



Work instructions

Title: Using the Agency's Twitter channel		
Applies to: S-CO-COM		
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Lead Author	Approver	Effective Date: 27-Feb-2014
Name: Christopher Gadd	Name: Martin Harvey	Review Date: 27-Feb-2017
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1. Changes since last revision

Minor updates to reflect changes in Agency structure and working hours, and Bitly functionality.

2. Records

When completed and approved the original, signed hard copy of the WIN is filed in the IQM Manual master file.

Electronic copies are saved in the DREAM folder labelled *0001 – 0999 EMA (cross-Agency).
The folder path is: Cabinets/Old EDMS Structure/ IQM/ 02 IQM Manual/ SOPs and Work Instructions/*0001 – 0999 EMA (cross-Agency).

3. Instructions

The Agency's Twitter name is **EMA_News**. Communication Service staff (S-CO-COM) are responsible for tweeting on this channel. Only S-CO-COM staff are allowed to tweet in the name of the Agency.

Login details for Twitter, Bitly and Twitalyzer are communicated to authorised staff by email and are confidential.

3.1. Tweeting content from the Agency's website

Since November 2009, the Agency has been tweeting all press releases and news items as soon as they are published. Job advertisements were added in December 2012 and other items in April 2013.



In total, the following are sent out via Twitter at the time of publication:

- all news and press releases;
- all job advertisements;
- finalised versions of guidelines (scientific and regulatory & procedural);
- all public consultations;
- all new human medicines (version 0 European public assessment reports);
- events that are open for anyone to attend.

Also, each Friday, a tweet is sent out announcing the committee meetings whose outcomes will be published in the following week as highlights or a press release. These currently include the Committee for Medicinal Products for Human Use (CHMP), Committee for Medicinal Products for Veterinary Use (CVMP) and the Pharmacovigilance Risk Assessment Committee (PRAC).

Step	Action	Responsibility
1.	Inform the S-CO-COM staff member responsible for Twitter of an upcoming item to tweet and the approximate publishing time.	Press officer, web editor or web publisher
2.	Open the internet browser and navigate to Bitly (http://bit.ly/).	S-CO-COM staff member responsible for Twitter
3.	Enter the login details and sign in. You will be taken to the Bitly home page.	S-CO-COM staff member responsible for Twitter
4.	As soon as the item to tweet has been published, navigate to it on the Agency's corporate website (www.ema.europa.eu) and copy the full URL.	S-CO-COM staff member responsible for Twitter

Step	Action	Responsibility
5.	<p>In Bitly, paste the URL into the box called "paste a link here to shorten".</p> <p>On the next pop-up window, click 'share'. Write a tweet in the box, based on the text of the published content. Write it in the first person, followed by a colon, a space and the link to the content. Note that there is a limit of 140 characters per tweet. Precede key words, such as disease and medicine names with '#'. Examples of tweets include:</p> <ul style="list-style-type: none"> We're extending our pilot of electronic application forms to all #veterinary medicine applications next week: http://bit.ly/IfO4mX We've recommended the authorisation of #Forxiga, a novel treatment for type-2 #diabetes: http://bit.ly/JnO3cg We're recruiting a #pressofficer. Full details on our website: <BITLY LINK> 	S-CO-COM staff member responsible for Twitter
6.	Click 'tweet' to send the tweet out on Twitter.	S-CO-COM staff member responsible for Twitter
7.	On the next morning or afternoon (whichever is earlier) send a second tweet on the same topic. To do this, log into Twitter (https://twitter.com/) and click 'compose new tweet'. Write a new tweet in the dialogue box. Use different wording to the previous tweet but copy the same, shortened link.	S-CO-COM staff member responsible for Twitter
8.	<p>For job advertisements and public consultations, send a pair of reminder tweets at the following times:</p> <ul style="list-style-type: none"> two weeks before the deadline; one week before the deadline; one day before the deadline. 	S-CO-COM staff member responsible for Twitter

