

Guidance on Social Media for Elected Members

In October 2015, the National Communications Advisory Group and the Improvement Service established a working group to develop social media guidance for councillors in Scotland.

The guide, Follow Me: Guide to Social Media for Elected Members was revised in 2022 to be available to elected members following the Scottish Local Government elections and was published in June of this year.

#Follow Me 2: A social media guide for elected members provides an overview of the social media landscape in 2022 and provides guidance on target audiences for each channel and a checklist of dos and don'ts for social media activity.

The Follow Me 2 Guide is available on the Improvement Service Website:

https://www.improvementservice.org.uk/_data/assets/pdf_file/0024/35691/Follow-Me-2-EM-Social-Media-Guide-2022.pdf

Copies were distributed to elected members electronically by the Improvement Service and the Guide can be downloaded from the website and printed as a PDF document.



