

Draft Guidelines for the Operations of the APFF Twitter Account

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Overview:

The APFF Twitter Account (*the Account*) is a social media tool to support APFF's goal of accelerating policy and regulatory reforms and capacity building in APEC member economies to develop and integrate the region's financial markets and services. It seeks to do this by making APFF and its activities known on an ongoing basis to a large number of current and potential supporters and collaborators, who make up the majority of key stakeholders in the region – finance and other relevant ministries, central banks, financial and other relevant regulatory bodies, international standard setting bodies – as well as mass and social media institutions, relevant industry bodies and firms, academic institutions and opinion leaders and others who can support APFF in attaining its goal.

Following are the social media priorities guiding the use of the Account:

1. Explain what the APFF is and the role of the APFF in ABAC and APEC.
2. Highlight APFF's activities that support its goal of accelerating policy and regulatory reforms and capacity building in APEC member economies to develop and integrate the region's financial markets and services.
3. Develop general awareness of APFF and positioning and promoting it as an important forum for public-private interaction to progress policy discussions in financial services.
4. Promote events that the APFF is involved in and reflect well its above-mentioned goal.

User name:

To be decided and coordinated with APEC Secretariat.

Usage:

As Twitter has great potential for rapidly communicating messages to a huge number of people, it also carries significant reputational risks if not carefully managed. In addition to protecting the Account with a strong password, guidelines on its operations have been conservatively set at this time. These guidelines will be reviewed at a future date and adjusted if needed based on experience. To maximize the benefits and ensure the proper operations of the Account, the following guidelines will be followed:

- 1) *Content and frequency of tweets.* The Account will only contain matters related to official APFF business, which can include references to online materials and news related to APFF, and photos from official APFF events. It will, for example, not include social events involving people associated with APFF. It will also adhere to the APEC Social Media Guidelines, the APEC Publication Guidelines,¹ and all other relevant APEC guidelines and practices, including with respect to APEC nomenclature, copyrights and APEC's nature as an economic and non-political forum. At the initial stage, the Account will focus on posting objective material such

¹ Link to APEC Publication Guidelines:

http://www.apec.org/~media/Files/AboutUs/PoliciesandProcedures/Publications/APECPubs_guide_Oct16.pdf.

as events, reports and milestones rather than putting forward potentially contentious views. It is expected at this stage that the frequency of tweets and retweets will be limited to a manageable level that can facilitate effective management and oversight. A review of using the twitter platform will be undertaken at an appropriate time.

- 2) *Style and format.* All tweets are to be written in an appropriate and professional manner conducive to the media outlet, if possible with a link to the APFF website. Tweets should #hashtag relevant and trending topics and if possible try to include a hashtag with the APFF's username in the tweet to further drive online traction.
- 3) *Management.* The Account is under the authority of the APFF Chair and will be managed by the APFF Coordinator. The APFF Chair has the authority to approve every tweet, retweet and message from the Account, but may delegate this responsibility to the Coordinator under his supervision, who will also keep the Chair updated on an ongoing basis.
- 4) *Followers.* The Account will be pre-set as a protected Twitter account, i.e., only people who apply and are approved by the Chair can be permitted to follow and see the tweets from the Account. Sherpas and work stream members are encouraged to identify and encourage persons who are target audiences of APFF or who can significantly help spread APFF's message to apply to follow APFF on Twitter. Among those who will be invited to be followers of the Account are the following:
 - a) APFF sherpas and work stream members;
 - b) APFF work stream participants (representatives of firms, industry associations, international and regional public and private institutions, academic institutions, regulatory bodies and government ministries and agencies, among others);
 - c) ABAC members and staffers;
 - d) Participants in APEC fora, especially those collaborating directly with APFF;
 - e) Participants in international and regional (Asian, Oceanian, Russian and North/Latin American) associations, institutions and initiatives whose work intersects with the work of APFF (e.g., ASEAN, Pacific Alliance etc.);
 - f) Global and regional firms, associations and institutions that are potential participants in APFF work streams or supporters of APFF's work;
 - g) Mass/social media firms and journalists with interest in issues related to APFF's work; and
 - h) Any other individuals and institutions that the APFF Chair deems important to include among the Account's followers.
- 5) *Retweeting of APFF tweets by followers:* Followers are highly encouraged to retweet the APFF tweets to their own followers. At the initial stage, they are also encouraged to add comments, following the guideline #1 on content of tweets. It is suggested that users keep their comments objective while becoming familiar with how Twitter works, and later move to expressing views and supporting other views. #Hashtagging is encourage to drive traction so that tweets have a higher chance of showing up in other users' twitter feeds.
- 6) *Retweeting from the Account – activities of APFF work streams:* Sherpas of APFF work streams and sub-streams are invited to tweet about their group's activities using their own Twitter Accounts and request that these be retweeted from the APFF Twitter Account.² Sherpas could also request the Account to retweet items

