

Using Web 2.0 to increase collaboration between government & citizens

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& *formerly* UK Gov
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Engagement

15 Sep 2011

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The Power of Information:

An independent review by
Ed Mayo and Tom Steinberg

*This report reflects the views of the external authors
and is not a statement of government policy.*

June 2007

Power of Information Taskforce Report ^{beta}

The Report

[Introduction](#)

[Executive Summary](#)

[Helping people online where they seek help](#)

[Innovate and co-create with citizens online](#)

[Open up the policy dialogue online](#)

[Reform geospatial data](#)

[Modernise data publishing and reuse](#)

[A modern capability](#)

[Recommendations](#)

About this site

[Welcome](#)

Welcome



Welcome to the report of the Power of Information Taskforce. We are publishing this report in beta before we hand it in formally to the Government. We wanted to give the the community that has contributed to the Taskforce's work the chance to make suggestions while the report is in draft. The report will be here for comment for two weeks. We shall make small improvements as we go along. Then we shall consider the views raised, adapt the report if we think it helps makes the case to the Government and hand it in to the Cabinet Office. So please go ahead and comment.

You can see Richard Allan discussing the Power of Information work on [Youtube](#).

Recent commenters:

[General comments by Public Strategy \(Feb 6\)](#)

["Readerly texts and writerly texts... All in all, this is a spl..."](#)

[Constant innovation and staying up to speed with new ideas by Steph Gray \(Feb 5\)](#)

["Based on the response to Show Us A Better Way and this document, it would be wis..."](#)

[Recommendation 11 by Wikinomics » Blog Archive » Power of Information Task Force releases its report \(in beta\) \(Feb 5\)](#)

["\[...\] is accessible public data, unrestrictive licensing regimes, and open APIs ..."](#)

[Summary by Des McConaghy](#)

<http://webarchive.nationalarchives.gov.uk/20100413152047/http://poit.cabinetoffice.gov.uk/poit/>




26 recommendations; 4 key themes

- **Open information.** To have an effective voice, people need to be able to understand what is going on in their public services...
- **Open feedback.** Give the public a fair say about their services, and listen to what they say
- **Open discussion.** Greater engagement with the public through more interactive online consultation and collaboration...
- **Open innovation.** We will promote innovation in online public services

Releasing Public Sector Information

Freeing data: the data.gov.uk programme


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Opening up government

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Data unlocking service



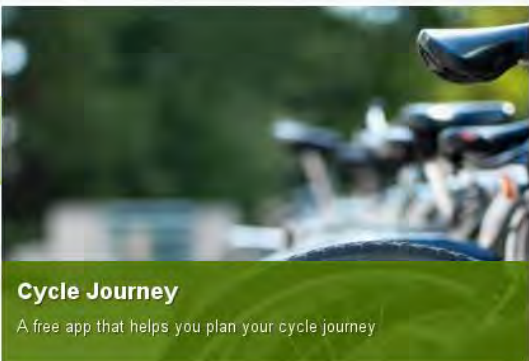
Cycle Journey



Emissions data - Defra data



Renewable Energy Map







Cycle Journey
A free app that helps you plan your cycle journey

Over 6,200 datasets to view


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Who's who in Government and where does the money go? Follow these links to find the data that opens it all up.

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Looking for something specific, or just want to know more about how Government spends your money? You'll find datasets here to help you get answers.





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Tags

Can't decide where to start? You can browse the data by clicking on popular topics. Try one of the tags here to find what you're most interested in.

health (2,296)

care (1,630)

transparency (1,530)

communities (1,318)

health-and-social-care (1,208)

child (1,208)

children (1,134)

local-government (1,134)

6

In the first two years of data.gov.uk we

- established data.gov.uk - regularly extended
- established public data principles
- made over 7100 datasets available
- released 37 GB of geographical reference data
- introduced new Open Government Licence
- established common Government transparency for salaries, spending, contracts and tenders
- supported a growing flow of applications

Clear, common, licensing approach



Open Government Licence for public sector information

delivered by
The National Archives

[Back to The National Archives](#)

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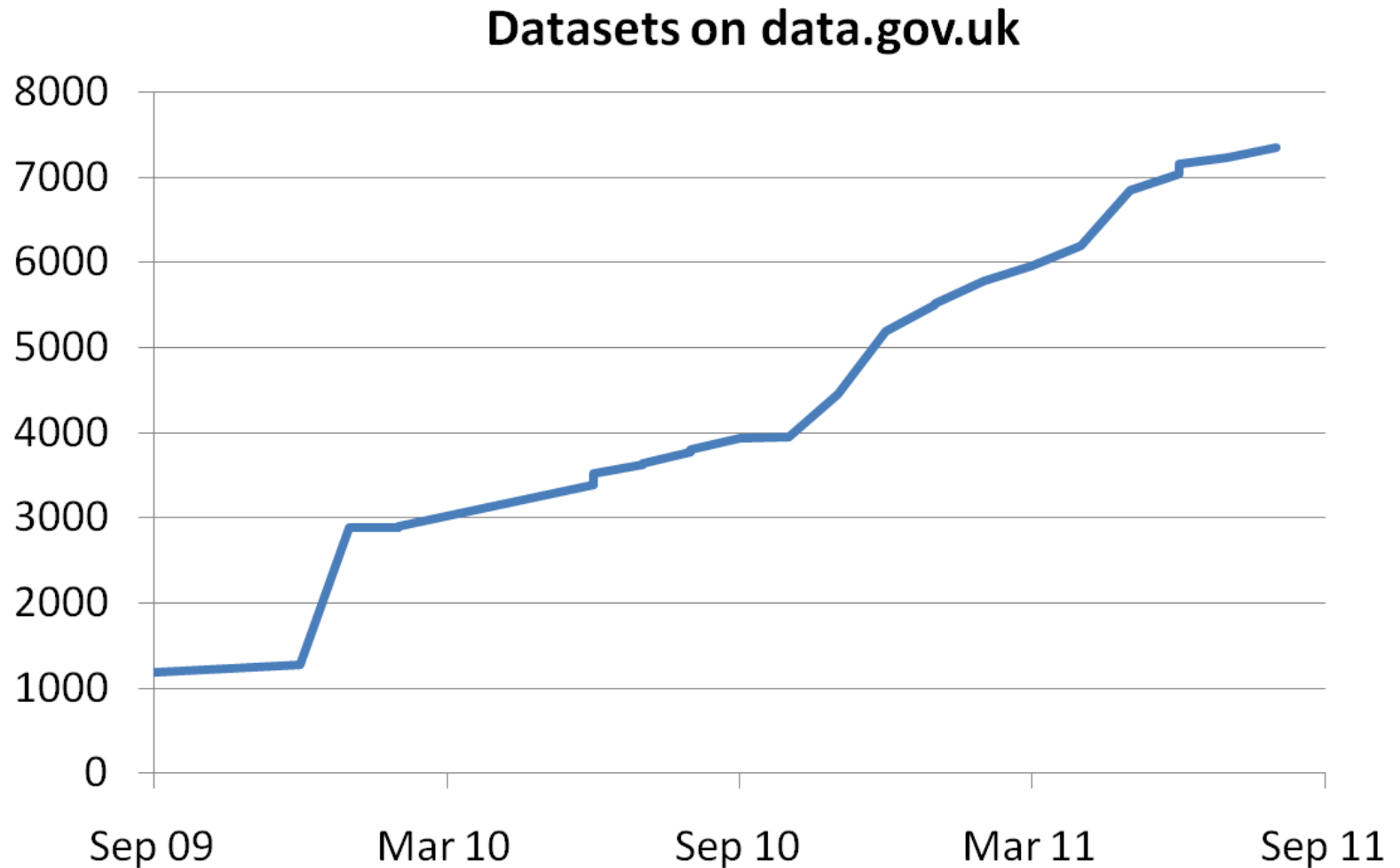
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Economic Innovation and Growth

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WITHOUT COMPROMISING
FRONT-LINE SERVICES

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Profile your spend to find savings, identify opportunities to aggregate...

Transparency

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Performance

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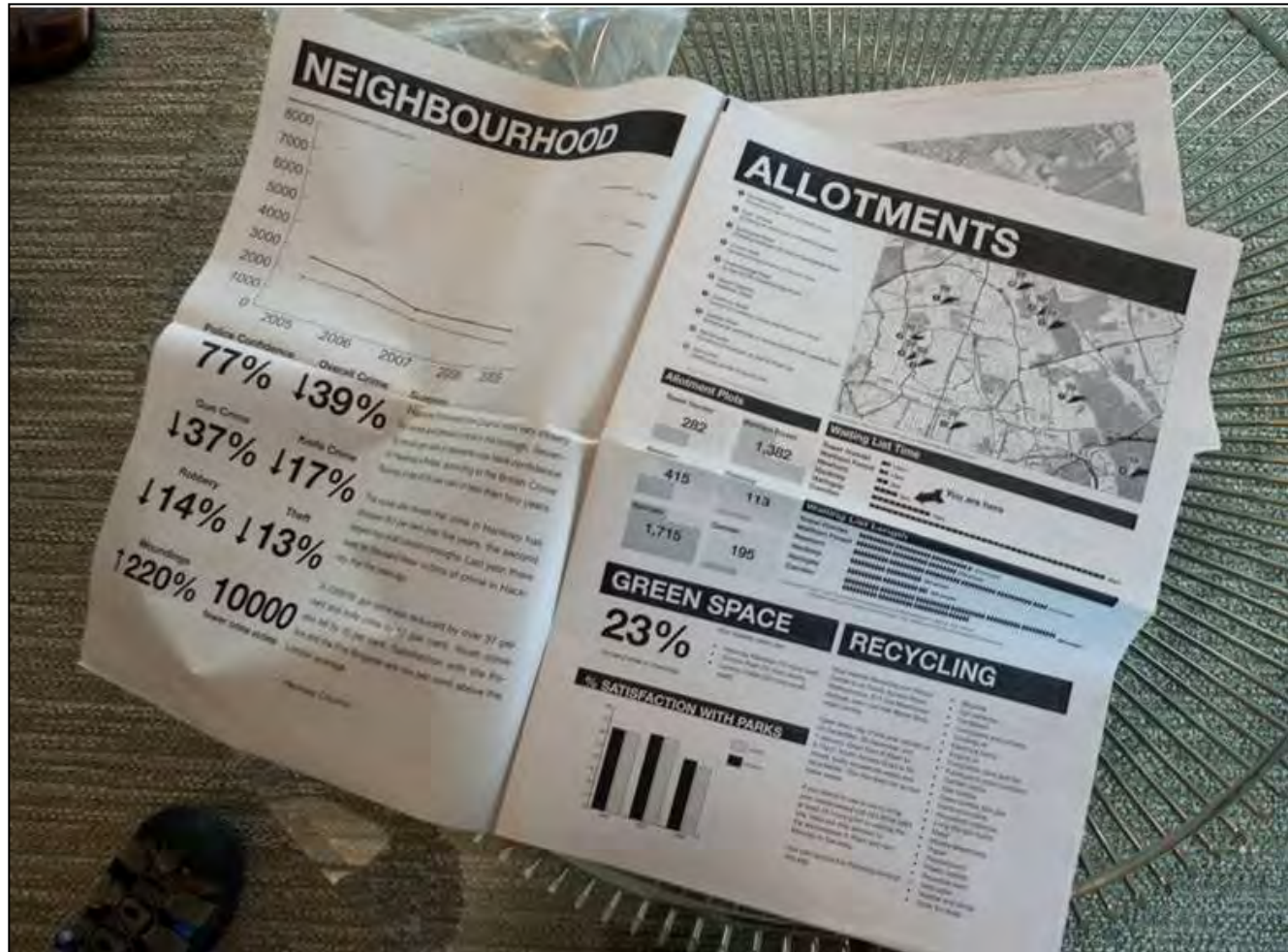
Sustainability

