Environmental Protection Agency
An Ghníomhaireacht um Chaomhnú Comhshaoil

EPA Research Programme 2021-2030 Guidelines for EPA-Funded Research Project Twitter Accounts

Revised: May 2021

EPA Research Programme 2021 – 2030

Guidelines for EPA-Funded Research Project Twitter Accounts

This document does not replace, but is complimentary to the:

1. EPA Research Call Technical Description Documents
2. EPA Research Guides and Terms & Conditions for Support of Grant Awards
3. EPA Research Project Communication document.

The above documents can be downloaded from the EPA Website.

More Information

For further information or assistance please contact research@epa.ie.

Disclaimer

Although every effort has been made to ensure the accuracy of the material contained in this document, complete accuracy cannot be guaranteed. The Environmental Protection Agency does not accept any responsibility whatsoever for loss or damage occasioned or damages claimed to have been occasioned, in part or in full, as a consequence of any person acting, or refraining from acting, as a result of a matter contained in this document.

Contents

Introduction

The knowledge generated by EPA Research can help Irish people make better choices about their futures - from the Government using our knowledge and data to inform their policy making, to enabling individual citizens to make more sustainable and healthier decisions in their daily lives.

Twitter provides a means of communicating activities and outputs from EPA-funded projects. This document outlines the requirements for project Twitter accounts and provides guidance on the content of posts.

Responsibility for Social Media Activity and Content

The Grantees are responsible for all activity and content on EPA-funded project social media accounts – the EPA does not act as a moderator.

Project-related social media accounts must not be used for posting, reposting, sharing, replying to, direct messaging, or otherwise publishing or engaging with unsuitable/inappropriate content (including but not limited to content which may be in any way offensive, defamatory, violent, abusive, hateful, libellous, obscene, sensitive or illegal) or any content which is in violation of the rules of the social media platform.

Where necessary, grantees must ensure they have obtained any appropriate permission(s) to post content which includes or references:

- Personal information
- Intellectual property
- Copy-righted, trademarked or otherwise protected material
- Reproduced material

NB: the above list is non-exhaustive – please ensure you have obtained all necessary permissions before posting content through social media accounts.

The Environmental Protection Agency does not accept any responsibility whatsoever for loss or damage occasioned or damages claimed to have been occasioned, in part or in full, as a consequence of any activity or content on EPA-funded project social media accounts.

Guidelines on Twitter Accounts

Twitter is an excellent channel to promote your project, its activities, outputs and events. All EPA Research projects (with the exception of Desk Studies and PhDs) are expected to maintain an active Twitter account and to post details of project-related activities and outputs.

Project Twitter Account Requirements

When creating a new Twitter account for your project the following should be observed:

1. Twitter handles should relate to the project name (for example, the handle could include the project acronym). It **must not be prefixed with or include "EPA"**. For example, the following are not permitted:

   @**EPA**Acronym

   @**EPA**_Acronym

   @Acronym**EPA**

   @Acronym_**EPA**

2. **The EPA Research logo and co-funder logos must not be used** as profile or homepage background images – please see examples on page 3.

3. In the Bio section, **you must acknowledge EPA Research**, using either: "@EPAResearchNews funded project" or "This project is funded by @EPAResearchNews" – please see examples on page 4.

4. **Please notify EPA Research** when your new account is active so that we may follow you and add your account to our [Twitter list of EPA Research Projects](#).

5. Whilst the promotion of project outputs through the personal Twitter accounts of individual project participants is encouraged, **personal accounts should not be the primary project account** – a project-specific Twitter account should be created. Personal accounts will not be added to our Twitter List of EPA Research Projects.

Using EPA Research and Co-Funder Logos on Twitter Profiles

The EPA Research and co-funder logos must not be used as the account profile image, or the homepage banner/background image, but may be incorporated as inserts into a larger homepage banner/background image if used in conjunction with the full acknowledgment[1]. See the following examples for further guidance.

> **IMPORTANT**: The main EPA logo should not be used – please ensure any background or homepage banner images incorporate the EPA Research logo. To obtain a copy of the EPA Research logo please contact research@epa.ie.

