

RTPI Social Media Policy

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1. Policy Statement

The RTPI's social media policy demonstrates the importance of social media in communicating, promoting and marketing the Institute. Social media allows the RTPI to directly communicate and engage with members, stakeholders and the public.

Social media allows the RTPI to control the content and timing of the message it shares. It is important that the Institute focuses attention on growing its followers and increasing their engagement with its content in order to grow the RTPI's influence and reach online. Social media is a crucial part of modern marketing and communications.

This policy covers the use of social media (both corporate and personal accounts) for staff and volunteers engaged by the RTPI. It is designed to help make the best use of available technology while managing and mitigating the risks to the Institute.

Social media use contributes to these Corporate Goals:

1. Shaping and informing policy and practice;
2. Championing the planning profession while supporting and growing membership;
3. Empowering communities.

It forms a part of the activity required to deliver the objectives and aims outlined in the *Communications and Public Affairs: 2016 Operational Plan* and the *Marketing and Sponsorship: 2016 Operational Plan*.

The RTPI uses social media at a corporate UK wide level, in the nations, regions and networks. At each level the social media channels used are at the discretion of the Directors and Regional Coordinators in consultation with the marketing and communications team. The Social Media Policy will be administered and monitored by the marketing and communications team. Across the organisation, the RTPI uses these social media channels:

- Twitter
- Facebook
- LinkedIn
- Instagram
- Flickr
- GooglePlus
- YouTube
- Blogs

Directors and Regional Coordinators, in consultation with the marketing and communications team, can 'opt out' of using any channel that would be ineffective in their nation or region or can delegate to an appropriate member of staff or volunteer as set out in the governance.

The purpose of this policy:

- It sets the core principles for RTPI staff and volunteers on the language, tone and style on social media
- It provides platform-specific guidelines and best practice
- It clarifies the management and governance of social media at the RTPI

While social media is constantly changing, the RTPI's values do not. Social media activity should always reflect the values of the Institute.

This policy alongside the inventory of social media accounts will be reviewed annually to ensure both are up to date.

2. Core Principles

These are the RTPI's core social media principles which apply across all channels:

- **Promote the values and views of the RTPI:** social media is a way of promoting the values and views of the Institute, anything published on social media should be consistent with RTPI values and views
- **Social media activity must be broadly consistent with the RTPI Style Guide:** social media is not as formal as traditional communication so there is an expectation that the tone and style is more casual and personal than the Style Guide indicates
- **Think before you post:** even if quickly deleted, publishing something live can be seen by many users or indexed by search engines instantly, if in doubt, don't
- **Do not plagiarise:** outright copying, quoting or the [use of an image without attribution](#) are easily uncovered and potentially criminal offences
- **Do not discuss personal or confidential information:** while social media blurs the concept of internal and external communications, always make sure any material published on social media is suitable for the public
- **Be honest and use common sense:** take responsibility for use of social media in a corporate capacity, so if in doubt about posting anything, first consult with the marketing and communications team for advice
- **Be responsive:** encourage comments and respond to those who have questions. Like, share or retweet relevant content from others. Social media works best when you engaged in two way communication
- **Ensure it is well resourced:** to be effective social media channels must remain active with high quality content, accounts should not be set up unless they can be resourced adequately
- **Racist, sexist, or otherwise offensive or objectionable language will not be tolerated**
- **The terms of use of each social media platform must be respected:** their guidelines clearly spell out the legal limits of their service, and should be followed
- **Follow the RTPI guidelines and best practice for use of social media:** this includes the strategy and direction set by the marketing and communications team

Staff and volunteers using corporate RTPI or RTPI affiliated social media accounts must agree and follow the RTPI's social media policy.

3. Governance Arrangements

3.1 How does the RTPI distinguish between personal and official social media accounts?

The RTPI identifies 3 types of social media accounts.

A **corporate RTPI social media account** is one which is owned by the Institute and operated by a RTPI staff member or volunteer on the Institute's behalf. The @RTPIPlanners Twitter account, Royal Town Planning Institute Facebook page and @RTPIPlanners Instagram account are examples of corporate accounts.