Measure and manage CO₂ in the supply chain...


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Civil Society and Social Value




Improving Public Services

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Enter a search term

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 **Royal Cornwall Hospital (Treliske)**
Treliske, Truro, Cornwall, TR1 3LJ
01872 250000


Visit our website
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What people say about this hospital
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Showing 11 - 15 Of 125 [< Previous 5](#) Page 3 of 25 [Next 5 >](#)


bril
Anonymous visited Dentistry and orthodontics services in January 2009

Overall rating
 I would recommend to a friend

The environment where I was treated was...
 clean

The hospital staff worked well together...
 all of the time


I was treated with dignity and respect by the hospital staff...
 all of the time


I was involved with decisions about my care...
 most of the time

What I liked
i enjoyed where the anaesthetist asked me what do i want to dream of while i was sleeping and i said world cup by then i was asleep when i woke up they were very clear what to do and even extended the car parking time for us so we could be explained this


See all comments about this hospital that mention:
[Anaesthetists](#), [Car Park](#)


Added 28 December 10
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 **Your views are important to us**
If you, a family member or friend has recently visited your local hospital, why not share your experiences.
[Rate and comment](#)


Overall rating
38 out of 61  62%
would recommend this hospital to a friend

Average ratings for this hospital

The environment where I was treated was...
 very clean 73 ratings received

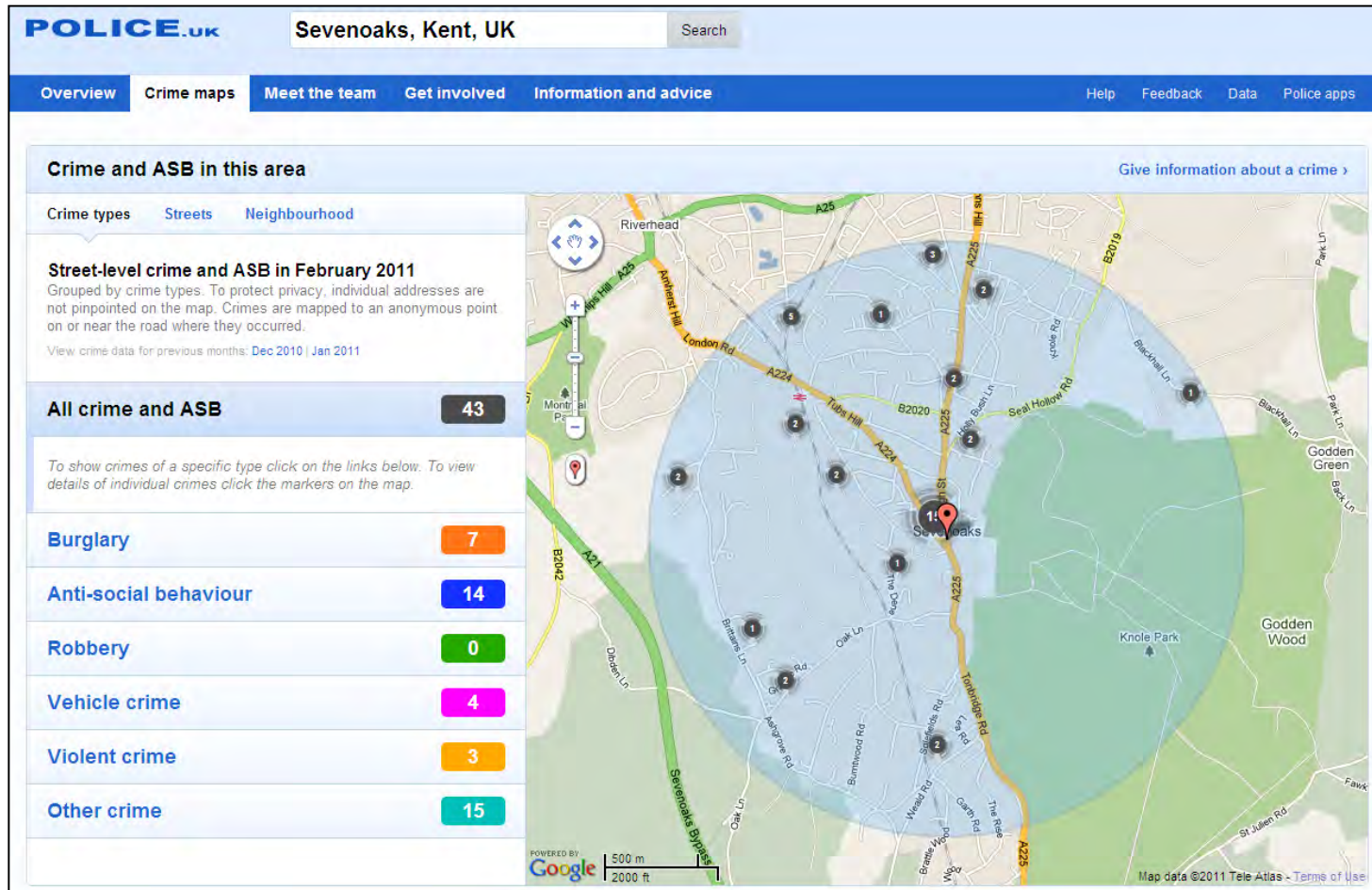
The hospital staff worked well together...
 most of the time 72 ratings received

I was treated with dignity and respect by the hospital staff...
 most of the time 73 ratings received

I was involved with decisions about my care...
 most of the time 66 ratings received

[See all comments about this hospital that](#)

Improving Public Services



Transparent and Accountable Government



Making Websites Better

Over time, web presence becomes chaotic

- Multiple sites
- Competing for audience attention
 - Departments bidding against one another
- Competing – and conflicting messages

How to eat well #1

[Home](#) | [Mobile site](#) | [About](#) | [Contact](#) | [Communities](#) | [Tools](#) | [Video](#) | [Choose and Book](#) [Translate](#) [Log in](#) or [create an account](#)

NHS choices Your health, your choices

Enter a search term **Search**

[Health A-Z](#) **Live Well** [Carers Direct](#) [Health news](#) [Health services near you](#)

Fat: the facts

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Popular topics

- Alcohol
- Couch to 5K
- Fitness
- Five a day
- Food and diet**
- Hay fever
- Healthy eating
- Lose weight
- Mental health
- Sexual health
- Stop smoking
- Summer health


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Special reports

- Class of 1948
- Get fit for 2012
- Military medicine
- On a budget

Child health

- [Babies](#)



We all need some fat in our diet. But eating too much fat makes us more likely to become overweight. What's more, too much of a particular kind of fat – saturated fat – can raise our cholesterol, which increases the risk of heart disease. That's why it's important to cut down on fat, and choose foods that contain unsaturated fat.

Eating too much fat can make us more likely to put on weight, because foods that are high in fat are also high in energy (calories). Being overweight raises our risk of serious health problems, such as heart disease, type 2 diabetes and high blood pressure.

But this doesn't mean that all fat is bad. We need some fat in our diet because it helps the body absorb certain nutrients. Fat is a source of energy, and provides essential fatty acids that the body can't make itself.

[Video: the different types of fat, and how to cut down on saturated fat](#)

Useful links

NHS Choices links

- [Eight tips for healthy eating](#)
- [Buy healthier food](#)
- [Healthy food swaps](#)
- [Video: cooking for men](#)

External links

- [Change4Life](#)
- [Let's Get Cooking: local cooking clubs](#)


Nutrition essentials

- [The eatwell plate](#)
- [Fruit and veg](#)
- [Starchy foods](#)
- [Milk and dairy](#)
- [Meat](#)
- [Eggs](#)
- [Pulses and beans](#)
- [Fats](#)
- [Sugars](#)
- [Salt](#)
- [Drinks](#)
- [Vitamins and minerals](#)

Tools




- [Healthy eating self-assessment](#)

How to eat well #2



Love Chips


easy recipe ideas & hot chip facts!


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Recent activity

**Chip Shops**
23 people recommend this.

**Home**
812 people recommend this.

**The Ultimate Potato Website! Quick and Tasty Potato Recipes, Potato Nutrition & Potato Varieties**
One person recommends this.


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STAY IN TOUCH

Get recipe ideas, kitchen cheats and updates straight to your inbox...

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> it's National Chip Week! <

CHIP WEEK 2012 DATES ANNOUNCED

Chip Week 2012 will run from Monday 20th February through to Sunday 26th February 2012. If you would like to get involved contact Potato Council. ...

[read more](#)




MEET YOUR CHIPPY!

