

# **@TroveAustralia Twitter Feed Norms of Practice**

## **1.1.1 Tone & general approach**

- All tweets are to be phrased in a personable, informal and respectful way.
- Use the active tense wherever possible. Using the pronoun “we” to describe the team of tweeters is appropriate.
- Humour is highly valued by the Twitter community – be funny sometimes!
- Irreverence for institutions and prominent persons is ok in most circumstances. Disrespect is not. If any staff member is in doubt about the line (and everyone will be sooner or later), check with a colleague, and perhaps the co-ordinator.
- Use abbreviations sparingly, and stick to common or highly intuitive ones. Punctuate properly wherever possible.
- Smilies can be appropriate to convey tone in replies, but try to avoid them in broadcast tweets.

## **1.1.2 Topics to cover**

- Over the course of a week, Trove tweets should reflect a diversity of: humour; serious topics; significant resources; historical events; newsworthy events; and topics popular on Twitter.
- Tweeting on controversial topics (inc., but not limited to, religion and politics) is welcome. However, offering an opinion is not. Stick to linking to resources. Again, ask for advice if in doubt.

## **1.1.3 Responding**

- All tweets addressed to @TroveAustralia should be responded too within a single working day.
- Tweets critical of Trove should be responded to as soon as possible, and always within a single working day, even if not addressed to @TroveAustralia.
- Praise of Trove should be acknowledged as soon as possible, whether addressed to Trove or not.
- Questions about Trove should be answered as soon as possible. If it is not possible to answer the question in 140 characters (link to Trove help if possible!), respond to the questioner publicly acknowledging the q, and contact them privately to arrange how to answer the q.
- Common questions to Trove can be answered by placing a . in front of the questioners handle, or restructuring the question, so that the response is visible to all Trove followers.

## **1.1.4 Sharing (Re-tweeting)**

- Significant news and projects involving Trove should be re-tweeted. If it is not possible to re-tweet, summarise the news/link and credit the original source in a @TroveAustralia

tweet. It is a breach of Twitter protocol to forward links without crediting.

- Don't retweet non-Trove related tweets unless in exceptional circumstances (e.g. an arrangement with a stakeholder). This call should be made by the co-ordinators in conjunction with the Trove manager.