An **affiliated RTPI social media account** is one which is owned and operated by a member of RTPI staff or a volunteer. For example, many Policy/Research Officers have personal accounts which stated they are a 'RTPI Policy Officer' or similar.

A **personal social media account** is one which is owned and operated by a member of RTPI staff or volunteer which is not used for RTPI purposes and does not identify them having any connection with the RTPI. If a social media account identifies a connection with the RTPI then it is treated as an affiliated account. Disparaging remarks about your 'employer' or their activity has the potential to bring the RTPI into disrepute. This is a breach of RTPI policy and will be treated seriously.

The @rtpipres twitter account is a corporate account which belongs to the Institute. It is at the incumbent President's discretion as to whether they tweet from the account, request an RTPI member tweet from the account or choose not to tweet. When the President leaves the position the account and its followers remain with the Institute.

The RTPI can set up a corporate social media account for a new or existing staff member, for example, a @RTPIPolicyOfficer Twitter account which the staff member could tweet from. However, the account and login information is the property of the Institute and if you leave the account remains with the Institute.

3.2 Can I have a personal social media account?

Staff and volunteers can continue to use or start up a personal social media account while at the RTPI. For it to remain a personal account it must not state their employment at the RTPI or indicate a connection with the Institute.

If their social media account is affiliated with the RTPI then staff and volunteers must follow the RTPI's core social media principles.

The RTPI recognises the value to both the Institute and the individual staff member/volunteer in their use of affiliated social media accounts, particularly on Twitter. It can help build the reputation and influence of both staff/volunteer and the Institute.

3.3 Why does the RTPI social media policy include personal accounts?

Many staff and volunteers make use of social media in a personal capacity. While not acting in an official capacity, staff and volunteers need to be aware that what they post on social media as this could affect the reputation of the RTPI.

Risks arise from the blurring of the lines between personal activity and corporate or professional activity on social media. Even when not at work or representing the RTPI all employees have a duty not to bring the Institute into disrepute.

We request all staff and volunteers who have an RTPI affiliated social media account to include this disclaimer: "Views expressed are my own & don't necessarily reflect the RTPI's."

3.4 Who can post from a RTPI social media account?

Before posting from a corporate social media account users must have permission from the marketing and communications team or the manager of the social media account.

Corporate RTPI social media accounts for the entire organisation are managed by the communications and marketing team and they can provide authorisation for other officers to use them.

Social media accounts in the nations and regions are managed and 'owned' by the Nation and Region. The Director or Regional Coordinator in the Nations and Regions, respectively, authorises, up to two, other staff or volunteers to use social media on their behalf.

Owners of National and Regional accounts are responsible for knowing who has access and having the correct login information at all times.

Where a social media account is managed by volunteers, a staff member must have access to the account at all times.

All staff and volunteers using corporate or affiliated RTPI social media accounts must read and agree the Social Media Policy before using it.

3.5 How many people can have access to RTPI social media accounts?

All social media accounts can be accessed by the owner and two others (either staff or volunteers) designated by the owner to manage the account. For example, a Regional Coordinator is the owner of their RTPI Region account and can grant access to two other people to help them manage it.

3.6 What do I do if I've just started managing an existing corporate social media account?

1. Change the password on the account
2. Ensure the email used for logging in is a generic email address so that the account is accessible by others in the event the manager of the account is unable to.

3. Submit the new password and email account to the marketing and communications team

3.7 Why does the marketing and communications team store social media account passwords and email logins?

The communications team holds a list of all of the passwords and email logins for corporate RTPI social media accounts.

There are many scenarios in which having access to the various social media platforms would be a requirement, for example, the employee in charge of the account leaves the RTPI or is on holiday, general maintenance is required or in the event of a social media disaster. There are different social media platforms used at a corporate, national, regional and network level, for example, some regions have both Twitter and Facebook accounts, other don't. It's at the discretion of each level to decide which platforms work best for them. For this reason, it's important that all accounts are recorded and held centrally so that there is an overarching view of the social media activity for the organisation as a whole.

It is also important that any social media accounts that require an external email contact address be linked with a corporate RTPI address and not any personal email address. This will help to keep all password reset requests accessible to the RTPI in the future.