Q&A

OLD BANK LANE TRADITIONAL FL...
Established: 2010
Manager: DEREK


Bestseller: COD & CHIPS
Our potatoes are from VIC GRAHAM
Local Specialty: HOLLANDS & FLAVO...

THE CHIPARAZZI MAP



THE PLAICE TO SPOT CHIP-LOVING CELEBR...

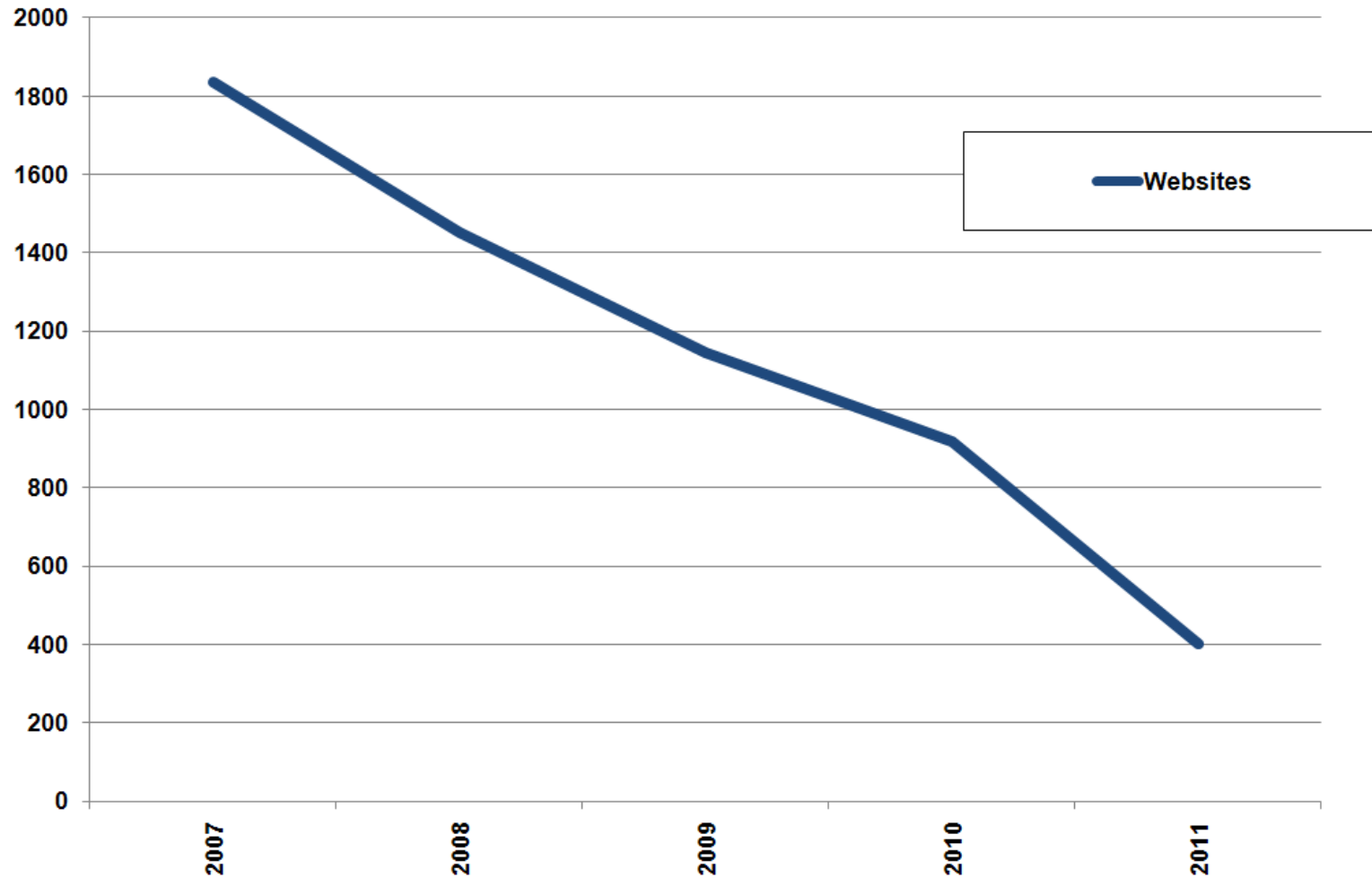
Recipe of the Day



SEASONED FRIES AND SPICY TOMATO DIP

Fewer, better, websites are more effective

Central Government Websites



Now planning to go further ...

guardian.co.uk

News | Sport | Comment | Culture | Business | Money | Life & style | Travel | Environment | TV | Blogs | Data | Mobile

News > Technology > Internet

All government websites could be scrapped and replaced by single domain

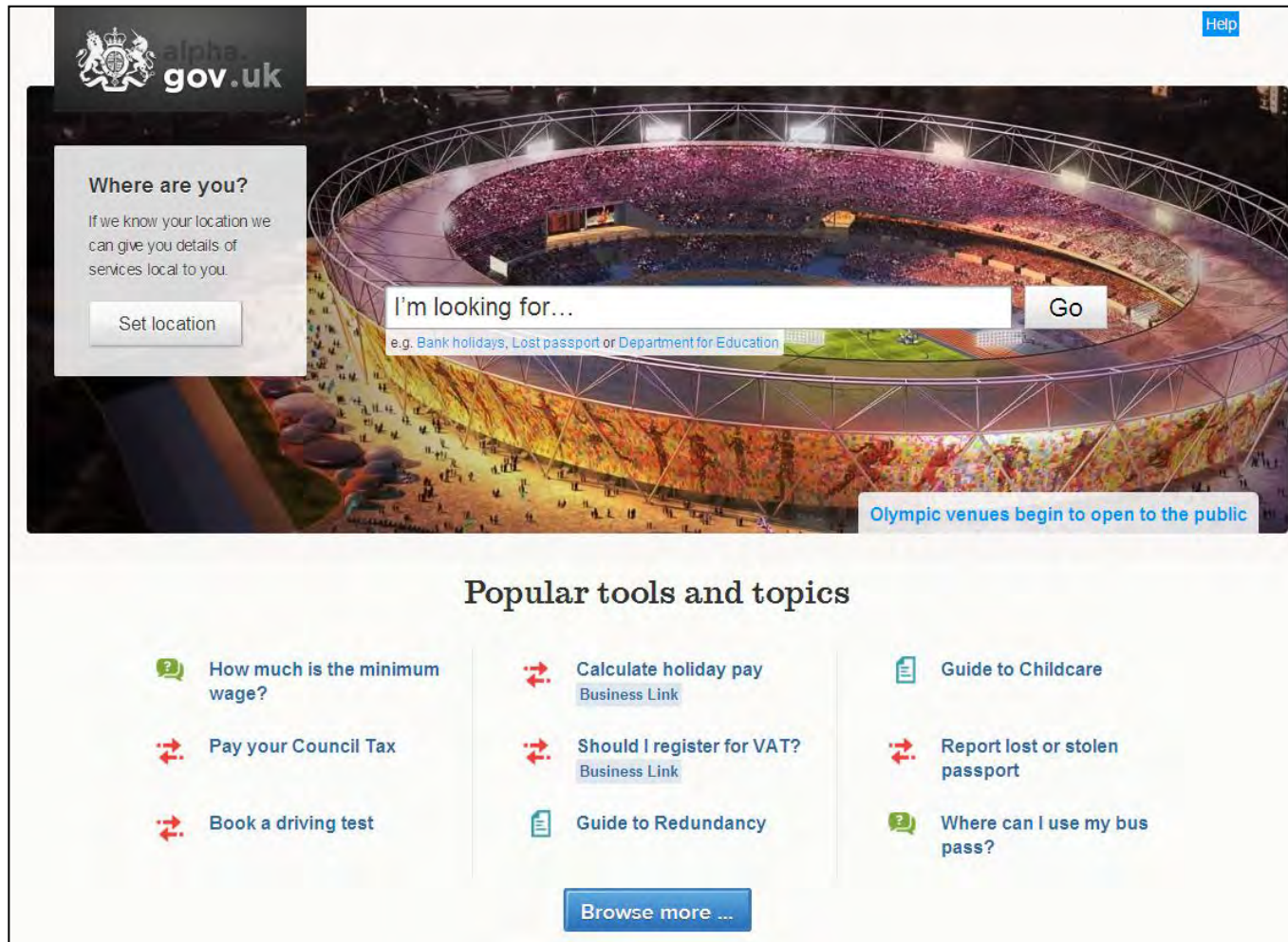
Polly Curtis, Whitehall correspondent
guardian.co.uk, Tuesday 23 November 2010 00.04 GMT
[Article history](#)



Britain's 'digital champion' Martha Lane Fox. Photograph: Teri Pengilley

All government websites could be scrapped and replaced with a single domain where people will be able to log on and file their tax returns, apply for housing benefit or monitor their child benefit payments, ministers indicate today.