Correct Use of EPA Research Logo on Twitter Profile

## Incorrect Use of EPA Research Logo on Twitter Profile

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[1] **Full acknowledgement**: This project is funded under the EPA Research Programme 2021-2030 [and co-funded by INSERT NAME OF CO-FUNDER(S)]. The EPA Research Programme is a Government of Ireland initiative funded by the Department of the Environment, Climate and Communications
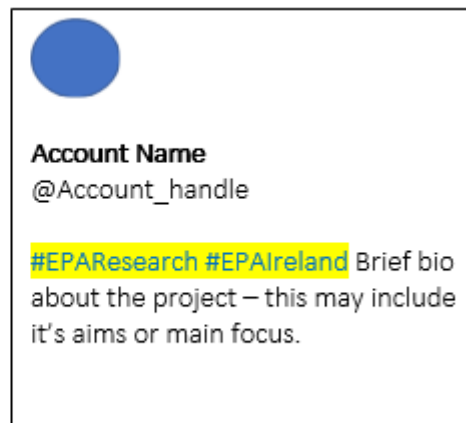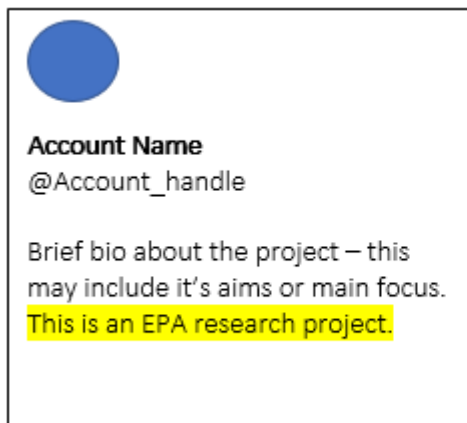
Acknowledging @EPAResearchNews in the Bio Section

EPA Research must be acknowledged in the bio section. The following examples illustrate the correct and incorrect use of acknowledgements.

Examples of Correct Acknowledgement
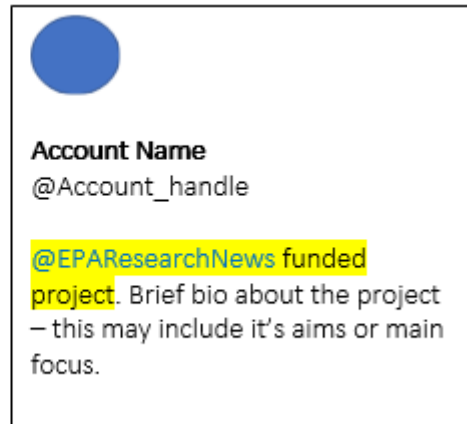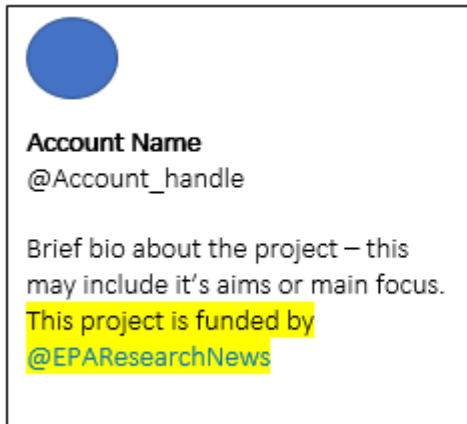
Examples of Incorrect Acknowledgement

Composing Effective Tweets

On this, Twitter advises:

"Compelling content will help you attract new followers and keep them engaged over time.

There's no right or wrong number of times you should Tweet each day, or when. Instead, focus on creating a regular cadence of content that's relevant to your target audience and authentic to your business."[2]

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[2] Source: What to Tweet - https://business.twitter.com/en/basics/what-to-tweet.html

Using Hashtags (#)

Hashtags can help to promote your content. Using hashtags relevant to your project can be an effective way of increasing its visibility and exposure and will group your posts with other related conversations.