For the above reasons, and to ensure that social media is used in the best possible way to enhance the reputation of the RTPI, all social media activity will be monitored on a regular basis.

This requirement does not apply to personal social media accounts.

3.8 What do I do if I want to set up a new social media account?

The following should be considered before establishing a new RTPI social media account:

- The first step is to understand the motivation for establishing a new social media account. Is the material you would like to communicate already covered by another account? Could the activity be championed by another, established social media channel? If so liaise with the manager of the social media channel to communicate the message.
- Do you have enough time to maintain a new social media account? For example, Twitter requires at least 3-5 posts per day, Facebook 3-5 times per week and Instagram once a day.
- Who is the audience of the new account? How many people are there currently unserved by an existing account? How will the new account solve the current problem?
- If, after considering these questions, a new account is considered to be the most effective option, you will need to make the business case for it to the marketing and communications team, outlining why the material can't be included in an existing account, how the new account would be resourced and the views of the relevant Director or Regional Coordinator.

If a new social media account is set up the email and password to login should be submitted to the marketing and communications team. Passwords should, otherwise, not be shared.

3.9 What about branding, logos and style?

The consistent use of RTPI branding and logos is an essential part of keeping the Institute's identity coherent, and this applies to the use of social media. The official logo should be used as much as possible, unless agreed with the marketing and communications team, the relevant RTPI logo should be the profile picture for all corporate RTPI social media accounts. Any use of the logo should be discussed with the marketing and communications team.

The writing style for social media is more informal and succinct than the traditional corporate writing, however, the RTPI style guide should be adhered to as much as possible.

4.0 Plagiarism and Copyright

Plagiarism is very prevalent online because the means to do so are easy. All quotes, images and material that are not owned by the RTPI should be [appropriately referenced](#).

If in doubt contact the marketing and communications team for further guidance.

4.1 What do I do if something goes wrong on social media?









- Contact the marketing and communications team with the following information: detail about the offending content, what steps have already been taken, who is aware of the situation (how did it arise), if you cannot speak with a member of the team proceed with the next 2 steps
- Take a screen shot of the offending content and save it in a word document.
- Remove the offending content from social media (bearing in mind other users may have already taken a screen shot of it)
- Contact the marketing and communications team a second time with the screen shot of the questionable content and discuss next steps

4.2 Breach of social media policy

The RTPI entrusts staff and volunteers to use social media accounts in accordance with the policy. Any abuse will be investigated and treated seriously in accordance with RTPI policies.







4. Social Media Best Practice

The image below gives an overview of the main social media channels and a demographic overview of their users.

	Network	Number of users	Demographic information		More information
	Facebook	1.28 billion users	65% female / 35% male	48% of users aged 18-34, 31% aged 35-54	Social network leader with largest audience, large focus on interaction with friends and family
	Twitter	255 million users	62% female / 38% male	66% of users aged 15-34	Open network geared towards conversations via short messages (140 characters maximum)
	LinkedIn	300 million users	39% female / 61% male	60% of users aged 25-54	Social network geared towards building professional connections to aid career development
	Google+	1 billion users	30% female / 70% male	All users have Google accounts	Social network arm of Google's product offering, heavy visual focus.
	Pinterest	70 million users	83% female / 17% male	45% of users between 35-54	A place to build virtual collections of visual content pertaining to personal interests
	Instagram	300 million users	68% female / 32% male	90% of users under 35 years old	Platform for sharing visual content
	YouTube	1 billion users	Reaches more U.S. adults than any cable network	Predominant user base is 18-34 years old	Platform for hosting and sharing video content
	Foursquare	45 million users	40% female / 60% male	80% of users between 18-43 years old	Social network focused on geo-location based interaction

4.1 Tips for all social media channels

The image below provides best practice for activity on different social media channels.