Experimental „alpha”site already being trialled



Corporate Engagement

RAF pre-recruitment campaign

bebo EXPLORE

All Fans Photos Forums

THE MOST EXCITING LIFE BY FAR
The Royal Air Force <theroyalairforce>

Rocks in a Hard Place Episode 14

ROYAL AIR FORCE

Showing

Previously on Rocks in a Hard Place

Fans View All 2,150 Fans

Mark Beacock Monika Barlen Evelyn Marauder Ian C
Liam Bampton Emily Vinn Eddie Lanning JJ
Niall Brown Warren R Ace Of Spades Papa Mugsy
Tom Blake Leanne David Jones

Comments View All 1 Post a Comment

Spooky
RAF!
RAF!
RAF!
RAF!
Definitely joining!
13 hours ago

Harrison
Im only 13 I have already join the raf and im 2MCs i am theree youngest member
13 hours ago

Smaller Beckett
I go to air cadets (alc) and I looooooovee it!!
I want to be a pilot when i am older!!
13 hours ago

You Have Bad Teeth
RAF pff
british army i soo much better
join in january
14 hours ago

Striderman
how do i get the qualifications to be an engineer in the royal air force?
15 hours ago

Ashtex McKenna
any more questions keep em coming, im already in the raf!
19 hours ago

Forum View All 1 Post a Topic

Love for the RAF
by **Nelson Pinchen-Rodriguez**
I was in the RAF last year for a month but had to leave due to a weakness medically. I am now coming that out and plan to reapply as a PTI in the next 5 years or so, then I will try out for ATI as I work in the Outdoors currently and love the work. Can't wait!!!
19 hours ago

What makes the RAF better than the Army?
by **Pablo Mond**
My mator in the reg and thinks i should join but i've always wanted to join the army. So basically i ask what makes the RAF better than the Army?
19 hours ago

xp@live - Mailbox Mail Print: Alex Butler Microsoft PowerPoint - The Royal Air Force

“24” – Greater Manchester Police & Twitter

Twitter Day

gmp24_1

Call 3089 Theft by caller's ex-girlfriend from her address: #gmp24
about 13 hours ago via web

Call 3092 Police carrying out check on terminals at the airport.
about 13 hours ago via web

Call 3098 Observations on a stolen car: #gmp24
about 13 hours ago via web

Call 3079 Information received regarding drug dealing #gmp24
about 13 hours ago via web

Call 3091 Ambulance requesting police assistance to a report of
an injured man #gmp24
about 13 hours ago via web

Call 3087 Officers in pursuit of a car in Cheetham Hill. Pursuit
ended, enquiries ongoing. #gmp24
about 13 hours ago via web

Call 3078 18-year-old missing reported in Longsight #gmp24
about 13 hours ago via web

Call 3090 Damage to fence panels at a house in Wilton #gmp24
about 13 hours ago via web

Call 3077 Youths drinking and fighting in Bury - patrols attend, no
sign of youths #gmp24
about 13 hours ago via web

Call 3089 Bolton police requesting police from Stockport to check
an address for a missing person #gmp24
about 13 hours ago via web

Rapidi81 RT @chrisaridge: @gmpolice should be congratulated
for #gmp24 (look at @gmp24_1) a great use of social media, come
on ambulance & fire
about 7 hours ago via Twitter

pipsterc Well done! @gmpolice for an amazing insight to the
every day goings on and worthy for publishing in a book for
charity
about 7 hours ago via Twitter

Andrea_UrbanFox loving the spoof of the Greater Manchester
Police twitter @gmp24_0 (not to be confused with the official page
@gmpolice) #gmp24
about 7 hours ago via web

TonyParkinsonUK @gmpolice what an amazing 24hrs, well done
for letting us all see what you deal with every day, best thing on
Twitter
about 7 hours ago via Twitter

nicolasnell Amazing PR from @gmpolice: 14,000 followers in a
day!
about 7 hours ago via web

Beverbee Well done @gmpolice ppl need to know just how much
u guys in the rest of the police force actually do, I know how
stressful it is for u guys
about 7 hours ago via Twitter for Android

Kirsteenpeel @gmpolice Thanks for yesterday's "experiment"
Most enlightening and hopefully it might change some of the anti-
cop attitudes in society :)
about 7 hours ago via web

karenwebber123 WELL DONE @gmpolice Figures have been
released at the end of GMP's 24 hours of publishing details of
every incident http://bit.ly/Gm24
about 7 hours ago via mobile from Vodafone's, Manchester

curbdesign Well done @gmpolice on a fantastic job over the past
24 hours. New gained respect
about 7 hours ago via Twitter

**GREATER MANCHESTER
POLICE**

Collaborative drafting (Copenhagen)

Our Vision for Copenhagen: Help Write A Student Manifesto

The National Union of Students (NUS) have joined forces with the Department of Energy & Climate Change (DECC) to give students around the country the opportunity to work together to produce a shared vision for a deal at Copenhagen.

To get started, register or login and then click on the links below to write or amend the vision, and vote on your favourite versions to build the final, democratically-produced, document.

NUS is affiliated to [Stop Climate Chaos](#) and is committed to joining others in the fight for a fair and just deal at Copenhagen.

This is a chance for our members and all students in the country to make their suggestions known and to help shape the students' vision of a fair deal at Copenhagen, which holds the key to averting run away climate change.

We will then present the final, collective manifesto to the Secretary of State for Energy and Climate Change, Ed Miliband, before his departure to the all important Copenhagen negotiations. The manifesto will be delivered to the Secretary on the 5th December as part of [the Wave](#), the biggest planned popular mobilisation on climate change.



Starting:	Nov 18
Write Until:	Dec 1
Rate Until:	Dec 2
Contributors:	24
Versions:	35
Ratings:	66

Background Information

[Climate change for beginners](#)

[About Copenhagen](#)

[What the UK is doing](#)

How to Use MixedInk

Coalition Government stepping up the use of digital to collaborate and crowdsource



Red Tape Challenge – a rolling engagement

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RED TAPE CHALLENGE


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Retail announcement!

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Join the Red Tape Challenge debate


Enforcement



From 11 August the site is open for your thoughts on enforcement. Join the debate and tell us what you think.

To find out about our enforcement champions and what they have to say about the Red Tape Challenge, please [click here](#).

General regulations



Some regulations affect all sectors, from rules on health and safety to those on employment.

We're inviting your comments on these throughout the process.

[Comment here](#).

Latest News & Newsletter

Enforcement enters the 'Spotlight'...

RTC RETAIL ANNOUNCEMENT

William Sargent, Enforcement Champion on R4

Currently live for comment

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[Enforcement](#)

[General Regulations](#)

What's coming up

[Environment](#)

[Employment Related Law](#)

[Children's services](#)

[Rail and Merchant Shipping](#)

[Utilities and energy](#)

Live Red Tape Challenge comments - 23,225 so far...

Latest 10 Comments, [click to view more](#):

3. Nick Page - The CRoWA opened up large areas of countryside that was previously out of bounds, allowing us to seek out new places and experiences, and has helped.....

4. David bishop - Extend the right to roam...

5. Stephen Ridge - It is of value in ensuring we all work to some common standard. They need powers to deal with parts of the industry which do not act responsibly...

27

E-Petitions – the roller-coaster

E-Petitions

[Petitions home](#)

[View petitions](#)

[About e-petitions](#)

[Step-by-Step Guide](#)

[FAQs](#)

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Petitions have long been sent to the Prime Minister by post or delivered to the Number 10 door in person. You can now both create and sign petitions on this website too, giving you the opportunity to reach a potentially wider audience and to deliver your petition directly to Downing Street.

Search petitions:

With a new Government in place a review is taking place of online services, including e-petitions. We are committed to improving the e-petitions process and are looking at ways of ensuring that it functions as part of a cohesive approach to public debate and transparent government. A full announcement on how we plan to use these and other services across Government will be made as soon as this important work is completed.

Existing e-petitions, submitted to the previous administration, will not be carried forward to the new administration as part of this process. E-petitions that were live at the time of the election announcement on 6 April, when the e-petitions system was suspended, will therefore not be reopened for signatures. We are issuing responses to petitions that had exceeded the 500 signatures threshold as of 6 April 2010 and these can be viewed on the [HMG e-petitions responses page](#).

We will welcome resubmission on issues of concern to the improved e-petitions system when it is launched later in 2010.

From [The Times](#)

November 22, 2006

Web petitions offer a voice, but who's listening?

[Peter Riddell](#), [Political Briefing](#)

The public wants its say. Since 10 Downing Street set up its e-petitions website, as discussed here a week ago, the blogosphere has become frenetic.

More than 500 petitions have been accepted on the site, attracting hundreds of thousands of visits. But is this any more than a cyber-version of a radio phone-in, or a Commons early day motion, which is then usually ignored?

The site is a big advance on the traditional means of submitting a paper petition to 10 Downing Street. An e-petition is much easier both to start and to sign, hence the burst of activity. The site is in an experimental phase and the Downing Street team and its partner mySociety, a charitable project run by Tom Steinberg, are looking at improvements.

E-Petitions

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[Step-by-Step Guide](#)

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This petition is now closed, as its deadline has passed.

We the undersigned petition the Prime Minister to Scrap the planned vehicle tracking and road pricing policy. [More details](#)

Submitted by Peter Roberts – **Deadline to sign up by:** 20 February 2007 –
Signatures: 1,811,424

Petition update, 21 February 2007

The Prime Minister has responded to the petition. You can read his response and other views here:

<http://www.pm.gov.uk/output/Page11050.asp>



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NEWSDAY

Last Updated: Saturday, 10 February 2007, 16:30 GMT

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Printable version

Roads petition breaks a million

More than one million people have signed an online petition against plans to introduce road charging in the UK.

The petition, which is the most popular on the Downing Street website, calls for the scrapping of "planned vehicle tracking and road pricing policy".

But No 10 has insisted that doing nothing would lead to a 25% increase in congestion "in less than a decade".

The petition was posted by Peter Roberts, from Telford, Shropshire, who said it was an "unfair tax".

Mr Roberts - whose petition broke through the million signature-barrier by 1045 GMT on Saturday - believes charging is unfair on poor people and those who live apart from their families.

He said the numbers signing his petition were "unprecedented".

"There certainly hasn't been an electronic petition that has been this successful. I think it is one of the biggest petitions in history."



Ministers are mulling plans for "pay-as-you-drive" scheme

“ It is time for the government to listen to the people rather than dictate ”

Peter Robert, campaigner

VIDEO AND AUDIO NEWS

How the petition could be misleading

Watch

ROAD PRICING

LATEST STORIES

- ▶ Road charging plan 'in tatters'
- ▶ Push for pay-as-you-go roads
- ▶ PM denies road toll 'stealth tax'
- ▶ Road-fees scheme 'not definite'
- ▶ Congestion charge zone increases

ANALYSIS



Fixing transport

Rod Eddington's approach reflects his business background

- ▶ Business wants rapid action

BACKGROUND

- ▶ Q&A: Road pricing
- ▶ UK's congestion schemes
- ▶ How would road charging work?
- ▶ 'Pay as you drive' tested
- ▶ Charge test conclusions

HAVE YOUR SAY

- ▶ Your views: Road pricing

BBC ACTION NETWORK

Get moving

3.30pm GMT

Road pricing scheme stalled

Dan Milmo, transport correspondent
guardian.co.uk, Tuesday 4 March 2008 16.25 GMT
[Article history](#)



Traffic near Heathrow airport. Photograph: Matt Cardy/Getty Images

The government has shelved a national road pricing policy in favour of introducing car sharing and pay-as-you-drive lanes on motorways.

