

PPTA presence in social media: guidance for PPTA activists

"Social media is not about the exploitation of technology but service to community" - Simon Mainwaring

PPTA is becoming more active in social media. The official PPTA social media voices include:

Twitter -

[@PPTAWeb](#) - The main twitter account for PPTA

[@PPTANews](#) – Twitter account for PPTA News

[@PPTA_PIU](#) - for the professional learning voice

[@PPTA_NETs](#) – NETs twitter account

Facebook-

[NZPPTA](#) - the public facing Facebook page .

[PPTA Women](#) - the Facebook community which has a growing following

[NETs Facebook group](#) – great interaction in a more private forum.

Also branch and interest group Facebook pages such as:

[Western Bay of Plenty PPTA](#)

[Massey High School PPTA](#) and

[PPTA Pasifika](#)

Some staff and members use their personal Twitter accounts to extend the PPTA voice, in a considered and informal way, to wider networks. Twitter accounts such as @ThomasHaig, @SeaMunchkin, and the president @AS_Roberts.

PPTA staff and guests also regularly blog on the Pigeonhole blog

<http://ppta.org.nz/resources/ppta-blog>

PPTA has, but is yet to properly develop, a Google+ account and a Pinterest account. There are probably other platforms that we will need to consider developing over time. The use of social media – as a communications, marketing, public relations and research tool can be very resource intensive.

If your school or group has created a PPTA social media account/site please let us know ☺.

PPTA policy provides the context for PPTA voice

PPTA policy - our position on issues - is directed by the PPTA constitution.

PPTA constitution:

1. To advance the cause of education generally and of all phases of secondary and technical education in particular.
2. To uphold and maintain the just claims of its members individually and collectively.
3. To affirm and advance Te Tiriti O Waitangi.
4. Fourth Schedule - Code of Ethics

Alongside the constitution PPTA positioning is decided by Annual Conference, PPTA Executive decisions and via our Collective Agreements.

PPTA is not aligned to any political party.

Social media - Potential and Risks

The potential of social media includes opportunities to:

- Distribute our messages more widely
- Increase engagement – with members and the wider public
- Raise awareness
- Build credibility (accountability, transparency)
- Improve consultation
- Build networks
- Improve responsiveness
- Monitor opinion
- Increase our information sources

There are risks, including that of being misunderstood or misrepresented - and of crossing personal and professional 'boundaries'.

Social media is a public forum: things written cannot be unwritten, and on the web a mistake or a mis-type can live for a very long time, reputations are easily damaged.

Social media responsibilities

The official PPTA accounts have the responsibility of delivering and supporting the PPTA message as well as trying to leverage, for PPTA, the potential opportunities that social media provides.

The golden rule for all social media users, official and personal accounts, is - do not say anything on social media that you would not say on any other public (broadcasting to the world) channel.

Promoting PPTA using social media

If you are intending to use social media remember to update regularly or it is not worth doing at all – tailor frequency, length and type of updates to audience needs and expectations.

Share interesting content e.g. media articles, blogs, (check content is appropriate and not counter to PPTA policy).

Be politically impartial. PPTA has a view on the policy - not the political party.

Take into account cultural sensitivities and avoid posting anything that could be considered offensive by anyone who may see your post.

Debate is good; a protracted online argument is not. Watch out for trolls.

“Play the ball not the person” – do not make personal attacks.

Do not post or share anything which breaches Copyright or that could be construed as advertising or promoting a commercial company.

Social media oops

If a mistake is made the guidelines are:

Delete the post and apologise for the mistake, explaining that the material was posted by mistake and is not an official view.

Post the correct information if the mistake was factual, making clear what you've corrected.

If it relates to PPTA let National Office – your DGS or the communications advisors – know, and seek advice on further handling.

Contact can be by email enquiries@ppta.org.nz, telephone 04-384-9964, text 021-541-261, or via social media (ask us to get in touch), or use a direct / private message (DM on Twitter) (PM on Facebook).

Personal social media accounts

The personal accounts of staff and elected PPTA positions may wish to consider the following:

Your profile could state that you work for / are a representative of PPTA but your profile should then state your views are personal and do not necessarily represent the views of PPTA.

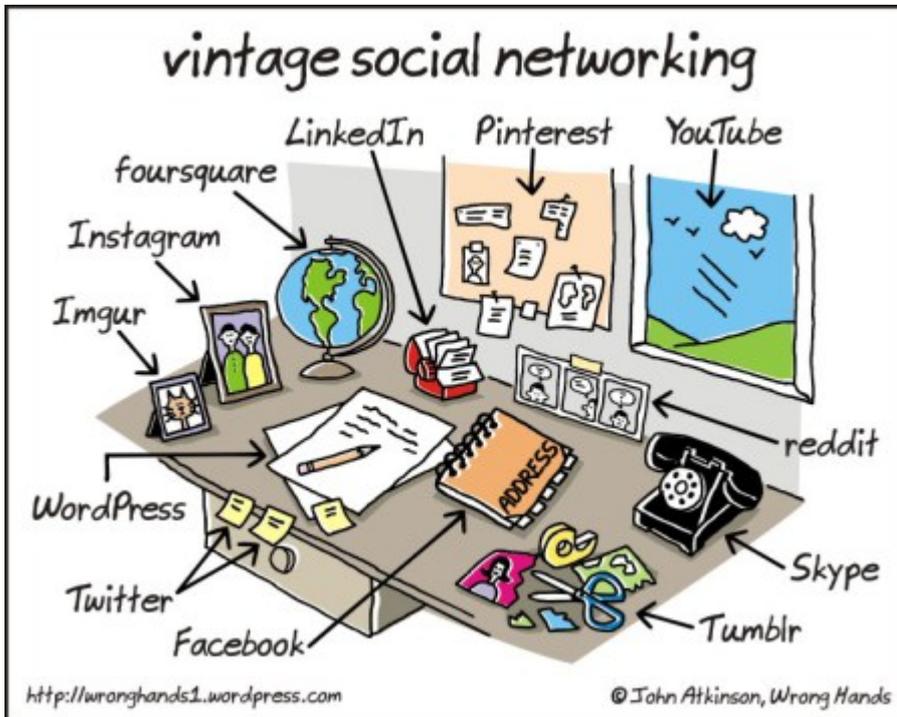
Personal accounts should not be used for making PPTA policy announcements.

If PPTA is the topic of conversation be politically impartial and credible. Remember once you are linked to PPTA your posts will have an impact on readers' views of PPTA representatives and PPTA work.

As our communications advisors say, “you can still bitch about the prat that parked in the cycle lane but personal abuse against the minister of education could be used against us.”

You should feel free to forward queries and snippets that you think should have a PPTA response. Forward to the PPTA communications advisors (or the staff member who has that area of responsibility in their job description). You could do this by private message channels or via email or by simply tweeting @PPTAWeb or using a hashtag #PPTA.

Most of all, enjoy the conversations, 'meeting' people you might otherwise have never met, and the development of a variety of personal and professional networks.



Artist [John Atkinson](#) Check out the [Wrong Hands](#) blog for additional comics.

Postscript

If you are seeking general guidance for digital communications check the ICT advisory committee guidelines:

[PPTA Digital Communication](#) (2014)