	Network	Focus	Frequency	Tip
	Facebook	Quality	5-10 per week	Aim for 2 posts per day to keep audience interested
	Twitter	Quantity	3-5 per day	One per hour is optimal
	LinkedIn	Formal, technical content	2-5 per week	LinkedIn posts get more traction during the work week
	Google+	Content relevancy	1 per day	Your posts give Google more content to index and enhance SEO rankings
	Pinterest	Compelling storytelling through images	3-4 per day	Pin both original content and repin engaging content from other users
	Instagram	Rich imagery	1-2 per day	There is no real fatigue with posting but ensure consistency week after week

For all channels focus on the message, audience and goals of your activity.

Ensure consistent content across all channels by promoting the same content across the channels but with different angles. For example, if you've got a blog to promote, use the heading or a key quote as a tweet on Twitter, a slightly longer key quote on Facebook and LinkedIn (all with an image attached) and an image with a little bit of text on Instagram.

Don't forget to publicise your social media accounts. Advertise them wherever possible, including in print, online, at events and in press releases. Actively ask people to follow and engage with your accounts.

In practice, use of social media will reflect the discretion and resources of the owner and manager of the account.

4.2 Twitter

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". These can include links to websites and attached images. The tweet can include a #hashtag (to connect the tweet to a conversation with other users tweeting about the same topic, using the same hashtag) and another users account (so that the tweet is 'talking to' the other account)

Tips for Twitter:

- **Tweet early and often:** A steady stream of tweets (three to five per day) must be maintained in order to properly engage. These can include retweets and direct responses, but the idea is that the account is observing and engaging with followers;
- **Use images:** images help to increase engagement (in some cases [313% more engagement](#), copyright free images are available on sites like [Pixabay](#) or use [Canva](#) (free online design software) to create suitable images if one isn't easily available
- **Links:** Twitter is the number one traffic source from social media to the RTPI website – more of our followers click links to the RTPI website than any other platform. All tweets should contain a link to drive traffic to the RTPI website (there's very rarely a good reason to share a link to a different website). A link shortener (bit.ly or owl.ly) can be used to make the tweet look neat. *Double check links are correct and active before posting them.*
- **Content:** 2 out of 10 updates should be about our 'products' the rest are about 'helping' people, give followers useful information about planning and what's going on locally rather than trying to constantly push events or
- **Use hashtags and tweet at other users:** using hashtags will link individual tweets together and unify tweets around the same theme/activity. Including other Twitter handles in a tweet will increase a tweets visibility. Both will help increase engagement.
- **Use the pinned tweet for important activity:** a tweet can be pinned to the top of the Twitter home page, which means more users are likely to see it. This should be reserved for the highest priority activity connected with that account. This tweet must link back to the RTPI website (so that users can get more information from the RTPI quickly), a picture (for higher engagement) and at least 1 hashtag (or user handle or other mechanism for higher engagement)
- **Live tweeting at events (Young Planners' Conference, NLL, etc)** –consistent use of the hashtag with every tweet, tweets can be prepared in advance for some 'live' events like NLL or the President's Speech where we have the speech in advance, tweets shouldn't be scheduled but copy/paste as the words are spoken, prepare quote images in Canva of significant quotes to go out over subsequent days, link back to news story, allocate 1 person to have sole responsibility for tweeting
- **Encourage others to tweet about RTPI events and report launches:** circulate and publicise the chosen hashtags to all stakeholders;
- **Try not to get into lengthy conversations:** Most users are loath to follow long conversation threads - while a certain number of @replies are appropriate, they should be used sparingly. Any @replies directed towards your account should be answered as quickly as possible;
- **Use the [getting started guide](#) and [Glossary](#):** these guides contain all of the terms and tips to successfully use Twitter
- **Analytics:** find out how successful your tweets are (how many people click on your links for example) by installing the [Tweet activity dashboard](#). *Analytics should not be shared externally and are for internal use only.*

4.3 Facebook

Facebook is an online social networking service where users can create a profile, add other users as "friends", exchange messages, post status updates and photos, share videos and receive notifications from other users activity. Users may join common-interest groups. Facebook has over 1.49 billion active users. Facebook account for 1 in 6 page views in the UK.