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[Transport policy](#)

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World news

[Road transport](#)

See also

5 Mar 2008

[Motorway hard shoulders to be used by traffic in roads U-turn](#)

15 Oct 2007

[Road-pricing plans 'to be shelved'](#)

Archive Article

Please enjoy this article from The Times & The Sunday Times archives. For full

From [The Sunday Times](#)

February 18, 2007

Revealed: the e-petition 'prat'

[Robert Winnett](#) and [Steven Swinford](#)

THE Downing Street aide branded a "prat" by a minister for encouraging the public to start official online petitions is Benjamin Wegg-Prosser, a former adviser to Peter Mandelson.

An unlikely combination of the head of Google and Wegg-Prosser are behind Tony Blair's decision to allow petitions on the Downing Street website.

The most popular petition, protesting against government plans to introduce new road charging, is expected to attract almost 2m signatures before it closes on Tuesday.

Despite the mass opposition, Douglas Alexander, the transport secretary, has made it clear it will not persuade him to change the policy.

One anonymous minister, thought to be in the Department for Transport, told a newspaper last week that whoever came up with the petition idea was a "prat". However, friends of Wegg-Prosser, a No 10 aide, claim he is still a backer of the e-petitions and believes they will form a key part of Blair's legacy.

EXPLORE THE NEWS

- ▶ [CRIME NEWS](#)
- ▶ [EDUCATION NEWS](#)
- ▶ [HEALTH NEWS](#)
- ▶ [SCOTLAND NEWS](#)

Local Democracy, Economic Development and Construction Act 2009

CHAPTER 2

PETITIONS TO LOCAL AUTHORITIES

Electronic petitions

10 Electronic petitions




- (1) A principal local authority must provide a facility for making petitions in electronic form to the authority.
- (2) A principal local authority must give reasons for not granting a request to use the facility provided by it under this section for the making of a petition.
- (3) In this Chapter, “principal local authority” means—
 - (a) a county council in England;
 - (b) a district council in England;
 - (c) a London borough council;
 - (d) the Common Council of the City of London in its capacity as a local authority;
 - (e) the Council of the Isles of Scilly;
 - (f) a county or county borough council in Wales.
- (4) In this Chapter, “e-petition facility” means a facility provided under this section.

All e-petitions

Open (100+)**Closed** (0)**Rejected** (100+)

Listed below are any e-petitions that can be signed.

[1](#) [2](#) [3](#) [4](#) ... [Next](#) [Last](#)

e-petition name 	Signatures 	Closing 
Convicted London rioters should lose all benefits. View	208,566	09/02/2012
CHEAPER PETROL AND DIESEL, BY ROBERT HALFON MP AND FAIRFUEL UK View	42,535	05/08/2012
Petition to retain the ban on Capital Punishment View	23,135	04/02/2012
Keep Formula 1 Free To Air in the UK View	19,083	04/08/2012
Britain wants referendum to leave EU View	17,199	04/08/2012
Restore Capital Punishment View	15,703	04/02/2012

Individual Engagement

UK Aid Field Officer in Nepal



[HOME](#) [MAP](#) [ABOUT](#) [POLICY](#)



Sarah Sanyahumbi
Head of DFID Nepal

Building bridges: the lifelines of rural Nepal

POSTED 22 JULY 2009

I was born and brought up in [Bristol](#), South West of the UK. In Bristol there is a famous bridge, the [Clifton Suspension Bridge](#), which I learned at school was one of the first suspension bridges of its type in the world. It was completed in 1864 and spans 214 metres, connecting Clifton Downs (which was then outside the City of Bristol) with Leigh Woods. It has become an icon of Bristol.

Last week I went to see how suspension bridge technology is being used in Nepal to increase access for poor people to roads and services such as schools and health centres. I went to Dobilla in Parbat District, near [Pokhara](#), to see a bridge which DFID had helped construct. Bridges are very much needed in Nepal, as there are many gorges and rivers – about 6,000 rivers and streams! – and much of the country is still far from accessible. It's estimated that 70% of the population is not accessible by road, and there are parts of the country where it can still take someone 13 days to walk to the nearest road! So while in many other countries DFID no longer builds roads and bridges, here in Nepal we do and it's making a big difference.



Looking down on Dobilla Bridge, Parbat



Tales from the front line of our work to eradicate poverty worldwide.

RSS FEEDS

Follow our blogs with these data feeds:

-  [Sarah's blog only](#)
-  [Updates to all blogs on the site](#)
-  [Comments on all our blogs](#)

If you aren't already using RSS feeds, try [Google Reader](#), [iGoogle](#) or [Bloglines](#). [This video](#) explains what RSS is all about.

LATEST POSTS

'[Rest and relaxation in Swaziland](#)' by Neil Squires

'[Voluntary Pooled Procurement](#)' by Neil Squires

'[Dirty business in Nairobi](#)' by Ian Attfield

RECENT COMMENTS

Ian Attfield on 'Jigawa surges up the education spending league': Agree with SEO's comments that the classroom featured is too basic and bare, that's where improvements in construction,...

Ian Attfield on 'Recycled resources and the impact of volunteers': Hi Anago, Thanks for your feedback and interest. Organisations like VSO increasingly assing volunteers from other African...

Anago Azuka on 'Recycled resources and the

MediaOps

[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)

MediaOps

VIDEO: Herriot in Helmand – pioneering vet clinic in Taliban country <http://bit.ly/4JhAFt>

about 8 hours ago from web

CO 3 RIFLES reports from Helmand [#afghan](http://bit.ly/7nPHfA)

about 19 hours ago from bit.ly

PICTURE of the day: the moon from Helmand [#afghan](http://bit.ly/5uul3X)

1:15 PM Nov 26th from bit.ly

new link Plea for end to unsolicited gifts for UK troops – BBC <http://bit.ly/8hUqY3>

11:05 AM Nov 26th from bit.ly

Plea for end to unsolicited gifts for UK troops – BBC <http://bit.ly/65aeQu>

10:56 AM Nov 26th from bit.ly

Soldier is 'Herriot of Helmand' [#afghan](http://bit.ly/67rVOB)

7:34 PM Nov 25th from bit.ly

IED threat shadows Marines' every move [#afghan](http://bit.ly/Su2360)

8:53 AM Nov 25th from bit.ly

Task force tries to one-up Taliban with info [#afghan](http://bit.ly/7nPHfA)

Name Major Paul Smyth
Location Camp Bastion, Helmand
Web [http://helmandblo...](http://helmandblog.blogspot.com/)
Bio Media Ops officer in Afghanistan providing a window into UK military operations
<http://helmandblog.blogspot.com/>

3,847 following **3,567** followers **142** listed

Tweets 1,767

Favorites

Lists
[@MediaOps/herrick-11](#)
[View all](#)

Actions
[block MediaOps](#)
[report for spam](#)

Following

[View all...](#)

[RSS feed of MediaOps's tweets](#)

Helmand Blog - Afghanistan

The Helmand blog is run by Major Paul Smyth from the UK Forces Media Ops team based at Camp Bastion and the Task Force Headquarters and works to support with the other government departments such as the Foreign and Commonwealth Office for international development. Contact Helmand Blog - helmandblog@googlemail.com

THURSDAY, NOVEMBER 26, 2009

CO 3 RIFLES reports from Helmand

Picture: Commander of 2 Platoon, A Company, 3 RIFLES, Lieutenant Palmer Winstanley, discusses the patrol with his Afghan National Army counterpart

Lieutenant Colonel Nick Ritson, Commanding Officer, 3 RIFLES

We had the great honour to take over from our sister battalion, 2 RIFLES, on Monday 19 October 2009 here in Sangin. It was fantastic to arrive, to catch up with many familiar faces and trade stories.

2 RIFLES have given much and made many sacrifices but they have also made remarkable progress during their time here. They have left us

Foreign & Commonwealth Office

[Grace home](#) | [About Grace](#) | [Other FCO bloggers](#)

**UK IN ZIMBABWE**
FOREIGN & COMMONWEALTH OFFICE

FCO Bloggers: Global conversations

Grace Mutandwa
Zimbabwe



[Main](#) | [Next page](#) »

WEDNESDAY 10 FEBRUARY, 2010
You be the change you want to see

The past year was politically confusing but economically more bearable because of the country's switch to the use of more sensible multi-currencies.

I must admit that although towards the end of the year I felt spiritually exhausted, I was still hopeful and one of the social projects carried out by the embassy just before Christmas helped reinvigorate me.

The embassy sponsored a women's soccer tournament driven by People Living with HIV/AIDS. More than 500 people living with HIV/AIDS used the tournament to launch the Positive Initiative Trust at Zimbabwe Grounds, in one of Harare's oldest high-density suburbs, Highfiled.

The enthusiasm exhibited by members of PIT was contagious. Closer to the date of the tournament our office was abuzz with excitement. Female members of staff wanted to participate in the soccer competition but numbers were not on their side.

Second Secretary Catherine Carr is a keen soccer player and Blessing Seke from our small projects section worked hard to get a team of sorts.



Calendar
« February 2010

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Today

Search

Feeds
 [RSS](#)

Tag cloud
africa bank britain cholera civil community
democracy election **harare** human
inflation jastina masvingo **mdc** media
money **mugabe** mutoko murder obama p
presidential rights south tsvangirai
vote water zanu-zanu **zimbabwe**

PC 9 Ed

✉ ed.rogerson
.pnn.police.

☎ 0845 60 60

I am the Pol
for Starbeck

At the most
community me
residents of
decided thei
important is

1. Anti-soci
2. Speeding
3. Damage to



hotelalpha9

✓ Following



@ayymanduh Thank you.

about 11 hours ago from web in reply to ayymanduh

There's a new graffiti tag in Starbeck - 'BBC' - who's doing it. If you know please phone me, email me or call Crimestoppers, 0800555111.

about 16 hours ago from web

A little embarrassing, but here's me talking about social media and the police... <http://bit.ly/7PCEiJ>

about 16 hours ago from web

CALL 999 WHEN: Danger to life. Violence used or threatened. Serious injury or damage. Crime in progress. Offender present. Road blocked.

8:28 PM Nov 30th from web

This week I'm taking part in driver training.

to 4:23 PM Nov 30th from web

Name PC Ed Rogerson

Location Harrogate

Web <http://www.northy...>

Bio I am the Neighbourhood
Police Officer for Starbeck,
Harrogate.

