



## Branch Twitter guidelines

National UCU doesn't wish to be prescriptive in the way branches use social media, so the following are just a few guidelines we would expect those responsible for branch Twitter accounts to note:

- read the Twitter reference guide at:  
[http://cpd.web.ucu.org.uk/files/2013/07/CPD\\_Twitter\\_ref\\_guide.pdf](http://cpd.web.ucu.org.uk/files/2013/07/CPD_Twitter_ref_guide.pdf)
- follow the national Twitter account @ucu and retweet and use hashtags where you can
- let your members know you're on Twitter and encourage them to sign up and follow you
- tell your followers what the union's doing locally using Twitter – link to any website or Facebook page you have.
- look for local student groups (SUs) to follow and other unions locally, especially the NUT, for example (use it a lot)
- it probably goes without saying, but remember you're representing your branch and, by extension, national UCU, so don't post anything libellous, defamatory, discriminatory, or aggressive
- additionally take heed of local and national UCU policy when making public statements and bear in mind that UCU does not support any political party

The national campaigns team can supply a localised avatar (account image) based on the one used by @ucu. You can request one by email: [web@ucu.org.uk](mailto:web@ucu.org.uk)