Tips for Facebook:

- **Always include links:** preferably back to the RTPi website. Double check links are correct and active before posting them.
- **Post regularly (3-5 times a week), and if frequently is not possible then post to a set schedule**
- **Post at times when your followers are most likely to be online.** If you have a page, you can work this out by clicking Insights > Posts > When your Fans are Online. Use the clock symbol below the status update box to 'schedule' posts for a later time/date. As a general rule: between 5pm and 7am are the best times while Saturday, Sunday, Monday, Tuesday and Thursday are the best days (in descending order of popularity). Analytics are not available for Facebook Groups.
- **Use images and video as much as possible:** Facebook preferences posts that have video and images, which means more people are likely to see it. Use of images and video significantly increases reach and engagement
- **Content:** ask for likes, comments and shares, include a question in the post
- **Stay relevant:** while engagement with members is certainly encouraged, posts should be monitored and comments deleted that are off-topic, out of context, spam or otherwise promotional.
- **Keep it short.** Facebook doesn't have a character limit – but posts with less than 250 characters get 60 per cent more engagement.
- **Tag other accounts in your post**
- **Edgerank is the algorithm that Facebook uses to determine what posts appear on each individual user's newsfeed.** It is complex, with hundreds of thousands of highly-personalised factors – but the main ones are:
 - **Post** How good is this post? Are your followers engaging with it? If so, Facebook may decide to show it to more people.
 - **Type** Did your post include an image, video, and/or link? Facebook users tend to prefer posts that do.
 - **Time** How long since you posted it? Your average Facebook post has a half life of around 90 minutes – older than that and it's unlikely to be seen.
 - **Creator** How popular are your posts, with all of your followers, generally? Facebook looks at your past performance as a creator to determine how many people should see your future posts.
 - **Interest** How much does this particular follower like your posts, generally? If a user has a track record of engaging with your content, Facebook is likely to show them more of your posts in the future.

4.4 LinkedIn

LinkedIn is a business oriented social networks on the internet, mainly used for professional networking. Users set up a profile which includes information traditionally found on their CV. Users can join groups and follow other users to track their activity, such as updates and blog posts. There are over 400 million users in 200 countries as of October 2015.

Tips for LinkedIn:

- **Use links:** updates containing links get up to 45% higher engagement. *Double check links are correct and active before posting them.*
- **Post at popular times:** posts published between 5pm and 1am get 11% more interactions, Sundays get 25% more likes, shares and comments than Wednesday posts
- **Tag people or companies** to add authority to the post.
- **Use images and videos:** to draw attention to the post, YouTube video links generate 75% higher shared rate while interesting images generate 98% higher comment rate
- **Keywords:** LinkedIn relies on indexing key words to help power its search function. This helps users find content via groups that they want to engage with. Being very aware to insert important keywords consistently throughout posts is a good way to increase your visibility and readership;
- **Share as much relevant planning information as you can:** professionals thrive on timely information and the more information you can share - in a shareable format, like links and videos - the more they will return and engage with you.
- **Keep it interesting and short** – keep link titles under 70 characters, keep link descriptions under 250 characters, posts with a question receive up to 50% more comments
- **External factors that affect who sees a LinkedIn blog post.** These include:
 - Number of contacts you have on LinkedIn
 - Popularity of your topic
 - Strength of your headline
 - How many people are online when you publish the post

Note: anyone can post into the [Royal Town Planning Institute](#) and [RTPI Young Planners Network](#) groups (just make sure your post meets the criteria above)

4.5 Flickr

Flickr is an image and video sharing platform. The account provides an endless stream of images allowing the user's activities to be cultivated and curated. Most recent figures state there are over 87 million registered members and more than 3.5 million new images uploaded daily.

Tips for Flickr:

- **Files should be grouped into albums and ideally named.** This is time consuming but saves time later by not having to identify individuals later on. People like seeing themselves, and people they know in photos online.
- **Edit.** Instead of uploading every photo taken at an event, narrow it down to ten or twenty that are truly outstanding.
- **Remove location information from photographs.** Digital photographs can have a large amount of metadata along with each file (called EXIF data). This can include the date the picture was taken, what make and model of camera took the photo and location data. [Location information should be removed or disabled.](#)

4.6 Instagram

Instagram is an online mobile photo/video sharing and social networking platform that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr. There are over 300 million users as of December 2014.