805 254 13
following followers listed

Tweets 81

Favorites

Actions

[message hotelalpha9](#)
[block hotelalpha9](#)
[report for spam](#)

Following

[View all...](#)

[RSS feed of hotelalpha9's tweets](#)

NHS Diabetes Blog

Home | Accessibility | Sitemap | About | Contact | Mobile | Blogs | Video | Tools

Log in or create an account | Go to HealthSpace

NHS choices Your health, your choices

Search NHS Choices

Medical advice | Health A-Z | Live Well | Carers Direct | Health news | Find and choose services

You are here: Talk > Blogs >

Blogs

- > Athritis
- > Asthma
- > Birth to five
- > COPD
- > Diabetes
- > Heart conditions
- > Kidney disease
- > Mental health
- > Pregnancy
- > Prostate
- > Cancer Direct
- > NHS Choices Web

Forums

- > Cancer community
- > Black health issues

Services

- > Sexual health advice

100% Followers

Diabetes

People with type 1 or type 2 diabetes discuss their symptoms, treatment and other issues with the aim of helping others deal with their diabetes. To join the blog, email talk@nhschoices.nhs.uk.

Scandalous/Saintly.(A day in the life of a diabetic)

by [Africandoll](#) on 18 November 2009

★★★★★

“ Everyday when I wake up I make a little prayer that my readings are in single figures and then I have hope for the rest of the day that I will have remarkable readings.

Then I see the 11's and 15's so I have to take my prayer back and figure out what to eat to balance that out so some lemon tea and toast (one slice by the way) and I do my best to get my carbohydrate count on point, in order to get that remarkable reading I head out for a walk to bring it down from that 11 or that shocking 15 then as soon as I come to a suitable place to do my next test I find it to be a scandalous 17 my heart nearly stops!

All the questions of how, Why, what, and where? Come to mind and a surreal feeling of disappointment takes over but I am still human so I go and find something else to eat maybe something with low carbohydrates how about salad and tuna with a naan bread that's kind of easy to carb count so I go ahead and check before eating it comes down to 13 still not what I hoped for but its better the that scandalous 17 so I do my sums and take the unit of insulin I had counted. Here is to hoping.....

The two hours wait so do some house work, watch a bit of my favourite soaps before I know it the two hours have gone by here go the worry the concern of more numbers so I go ahead in the hope of seeing that succulent 7 or that divine 6.

Share this page

9 tweets

Like this post? Use these buttons to share it on Twitter or Facebook. Stay informed by following NHS Choices on Twitter or Facebook.



The diabetes bloggers

Africandoll was diagnosed as Type 1 aged 2 immediately after a car accident. She's now 16.

Ne-Ne has type 1, though that's not what the doctors initially thought 8 years ago.

Amy Turner has desperately been trying to get her HbA1c below 7 so she can treat herself to a bottle of champagne.

Nail W is worried his thirteen year old son is not taking his diabetes seriously enough.

Mat Hipwood is a martial arts lover who was diagnosed with type 1 diabetes in March 2007. After a fair bit of trial and error, he's got some control over his blood sugars and is recent a DAFNE graduate.

Nicky T2 was diagnosed with Type 2 in 2004, along with hypothyroidism, but is sure she'd been diabetic for a long time before.

Pattidevans was diagnosed as having LADA 8 years ago and is well controlled on Levemir and Novorapid.

Talk.nhs.uk information

> About NHS Talk

Third-Party Sites

Noticeboard Nearly new Household help Childcare	What's on Places to go Things to do Parties	Food & Recipes Holidays Work & Money Shop window	Coffee house chat Local meet-a-mum Support for you Postnatal depression	Pregnancy & Birth Baby Preschooler Older child & school
---	---	--	---	---

You are in: [Home](#)


About Netmums

Netmums is a unique local network for Mums (or Dads), offering a wealth of information on both a national and local level. Once you have registered on your local site you can access details for all kinds of local resources, from child-friendly cafes to childminders, places to go and much, much more. In just a few clicks you chat with local mums in our coffee house, read other mums local recommendations and check out information on pre-schools or schools in your area - it's all here, under one roof.

Find out more about Netmums...

Are you outside the UK? Click here
 To get the best out of Netmums, find your local site and register free.

Enter the first part of your postcode...

or choose from the map opposite



Use our map below or use our [index](#).

Or enter the first part of your postcode here


Today on Netmums



Your local toddler groups
 Active, sociable and fun, parent and toddler groups are a great way to meet other mums and babies in your area. [Use your local listings to find groups in your area.](#)
[More..](#)

Brown boot Autumn Fashion
 Want to inject a serious dose of style into your Autumn wardrobe? Our fashion page includes all of the latest trends and where to shop online or in the high street to find them. [Here are the top 9 wardrobe must-haves.](#)
[More..](#)



Count down to Halloween
 With Halloween just around the corner we have loads of [print offs](#).



Toddlers to Ten
 Your Common Parenting Problems solved with our guide to the challenges of childhood



How to be a Happy Mum
 The latest Netmums book - solutions, strategies and a new way of looking at life

[Login](#) | [Register for free](#) | [Help](#)
Our patron
 John Bird, MBE



GOLDEN GLOBE WINNER
BEST ANIMATED FEATURE FILM

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Mumsnet campaigns



Harnessing the might of Mumsnet

Yay! The Department of Health has invited us to discuss our Mumsnet Miscarriage Code of Practice with them on 25 February. Find out more about this and the other campaigns we're launching or backing, from Let Girls be Girls and reform of UK libel law to the White Ribbon Alliance and Million Mums...

- ➔ [Miscarriage code](#)
- ➔ [Talk: MN campaigns](#)
- ➔ [Libel-law reform](#)
- ➔ [About MN campaigns](#)
- ➔ [Let Girls Be Girls](#)
- ➔ [Million Mums](#)

Parenting news

Childcare costs still rising

The cost of childcare has soared, despite a



Election 2010

Mumsnet election

"Just as Worcester Woman was the symbolic swing voter in 1997, so



Mumsnet Talk

"The country's most popular meeting point for parents" *The Times*

Discussions of the day **Most active**


[Pancakes](#) - what the flip to put on them?
[Fantasy baby names](#) - you daren't use?
[Family meals](#) - do you eat together?
[Letters pray](#) - nerves about school offers?
[Part time work](#) - best of both worlds?

[Topics](#) | [Active](#) | [Search](#)



Patient Opinion – feedback on NHS

The screenshot shows the Patient Opinion website. At the top, there's a header with the 'Patient Opinion' logo, a tagline 'this is our NHS... let's make it better', and three small images of healthcare professionals. Below the header is a navigation bar with links: Home, Your story, Find stories, Find services, Help, About, and Blog. A search bar is also present with the placeholder text 'Please enter search text' and a 'Search' button. The main content area is titled 'Your story can change the NHS' and includes links to 'Tell people what happened', 'See what others are saying', and 'Find out how patients are changing the NHS'. On the right side, there's a 'Your story' section with a description and a 'Share your story' button. Below that is a 'Services near you' section with a search bar for health services by postcode. The left side features a 'Latest Patient Opinions' section with four entries, each with a quote, a timestamp, and the service location.

Patient Opinion  this is our NHS... let's make it better

Login Search

Home Your story Find stories Find services Help About Blog

Your story can change the NHS

[Tell](#) people what happened
[See](#) what others are saying
[Find out](#) how patients are changing the NHS

Latest Patient Opinions

“Injection made me jump!”
19 hours ago
Long399 on Nottingham University Hospitals NHS Trust - City Campus (Cardiology)


“My grandma was given privacy and dignity”
21 hours ago
Night904 on Royal Hallamshire Hospital (Clinical haematology)

“Very happy with the level of care”
22 hours ago
Piper395 on Springwood Care Home

“New service is so much better”
23 hours ago

Your story

Patients, service users, carers, relatives, friends, staff. **This is for everyone...**

 Share your story


Services near you

Find stories about health services near your postcode

Your postcode

Find services for...(optional)

e.g. diabetes or eyes

 Search

(48% of comments are positive)

MyPolice is an online feedback tool that enables the public and the police to have a conversation.

sign up login

Log in



Tell your story



Rate



Get Response

**submit
your story**

Visit the UK site

Updates on MyPolice

Pilot Site is LIVE.
Tayside police to be the first force in the uk to test new feedback system

May the force be with you.
I want MyPolice to be known for giving a voice to people who may have not.

Police And Parking
I'm a big supporter of the police, however I was disappointed to see o ...

**MyPolice is a natural extension
of the work I do everyday. It's
like virtual visibility!**

are you the police?

register your
interest

Sign in

see the
benefits

Citizen Sourced Data

#uksnow TN13 4/10



Citizens correcting official bus-stop data

NOVAM-Viewer

Help (OSM-Wiki)

Go to

Search

Loading ...