We encourage our projects to incorporate the hashtag **#EPAIrelandResearch** in their posts relating to their project outputs and events.

NB: The hashtag #EPAResearch is widely used by other international agencies, including the US EPA – for this reason we ask that you use the hashtag referred to above.

When using hashtags consider their relevance in relation to your post and avoid using overly generic hashtags – please see the following examples:

Example 1: Effective Use of a Hashtag

The following post relates to an event on a specific subject (Climate Change). Using the hashtag #ClimateChange will group this post with other Climate Change conversations. Alternatively, a more specific hashtag could be used, such as #ClimateChangeLecture, which would group the post with other conversations about the event:

Compose new Tweet ×

The EPA #ClimateChange lecture will take place in Dublin on ....
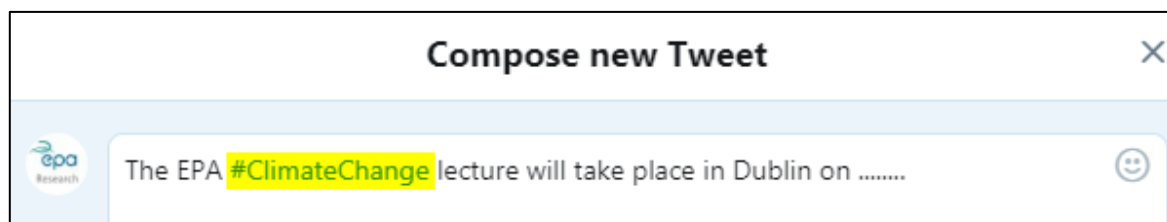
Example 2: Ineffective Use of a Hashtag

In this example, the post will be grouped with other conversations relating to Dublin, and the overall purpose of the post (i.e. promoting the Climate Change Lecture) will be lost:

Compose new Tweet ×

The EPA Climate Change lecture will take place in #Dublin on ....
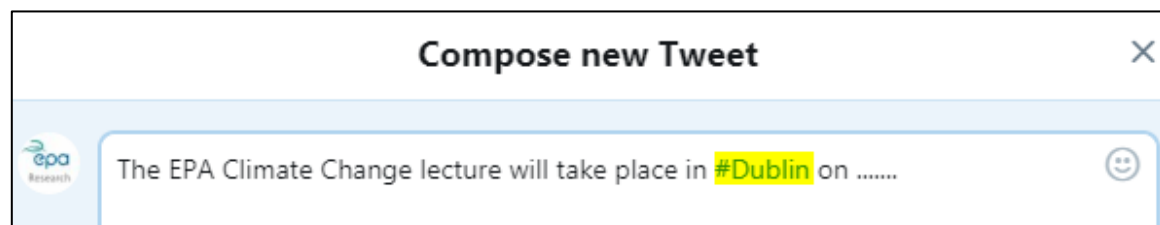
NB: Twitter recommends a maximum of two hashtags are used in each post – using more than two can reduce their effectiveness.

Tagging Other Twitter Accounts

When creating a new post, you can tag other Twitter accounts. This is a good way of bringing posts to the attention of other Twitter users and it can help to the promote your content by way of re-Tweets.

> We encourage our projects to tag **@EPAResearchNews** in their posts relating to their project outputs and events – please see the section in this document entitled "When to Tag @EPAResearchNews" for further guidance.

When you tag another account in a post or an image, the account holder receives a notification to say you have done so. This can help them identify content which is relevant or of interest to them, and in turn this can help to increase the amount of engagements your post receives including retweets, likes, and profile visits.