Tips for Instagram:

- **Use interesting photos:** use filters, take fun photos, Instagram is more casual than other social media so don't use boring staged photos
- **Use hashtags, tag other users (where appropriate) and use the location:** this will increase engagement, likes and get the Instagram post in front of more users. Be creative with the hashtags.

4.7 YouTube

YouTube is a video sharing website. Users register on the site and can upload video. YouTube has 800 million unique users each month.

62% of Google searches include video results. Posts with videos attract three times more inbound links than plain text posts.

Tips for YouTube:

- **Videos (on planning) should be short** in order to maintain viewers attention
- **Links need to be well advertised** on other social media platforms, the website and e-newsletters to drive traffic to the video
- **Videos should be embedded, where appropriate, on the RTPI website**

4.8 Blogs

The RTPI has a [blog on its website](#). The blog is a place to float ideas, challenge accepted wisdom, and position the RTPI as a thought leader in planning. All blogs should contribute towards promoting the reputation of the Institute and planning generally.

How do I write a blog post?

A basic formula for structuring a post is:

1. Start by identifying an audience to read the post and the problem the post will solve
2. Write a compelling headline;
3. Write the hook;
4. Describe the problem the audience faces;
5. Provide analysis of the causes of that problem;
6. Offer a solution, preferably something unique and actionable;
7. End with a call to action.

Example (flooding)

- Basic idea: Our vulnerability to the recent floods reveals a lack of long-term thinking in politics, not in planning
- Headline/title: The floods – a failure of planning or politics?
- Hook: The havoc created by the recent floods has led many to focus on weaknesses in planning – but the underlying problem lies elsewhere...
- Describe the problem: Vulnerable communities, people made homeless, costs of the damage, only likely to increase with climate change
- Analysis: Lots of focus on building on flood plains but why are these vulnerable areas so popular? Problem lies in a long-term failure to plan the country spatially (growth, jobs, development, infrastructure etc.)
- 'Solution': We need long-termism in political decision-making, informed by some kind of long-term spatial planning authority or resource – mention Planning Horizons papers
- Call to action: With climate change and demographic pressures, we need long-termism – and we need it as soon as possible.

Posts don't always have to offer a specific solution – it can be enough to offer a new or different perspective on an issue, something that other commentators have missed, or to issue a challenge, or just to inform people about a problem.

How personal should a post be?

This often worries people. Writing for an organisation, a post shouldn't be very personal and should remain professional. Rather, the point is to try to be direct, interesting and engaging about a topic.

How long should a post be?

Around 800 words.

How do I make a blog post interesting?

- Consider *why you* care about a topic, and try to convey why the reader should as well;
- Preview your point or argument up-front – including in the title of the post;
- Avoid starting with “I went to an interesting event/read an interesting book recently...” (instead, start with the idea to grab the reader's attention, *then* mention the event/book);
- Think about the structure of the post – what will keep the reader reading it to the end?
- [9 useful tips for cutting and editing copy](#)

- Include lots of links to other blogs and copy on the RTPi website so that readers can get additional information if desired. Double check links are correct and active before posting them.

Tips for blogs:

- The blog should be written in such a way that there are engaging sentences that can be quoted on Twitter to help drive traffic, in addition to Canva image quotes to rouse users' interest in the blog (thinking about which sentences/quotes can be used to promote the blog is as important as the blog itself in order to drive people to it to read it).
- Embed videos and images in the blog which can be shared across social media channels to promote the blog and drive traffic to it
- Refer and link to related events at the end of the blog. Double check links are correct and active before posting them.
- Other interesting ideas on [things that can be embedded in a blogpost](#)