Bus Stop | 471490514 v3

highway	bus_stop
name	Mount Pleasant Police Station
n:AtcoCode	2290YHA00806
n:Bearing	NW
n:CommonName	Mount Pleasant Police Station
n:Crossing	Dansom Lane
n:Landmark	Police Station
n:PlusbusZoneRef	HULL
n:ShortCommonName	Mount Pleasant
n:Street	Mount Pleasant
note	no code on sign; moved S; bearing should be SE This note needs to be removed to complete the stop
shelter	no
source	naptan + survey

Map Key

- Surveyed stop which has no NaPTAN tags
- NaPTAN Stop that has not been checked yet
- Stop with problems described in the note tag
- Stop has been checked and is okay
- Stop from NaPTAN which is not on the ground
- All other stops
- Arrows indicate the value of naptan Bearing

Bus stops last updated: null

Colour Scheme

Hull (Chris Hill)

Citizens reporting and tracking problems in their physical environment

FixMyStreet

[Report a problem](#) [All reports](#) [Local alerts](#) [Home](#)


[mysociety.org](#)

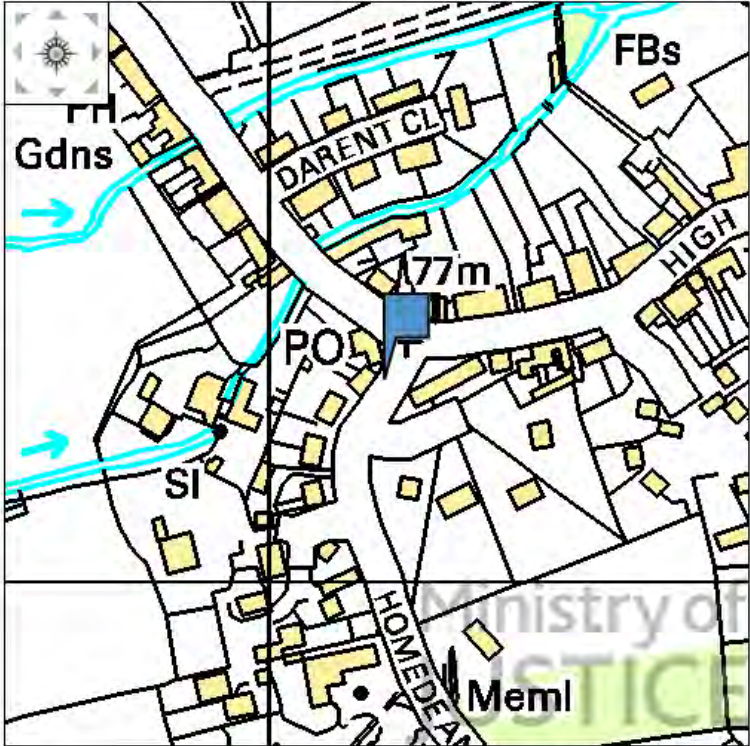
This problem has been fixed.

Pothole reappearing in High Street

Reported in the Potholes category by Andrew Stott at 15:19, Saturday 15 January 2011
Sent to Kent County Council 1 minute later

A pothole has reappeared in the High Street, in a section of road used by traffic in both directions (due to parked cars on the other carriageway). A pothole in this location was reported and fixed last spring; the repair does not seem to have been effective. The pothole is adjacent to a utility access cover.





[View on Google Maps](#)

[Offensive? Unsuitable? Tell us](#)

Putting it all together

POLICE.UK

Sevenoaks, Kent TN13 2AW, UK



Search

[Overview](#)
[Crime maps](#)
[Meet the team](#)
[Get involved](#)
[Information and advice](#)
[Help](#)
[Feedback](#)
[Data](#)
[Police apps](#)

Sevenoaks - Sevenoaks Town and St. John's

Neighbourhood Policing Team

Telephone: 01732 379371
Email: sevenoaks.neighbourhood@kent.pnn.police.uk

PCSO Karl Cook PC Grasty

[Team profiles, contact details and police stations >](#)

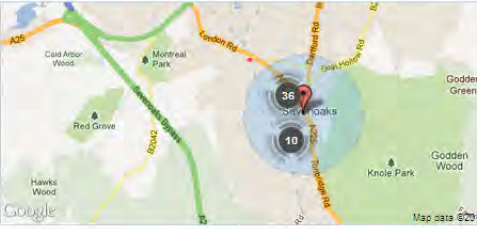
Messages from Kent Police

[Twitter](#) [YouTube](#)

- 2 days ago #ff Thank you to @Bowden1 @jfb74 @James_Alexandre @sammyislost @v12rj for the retweets, mentions and messages of support this week
- 2 days ago NEWS: Officers in Canterbury town centre tomorrow, one week after bomb hoaxes, renewing our appeal for information <http://t.co/k1dDtwW>

[View Twitter profile >](#)

Crime and ASB in this area



[Street level updates, trends and crime rates >](#)

Get involved - your next meeting


13 SEP

Next event in this area
Public engagement meeting, 13th September 2011, 2:00p.m. at Sevenoaks Library

[Events, meetings and local links >](#)

Kent Police

The force responsible for policing and crime prevention in this area is Kent Police.



Kent Police
The force responsible for policing and crime prevention in this area is Kent Police.

Website:

www.kent.police.uk

Facebook:

facebook.com/pages/Maidstone-United

YouTube:

youtube.com/kentpolicevideos

Telephone:

01622 690 690

Twitter:

twitter.com/kent_police

RSS feed:

www.kent.police.uk/news/news.html



Police.uk

POLICE.uk Sevenoaks, Kent TN13 2AW, UK Search

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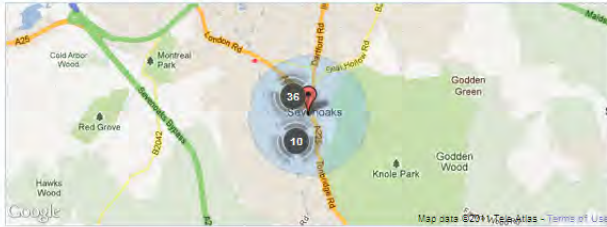
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Website: www.kent.police.uk
Facebook: facebook.com/pages/Maidstone-United-
YouTube: youtube.com/kentpolicevideos

Telephone: 01622 690 690
Twitter: twitter.com/kent_police
RSS feed: www.kent.police.uk/news/news.html

People come here to find out about crime



Police.uk

POLICE.uk Sevenoaks, Kent TN13 2AW, UK Search

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 PCSO Varti Cook
 PC Grasty

[Team profiles, contact details and police stations](#)

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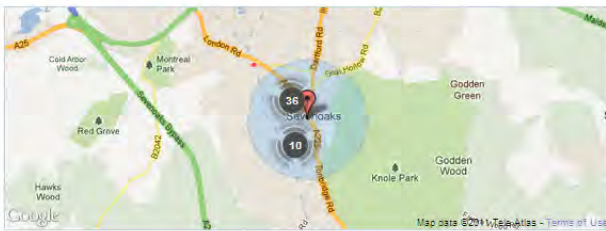
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[View Twitter profile](#)

Crime and ASB in this area



[Street level updates, trends and crime rates](#)


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[Events, meetings and local links](#)

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Facebook: facebook.com/pages/Maidstone-United- Twitter: twitter.com/kent_police

YouTube: youtube.com/kentpolicevideos RSS feed: www.kent.police.uk/news/news.html

It's very local



Police.uk

POLICE.uk **Sevenoaks, Kent TN13 2AW, UK** Search

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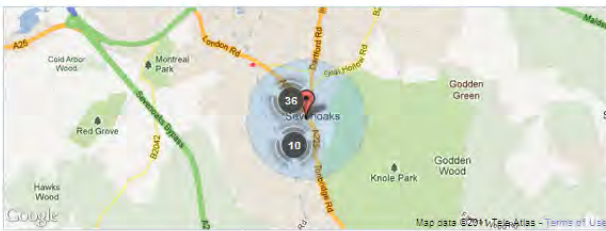
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 **Kent Police**

Website: www.kent.police.uk Telephone: 01622 690 690

Facebook: facebook.com/pages/Maidstone-United Twitter: twitter.com/kent_police

YouTube: youtube.com/kentpolicevideos RSS feed: www.kent.police.uk/news/news.html

It's got accessible data on crime



Police.uk

POLICE.UK Sevenoaks, Kent TN13 2AW, UK

Overview Crime maps Meet the team Get involved Information and advice Help Feedback Data Police apps

Sevenoaks - Sevenoaks Town and St. John's Neighbourhood Policing Team

Telephone: 01732 379371
Email: sevenoaks.neighbourhood@kent.pnn.police.uk

 PCSO Karl Cox
 PC Grasty

[Team profiles, contact details and police stations](#)

Messages from Kent Police

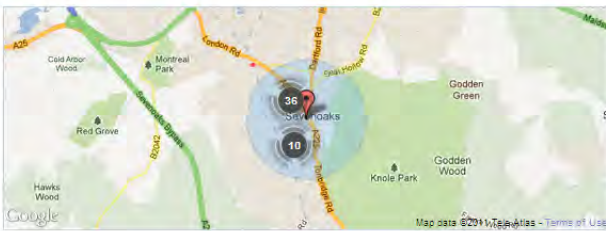
Twitter YouTube

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2 days ago NEWS: Officers in Canterbury town centre tomorrow, one week after bomb hoaxes, renewing our appeal for information <http://t.co/k1dDtwV>

[View Twitter profile](#)

Crime and ASB in this area



[Street level updates, trends and crime rates](#)


Get involved - your next meeting

13 SEP Next event in this area
Public engagement meeting. 13th September 2011, 2:00p.m. at Sevenoaks Library

[Events, meetings and local links](#)

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But also details of your local policemen and policewomen



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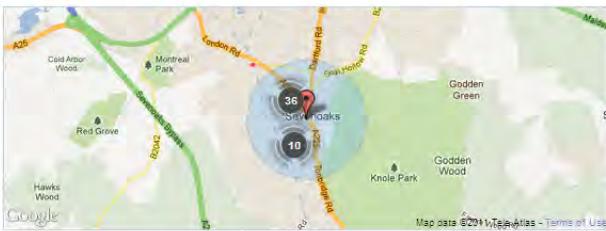
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RSS feed: www.kent.police.uk/news/news.html

.. Telephone, website, Twitter, Facebook and Youtube

Police.uk

The screenshot shows the Police.uk website for the Sevenoaks, Kent TN13 2AW, UK. The page features a navigation bar with links like Overview, Crime maps, Meet the team, Get involved, and Information and advice. The main content area is divided into several sections:

- Sevenoaks - Sevenoaks Town and St. John's** Neighbourhood Policing Team: Includes contact information (Telephone: 01732 379371, Email: sevenoaks.neighbourhood@kent.pnn.police.uk) and photos of PCSO Karl Cox and PC Grasty.
- Crime and ASB in this area**: A map showing the local area with crime and anti-social behaviour (ASB) hotspots.
- Messages from Kent Police**: A section containing a Twitter feed. A red circle highlights the Twitter feed, and a red arrow points from a text box below to it. The feed shows two tweets: one thanking users for support and another about a public engagement meeting.
- Get involved - your next meeting**: A section announcing a public engagement meeting on 13th September 2011 at Sevenoaks Library.
- Kent Police**: A section providing information about the Kent Police force, including their website, telephone number, and social media links.