3.2. Following other Twitter users

The Agency is currently following a number of other Twitter users, chosen as they are users who are known and trusted by the Agency. These include the official Twitter feeds managed by:

- European Union bodies, including other agencies;
- Medicines regulatory authorities and national health bodies in European Union Member States;
- Regulators outside the EU with whom the Agency has an established relationship (see http://www.ema.europa.eu/ema/index.jsp?curl=pages/partners_and_networks/general/general_content_000214.jsp&mid=WC0b01ac058003176d);


- Patient, consumer and healthcare-professional organisations officially involved in the Agency's activities (see http://www.ema.europa.eu/ema/index.jsp?curl=pages/partners_and_networks/q_and_a/q_and_a_detail_000082.jsp&mid=WC0b01ac0580035bf2 and http://www.ema.europa.eu/ema/index.jsp?curl=pages/partners_and_networks/q_and_a/q_and_a_detail_000130.jsp&mid=WC0b01ac05805c0cad);
- Staff members and Agency experts who regularly write tweets promoting the work of the Agency, if appropriate.

Step	Action	Responsibility
1.	During office hours, keep track of activity on the Agency's Twitter channel using TweetDeck (downloadable for free from http://www.tweetdeck.com/). Office hours are 8.30am to 6.00pm Monday to Friday, excluding Agency holidays.	S-CO-COM staff member responsible for Twitter
2.	Consider following any Twitter users who are known by and can be trusted by the Agency. Do not consider following pharmaceutical companies, media outlets or for-profit organisations. If in doubt, discuss the decision with the Web Manager or the Head of Communications.	S-CO-COM staff member responsible for Twitter
3.	To begin following another user, click on their username in Twitter or TweetDeck and click 'follow'.	S-CO-COM staff member responsible for Twitter

3.3. Retweeting

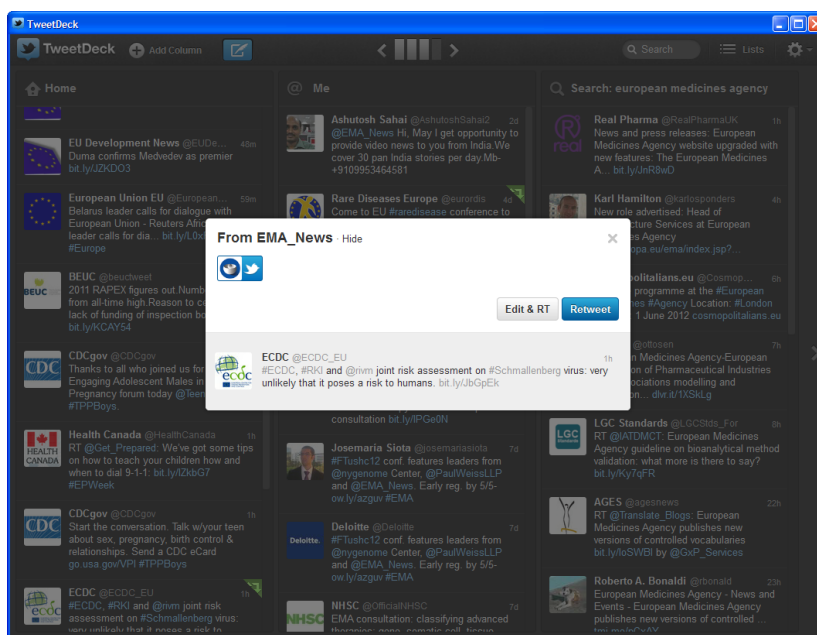
Since March 2012, the Agency has been retweeting tweets from trusted sources. This enables tweets composed by other users to be forwarded to the Agency's Twitter followers.

