogs, they differ in that forums allow a large number of users and discussions are nested, somewhat similar to how comments would be on blogs. Also, generally, forums tend to be about more diverse or wider themes with a more varied amount of content and the possibility of customisation on a user level (not only at owner level)"

Sourc: wikipedia.org

Newsletter or information bulletin

"... is a regularly distributed publication, generally focused on one main topic that is of interest to its subscribers."

Sourc: wikipedia.org

Tool Features

Standards-based tools

- BLOG (WordPress 3.0)
- WIKI (MediaWiki)
- FORO (PHPBB)
- Lista (PHPList)

Immediacy, flexibility and self-management

Those responsible for the initiative will be able to:

- Have the tools available to them in a short period of time (24/48 hours from the validation of the initiative by the Web Service)
- Adapt the solution to their needs (development)
- Decide, plan and put the adaptations (developments) into production autonomously.
- Define the model of participation management

Self-management implies that full responsibility must be assumed for the initiative regarding:

- The proper functioning of the environment once adapted
- The adaptation of the solution (code versions, plugins, etc)
- The start of production and development testing.
- Technical/functional information about the products is NOT provided

Application procedure

- 1. The applicant contacts the Web Service to communicate the initiative and detail the objectives, audience and subject matter.
- 2. They also complete and submit the application form (annex) to the Web Service.
- 3. Once the initiative has been accepted, the Web Service gets in touch with the Ejie Common Internet Projects team to register the tool.
- 4. Within 24/48 hours, the Ejie Common Internet Projects team sends the applicant and the Web Service the access details and a short manual for developers.

Criteria for validation of the initiative

The Web Service will analyse and, where appropriate, validate the requested initiative based on the following criteria:

- The defined objectives are participatory and/or collaborative (in the case of the Newsletter, the main objective is dissemination)
- Participation objectives on specific topics: Is participation about a defined topic?
- Recipients: Is it an initiative aimed at specific groups?
- Features: Are the desired features consistent with the requested tool?

Standards, layout and design requirementsk

- The Euskadi.net logo should be located on the right side of the header
- Templates (themes) must meet the standards set by the W3C: XHTML and CSS
- Templates (themes) must comply with web accessibility guidelines WCAG 2.0, level AA (if any difficulties exist at this point due to the nature of the selected application, the possibility of alternatives or of not applying the standard in specific content will be evaluated with the Web Service)
- To find out about accessibility requirements, consult the New Basque Government Access Management Model: http://www.euskadi.net/r33-2288/es/contenidos/informacion/cabecera_accesibilidad/es_6144/adjuntos/ ModeloGestionAccesibilidad.pdf

Annex III

Graphic image on social networks



Home

Garage The Office of Open Government and Internet Communication is entrusted with facilitating the relevant avatars to the different Departments, Public Enterprises, Autonomous Institutions, Private Public Entities and communication events and/or campaigns in keeping with the corporate image adapted to social networks.

The avatar will have a coloured background with a subtle gradient effect. The logos, brands or coat-of-arms of the Basque Government will be adapted in white on this background.

The colour of the background will depend on the brand itself or, failing that, an appropriate colour will be chosen.

The letters EUSK, for both Eusko Jaularitza and Euskadi (Basque Government and Basque Country), will appear on the bottom of the avatar.

In the case of avatars for Facebook, the name of the Departments, Public Enterprises, Autonomous Institutions, Private Public Entities and communication events and/or campaigns will also be included and the calibri typeface will be used.

Grey will be used as the background for Twitter, with the watermarked coat-of-arms of the Basque Government.

Examples

Avatars











Twitter Background



Facebook Page Covers

EUSK





Annex 4

Home

Model for personal data protection in the social networks

Another aspect to be taken into account in the social networks, and due to their inherent nature, is the legislation regarding personal data protect. In the same way as on any web or Internet site where personal data are collected, the legal texts are included pursuant to the information principle established in the Spanish Personal Data Protection Act 15/1999, along with the consent of the users to store and process their data. These legal disclaimers will also be included in the social networks.

The standard Irekia legal disclaimer included on its Facebook profile can be used as an example:

The General Secretary for Communication of the Office of the Premier of the Basque Government responsible for Irekia hereby informs you that, pursuant to the Facebook privacy policy and terms of use, the act of clicking on the "Like" button of this page implies consent to access the data of its followers, publish posts that appear on their walls or to send messages. Under no circumstance shall the Irekia managers use the data than for the aforementioned purposes. The user may cease to be an IREKIA fan at any time by clicking on the "Unlike" box and may exercise, where applicable, his or her rights to access, rectify, cancel and challenge by writing to the following address: Calle Navarra, nº 2, 01007 Vitoria-Gasteiz.

In order to finalise and implement correct running of the social networks, all those other aspects of the data protection legislation shall be taken into account such as the possible creation of a file and its registration with the relevant Data Protection Agency, along with everything referring to the security measures to be implemented.

Image rights

In the case of using photographs, video or images on the social networks in which people appear, apart from what has been previously discussed regarding personal data protection legislation, the contents of Act 1/1982, de of 5 May, regarding Civil Protection of the Right to Honour, to Family and Personal Privacy and Personal Image that enacts Article 18.1 of the Constitution shall be taken into account. The use, capturing and reproduction of the image of people must have that authorisation of the person in question, with the following exceptions:

- The capturing, reproduction or publication by any means in case of people holding a public post or in a profession of public projection or outreach and the image is taken during a public act or in places open to the public.
- The use of the caricature of those persons, in accordance with social usage.
- The graphic information of an public event or occurrence when the image of a specific person appears merely as an accessory.

Likewise when holding events, the people present will be notified and their authorisation obtained regarding the possibility of the regarding the images, sounds, photographs taken, etc., in order to publish them online to disseminate the event.

Annex 5

Standard clause for calls to tender



Home

Passwords and access to the profiles on social networkers

On occasions, it will not be the Administration itself that has created or manages the social network. Therefore, and to avoid undesired situations in the future regarding its ownership, and to centralise the management of the accounts, the following clause should be include in the specifications for this type of services:

All the domains, users, passwords and other data associated to any account on social networks or website created for the purpose of this contract are the ownership of the Basque Government and shall be notified to the Office for Open Government and Online Communication to be included in the account centralised register.

Home

The guide is a collaborative document. We are working together to improve it:

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 - www.twitter.com/Irekia
 - www.ejgv.wikispaces.com

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Disclaimer:

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