There are two ways to tag other Twitter accounts:

- In the body of the post (1)

- Using the **Who's in this photo?** for any images which you have attached – you can tag up to 10 accounts using this method (2)
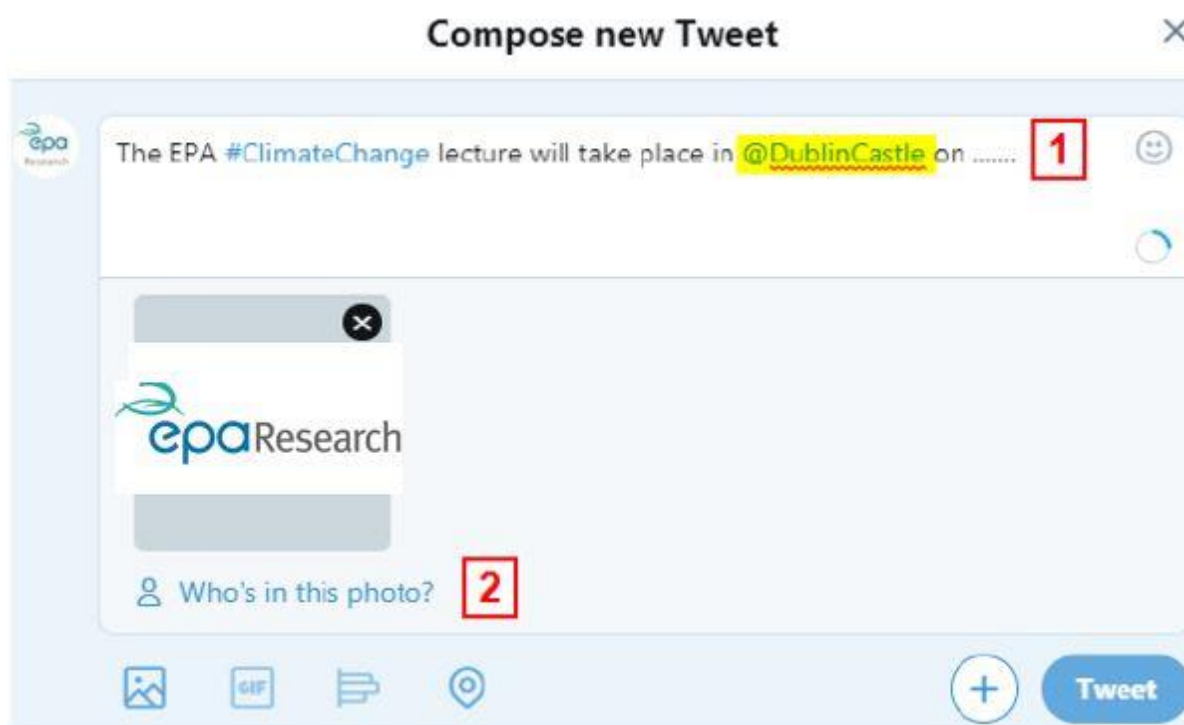
When to Tag @EPAResearchNews

Tagging @EPAResearchNews in your posts helps us to identify content relating to your project and, where possible, retweet your posts. We have provided some notes below on the type of content which is suitable for retweeting by EPA Research.

Examples of content EPA Research will retweet:

Please tag @EPAResearchNews in the following:

- Posts relating to your project outputs and events (e.g. published papers, workshops, reports, media features)

- Posts relating to third-party events featuring your project and/or it's outputs, and where a member of the project team is speaking or presenting on your project

- Posts relating to project field-work activities (e.g. images of members of a project team conducting water sampling activities)

- Posts advertising positions/vacancies available on your EPA-funded research project.

- Posts requesting public/stakeholder engagement (e.g. completing surveys)

Examples of content EPA Research will not retweet:

Please do not tag @EPAResearchNews in the following:

- Your retweets of another user's content.

- Posts which do not relate to your project activities, events or outputs (e.g. newspaper and magazine articles which do not feature or reference your project).

- Posts relating to third-party events/conferences (i.e. events not organised by or featuring your project), even where a member of the project team is attending the event.

- Your replies to other posts.

- Where you are posting details of a third-party output or event (e.g. a paper/report/event from a non-EPA funded project or organisation).

- Any posts where negative and/or derogatory comments or discussions are evident, regardless of content.

IMPORTANT: Retweets of posts by @EPAResearchNews do not equal endorsement by the EPA.

Further Guidance

Further guidance on using Twitter and advice on Twitter best practices is provided by the Twitter Help Centre which can be accessed from your Twitter account profile page, or via the following link:

https://business.twitter.com/en/basics.html