.. The current Twitter feed from the local police

Police.uk

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- Crime and ASB in this area**: A map showing crime hotspots with numbers 36 and 10.
- Messages from Kent Police**: A section with Twitter and YouTube links, showing recent tweets and a news item about officers in Canterbury.
- Get involved - your next meeting**: A section highlighting a public engagement meeting on 13th September 2011 at Sevenoaks Library.
- Kent Police**: A section providing contact information for the Kent Police force, including website, telephone, Facebook, Twitter, YouTube, and RSS feed links.

A red circle highlights the "Get involved - your next meeting" section, and a red arrow points from a text box at the bottom to this section.



.. and how YOU can get involved

POLICE.uk **Sevenoaks, Kent TN13 2AW, UK**

Overview **Crime maps** Meet the team Get involved Information and advice Help Feedback Data Police apps

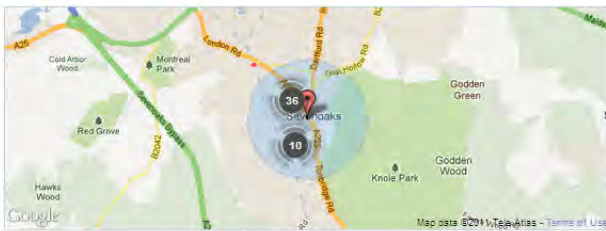
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Attract

Inform

Engage

Action

UK LESSONS LEARNED – “DOs”

- **Leadership** from Communications Divisions
- Encourage **incremental confidence-building, learning by doing**, department by department
- **Celebrate successes** and draw attention to good work, even if not state-of-the-art
- Protect/defend genuine/measured **risk taking**
- Encourage **sharing of experience and networking** within government
- **Use established free/commercial services** rather than bespoke/in-house

UK LESSONS LEARNED – “DO NOTs”

- **Get bogged down in detailed rules:**
 - Broad policy framework first, more detail and guidance in the light of experience
- **Make it seem geeky**
 - Acknowledge the leading digerati, but allow others a voice too
- **Treat this as an IT issue**
 - Avoid big up-front IT investment
 - See access issues as about “tools of the trade”

Policies & Guidance



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In Guidance:

- [Contact centre guidance](#)
- [Effective Public Engagement](#)
- [PR Evaluation Metrics](#)
- [> Social Media Guidance <](#)
- [Sponsorship Guidelines 2007](#)
- [Web Standards and Guidelines](#)

Search this site:

Engaging through social media

Digital technology has revolutionised the way in which people communicate and share information - at local, national and international levels. Civil servants need to understand these changes so that they can operate effectively in a dynamic media environment.

This guidance features advice for press officers; marketers; internal communicators; and policy officials, as well as signposting where to go for expert advice on using social media in your work.

If you have any queries relating to the guidance or are seeking assistance with the use of social media, please contact the [COI Interactive Services](#) team.

- [Download Engaging through social media \[PDF, 248K\]](#)



Engaging through social media
A good (and) wicked

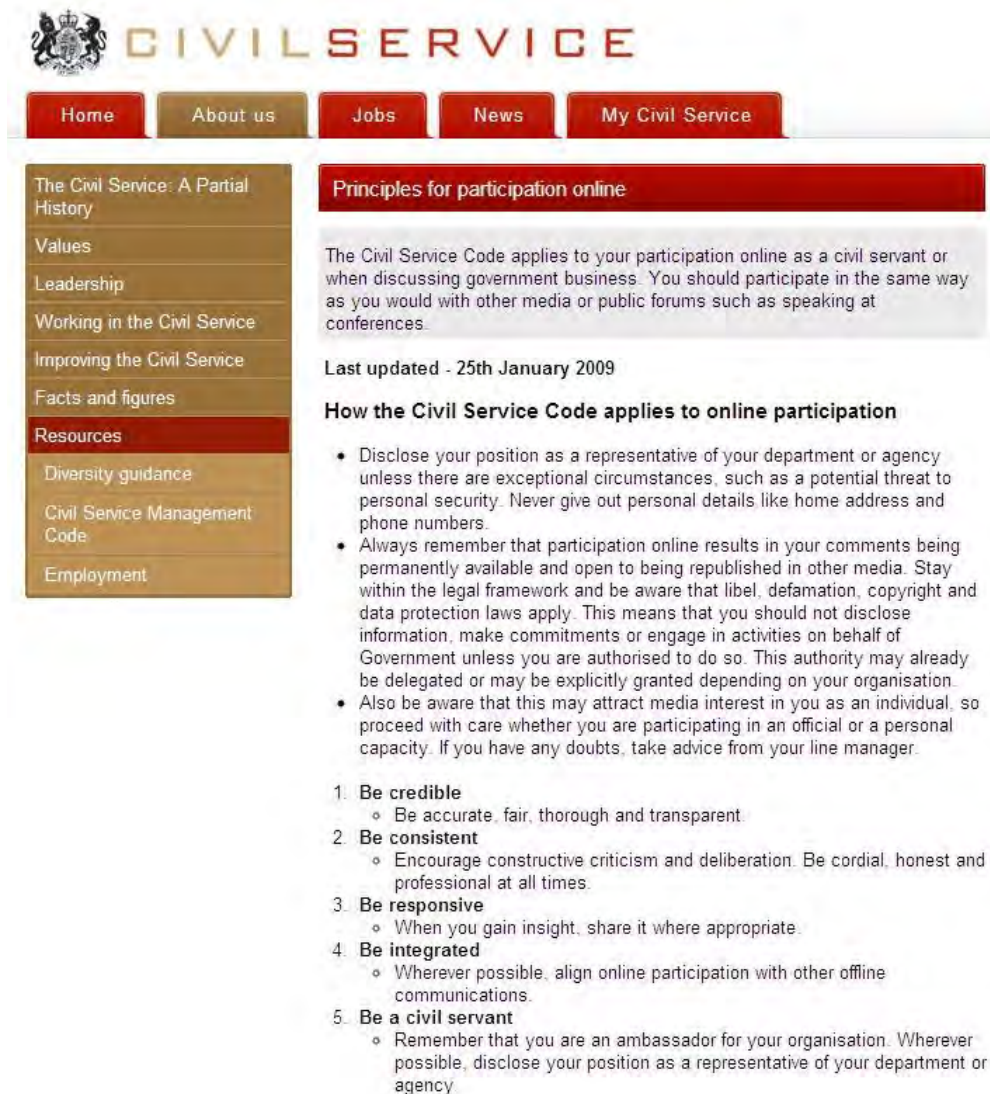


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<http://www.coi.gov.uk/guidance.php?page=264>

Social Media by individual staff



The screenshot shows the Civil Service website with the following structure:

- Header:** The Royal Coat of Arms and the text "CIVIL SERVICE".
- Navigation Bar:** Home, About us, Jobs, News, My Civil Service.
- Left Sidebar (Resources):**
 - The Civil Service: A Partial History
 - Values
 - Leadership
 - Working in the Civil Service
 - Improving the Civil Service
 - Facts and figures
 - Resources** (highlighted)
 - Diversity guidance
 - Civil Service Management Code
 - Employment
- Main Content Area:**
 - Principles for participation online** (Section Header)
 - The Civil Service Code applies to your participation online as a civil servant or when discussing government business. You should participate in the same way as you would with other media or public forums such as speaking at conferences.
 - Last updated - 25th January 2009
 - How the Civil Service Code applies to online participation** (Section Header)
 - Disclose your position as a representative of your department or agency unless there are exceptional circumstances, such as a potential threat to personal security. Never give out personal details like home address and phone numbers.
 - Always remember that participation online results in your comments being permanently available and open to being republished in other media. Stay within the legal framework and be aware that libel, defamation, copyright and data protection laws apply. This means that you should not disclose information, make commitments or engage in activities on behalf of Government unless you are authorised to do so. This authority may already be delegated or may be explicitly granted depending on your organisation.
 - Also be aware that this may attract media interest in you as an individual, so proceed with care whether you are participating in an official or a personal capacity. If you have any doubts, take advice from your line manager.
 - 1. **Be credible**
 - Be accurate, fair, thorough and transparent.
 2. **Be consistent**
 - Encourage constructive criticism and deliberation. Be cordial, honest and professional at all times.
 3. **Be responsive**
 - When you gain insight, share it where appropriate.
 4. **Be integrated**
 - Wherever possible, align online participation with other offline communications.
 5. **Be a civil servant**
 - Remember that you are an ambassador for your organisation. Wherever possible, disclose your position as a representative of your department or agency.

Model Twitter Strategy

[Your logo here]

Template Twitter strategy for Government Departments

1 About this document

This document describes why and how we intend to establish and manage a corporate presence on the microblogging social network Twitter.com.

It covers:

- Objectives and metrics – why we are using Twitter, and how we will assess its value
- Risks and mitigation – how we will contain the risks to our corporate reputation
- Channel proposition and management – how we will populate and use the channel
- Promotional plan – how we will promote our presence on Twitter to maximise value

2 Twitter overview

Twitter is a 'microblogging' platform which allows users to post short text messages (up to 140 characters in length) and converse with other users via their phones or web browsers. Unlike email or text messaging on mobile phones, these conversations take place in the open.

The platform is experiencing a phenomenal adoption curve in the UK and being used increasingly by government departments, Members of Parliament, a number of our stakeholders as well as millions of businesses, non government organisations and individuals. It is free to use with a relatively low impact on resources and has the potential to deliver many benefits in support of our communications objectives.

For more about Twitter and why it's important that we join it, see Appendix A. For a glossary of terms see Appendix E.

3 Objectives and metrics

Objective	Measures
Extend reach of existing corporate messages online (e.g. news, speeches, web updates, YouTube videos) by building relationships with relevant audiences including intermediaries, stakeholders, and key influencers such as journalists and bloggers (see Appendix B)	Number of followers; relevance and type of followers; number of web traffic referrals from Twitter to our website content
Provide an informal, 'human' voice of the organisation to promote comprehension of and engagement with our corporate messages	Feedback from followers (unsolicited and solicited)

You twitter! Civil servant's instructions to ministers on how to send 140-character messages are 20 pages long

By KIRSTY WALKER

Last updated at 12:11 PM on 29th July 2009

[Comments \(0\)](#) | [Add to My Stories](#)

With the economy in a hole, you might have thought the Whitehall mandarins of the Business Department had enough to do.

But one senior civil servant has found time to produce a 20-page strategy paper - on how to use Twitter.



Questions and Discussion

End