² To enable the Account to retweet an item tweeted by a Sherpa, the Sherpa must first allow the APFF

written by others (e.g., their work/sub-stream members) about activities of their work or sub-streams. To ensure integrity and cohesiveness of each work/sub-stream, all requests for retweets about work/sub-stream matters should be initiated by or channeled through their respective Sherpas, who are to ensure that all their external communications are consistent with what their work/sub-stream has agreed upon. Sherpas shall send all such requests for retweets to the Coordinator.

- 7) *Retweeting from the Account – information not specific to APFF work streams:* Other information appearing on Twitter that refer to APFF (e.g., references to news or materials available related to APFF, comments about APFF from officials) or reinforce APFF's messages may be considered for retweeting from the Account. In these cases, the APFF Chair may authorize the Coordinator to retweet these items.
- 8) *Focus on quality, not quantity.* In requesting retweets from the Account, Sherpas are strongly encouraged to exercise their good judgment and focus on quality rather than quantity, avoiding excessive requests for retweeting that can place an unnecessary burden on the time of the Account manager as well as of readers.

APPENDIX: Glossary of key Twitter terms

(From The Twitter Glossary at <https://support.twitter.com/articles/166337>)

@	The @ sign is used to call out usernames in Tweets: "Hello @twitter!" People will use your @username to mention you in Tweets, send you a message or link to your profile.
@username	A username is how you're identified on Twitter, and is always preceded immediately by the @ symbol. For instance, Katy Perry is @katyperry
#	A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic
follow	Subscribing to a Twitter account is called "following." To start following, click the Follow button next to the user name or on their profile page to see their Tweets as soon as they post something new. Anyone on Twitter can follow or unfollow anyone else at any time, with the exception of blocked accounts. See "block."
follower	A follower is another Twitter user who has followed you to receive your Tweets in their Home stream.
like	Liking a Tweet indicates that you appreciate it. You can find all of your likes by clicking the likes tab on your profile
mention	Mentioning other users in your Tweet by including the @ sign followed directly by their username is called a "mention." Also refers to Tweets in which your @username was included.
profile	Your profile displays information you choose to share publicly, as well as all of the Tweets you've posted. Your profile along with your @username identify you on Twitter.
protected Tweets	Tweets are public by default. Choosing to protect your Tweets means that your Tweets will only be seen by your followers.
Retweet (n.), RT	(n) A Tweet that you forward to your followers is known as a Retweet. Often used to pass along news or other valuable discoveries on Twitter, Retweets always retain original attribution. (v) The act of sharing another user's Tweet to all of your followers by clicking on the Retweet button.
timeline	A timeline is a real-time stream of Tweets. Your Home stream, for instance, is where you see all the Tweets shared by your friends and other people you follow.
trend	A Trend is a topic or hashtag determined algorithmically to be one of the most popular on Twitter at that moment. You can choose to tailor Trends based on your location and who you follow.
tweet	(n.) A Tweet may contain photos, videos, links and up to 140 characters of text. (v) The act of sending a Tweet. Tweets get shown in Twitter timelines or are embedded in websites and blogs.