Step	Action	Responsibility
1.	During office hours, keep track of activity on the Agency's Twitter channel using TweetDeck (downloadable for free from http://www.tweetdeck.com/). Office hours are 8.30am to 6.00pm Monday to Friday, excluding Agency holidays. Log into the Agency's Tweetdeck account.	S-CO-COM staff member responsible for Twitter

Step	Action	Responsibility
2.	<p>Consider retweeting any tweets that come from one of the Agency’s trusted sources. Only choose tweets that come from accounts that the Agency follows and that are judged to be of interest to our key stakeholders on Twitter (European pharmaceutical and other technical audiences).</p> <p>For example, the European Centre for Disease Control and Prevention’s (ECDC’s) tweet on Schmallenberg virus was retweeted:</p>	S-CO-COM staff member responsible for Twitter
	 <p>The image shows a screenshot of a tweet from the account ECDC (@ECDC_EU). The tweet text reads: "#ECDC, #RKI and @rivm joint risk assessment on #Schmallenberg virus: very unlikely that it poses a risk to humans. bit.ly/JbGpEk". The tweet includes icons for reply, retweet, and favorite, along with a 'More' link. The ECDC logo is visible on the left side of the tweet.</p>	
	<p>Take a cautious approach to retweeting. Never consider retweeting tweets that are critical or promotional in nature. Do not retweet tweets that are themselves retweets from organisations or individuals that the Agency does not know or trust (see section 3.2. above).</p> <p>If in doubt, discuss the decision with the Web Manager or the Head of Communications.</p>	

Step	Action	Responsibility
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| 3. | To retweet tweets in English, click on the double arrow icon at the top of the tweet and click 'retweet': | S-CO-COM staff member responsible for Twitter |
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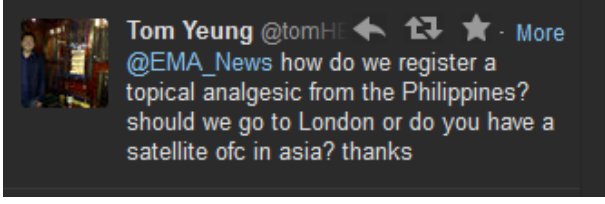


A green icon appears in the top right corner to indicate that the tweet has been sent to all of the Agency's followers:



To retweet tweets in other languages, click on 'Edit & RT'. Translate the original tweet into English (using Google Translate if necessary) and replace the foreign-language text before clicking 'tweet'.

3.4. Replying to direct questions, comments and messages

Step	Action	Responsibility
1.	<p>Keep track of direct questions and comments and direct messages arriving via twitter. Direct messages will appear in Tweetdeck in the column '@ Me' and will include '@EMA_News' within the body of the tweet, e.g.:</p>  <p>Tom Yeung @tomHL @EMA_News how do we register a topical analgesic from the Philippines? should we go to London or do you have a satellite ofc in asia? thanks</p>	S-CO-COM staff member responsible for Twitter
	<p>Direct messages are not visible in Tweetdeck but will be accompanied by an email to press@ema.europa.eu (as are all tweets including '@EMA_News').</p>	

Step	Action	Responsibility
2.	If the question, comment or message requires an answer, and the answer is available on an existing page on the Agency's website, reply by writing a brief response and supplying a link to the page in question. Shorten the link using Bitly (see section 3.1 above), e.g.:	S-CO-COM staff member responsible for Twitter



If the comment or question requires an answer but cannot be answered by an existing page on the Agency's website, reply by writing a message such as:

- Thanks for your message. Please send your query to us at <http://bit.ly/X4IXwT> so that we can reply to you directly.

If the comment or question is providing simple feedback that does not require an answer, consider replying by thanking the user for their feedback, e.g.:



To reply to a tweet, click the back arrow at the top above the text:



3.5. Other activities

The Twitter account can also be used in the following situations after discussion within S-CO-COM and as part of an agreed communication plan:

- During an Agency-organised event or workshop, to promote the discussions and deal with incoming questions. Consider setting up and promoting a hashtag (e.g. #ctdata) before, during and after the event;
- During a business-continuity or emergency situation in order to transmit messages quickly on behalf of the Agency.