5. Glossary

Social media	Any web or app based tools that allow users to interact with each other in some way – sharing information, opinions, knowledge or interests online
Corporate social media account	One owned by the Institute and operated by a staff member or volunteer for the Institute. It only publicises content about the Institute, its work and related planning material. The account is bound by the Social Media Policy
Affiliated social media account	One which is owned and operated by a member of RTPI staff or volunteer. For example, many Policy/Research Officers have personal accounts which stated they are a 'RTPI Policy Officer'. The account is bound by the Social Media Policy.
Personal social media account	One owned and operated by a member of RTPI staff or a volunteer which is not used for RTPI purposes and does not identify them having any connection with the RTPI. If a social media account identifies a connection with the RTPI then it is treated as an affiliated account.
Owner (of social media account)	Staff member who has ownership of a social media account, they manage it as well or have delegated management to another member of staff or volunteer
Manager (of social media account)	Staff member or volunteer who manages the day to day activity of a social media account
Engagement	Engagement is a measure of the percentage of people who saw a post that reacted to, shared, clicked or commented on it.

6. Appendix

6.1 Corporate RTPI Social Media accounts

Channel	Account name
Twitter	@RTPIPlanners
Twitter	@RTPIPres
Twitter	@RTPICymru
Twitter	@RTPI_North_East
Twitter	@RTPI_Yorks
Twitter	@eastmidsRTPI
Twitter	@RTPI_LONDON
Twitter	@RTPIEastofEng
Twitter	@RTPIScotland
Twitter	@RTPINI
Twitter	@RTPINW
Twitter	@RTPISouthEast
Twitter	@InternatRTPI
Twitter	@RTPISouthWest
Twitter	@RTPIWestMids
Twitter	@RTPIIreland
Twitter	@rtpiconferences
Twitter	@rtpiknowledge
Twitter	@PlanningAid_NE
Twitter	@PlanningAidEng
Twitter	@planningaidscot
Twitter	@planningaid
Twitter	@Planaidlondon
Twitter	@RTPIYPs
Twitter	@RTPINIYP
Twitter	@YPCymru
Twitter	@NWYoungPlanners
Twitter	@NEYoungPlanners
Twitter	@Goodplanning
Twitter	@SWYoungPlanners
Twitter	@YPWestMidlands
Twitter	@YORnet2013
Twitter	@YORnetRTPI
Twitter	@YPYorks_YORnet
Twitter	@surreyyoungplan
Twitter	@RTPISCYPN
Twitter	@ThamesValleyYP
Facebook	Royal Town Planning Institute
Facebook	RTPI Young Planners Network
Facebook	Royal Town Planning Institute (RTPI) Northern Ireland
Facebook	RTPI Cymru
Facebook	RTPI London
Facebook	Rtpi North East
Facebook	RTPI Kent Young Planners
Facebook	RTPI NW
Facebook	RTPI NW Events

Facebook	RTPI East of England
Facebook	RTPI North West Young Planners
Facebook	RTPI North West Young Planners
Facebook	East Midlands Young Planners
Facebook	Northern Ireland Young Planners
Facebook	Scottish Young Planners' Network
Facebook	North East Young Planners
LinkedIn	Royal Town Planning Institute (RTPI)
LinkedIn	Royal Town Planning Institute
LinkedIn	RTPI Young Planners Network
LinkedIn	RTPI Scotland
LinkedIn	RTPI International
LinkedIn	NSW Branch of the RTPI (Pommie Planners)
LinkedIn	RTPI London
LinkedIn	RTPI West Midlands
LinkedIn	RTPI South West
LinkedIn	RTPI North East Group
LinkedIn	South Coast Young Planners Network
LinkedIn	The Planner Think Tank
LinkedIn	Young Planners Cymru
LinkedIn	RTPI Health and Planning Discussion Group
LinkedIn	RTPI-TPS Transport Planning Network
LinkedIn	Royal Town Planning Institute (RTPI) Associate Portfolio Group
Blog (wordpress)	South West Young Planners
Blog (wordpress)	Royal Town Planning Institute Scotland
Blog (wordpress)	RTPI East of England
YouTube	planningrtpi
YouTube	theRTPI
Blog (wordpress)	RTPI London

7. Resources

Amnesty International: [Social media activism, a guide to online change-making](#)

Cabinet Office: [Social media guidance for civil servants: October 2014](#)

Facebook: [Facebook pages](#)

Twitter: [Getting started with Twitter](#); [Twitter glossary](#)

<http://www.allthingsic.com/smpolicy/>