

Pittsburgh Land Bank Twitter Policy

The goal of the Pittsburgh Land Bank Twitter account is to keep the public informed about Land Bank activities, information related to Land Banks and, when appropriate, interact with the public.

Who the Land Bank can follow on Twitter:

- Other Land Banks
- Government & Public agencies
- Thought leaders in community & economic development
- Nonprofit organizations
- Public figures & advocates

What the Land Bank can Tweet & Retweet about:

- The tone of the Twitter account of positive, informative & responsive.
- First tweet should be the video you made with the kids (and we can pin it to the top of the page too).
- News about Land Banks
- Trends & demographics as it relates to communities & neighborhoods
- Retweet other Land Banks when appropriate

Responding to Tweets:

- Small blurb on the account profile explaining when we tweet/look at mentions; the meeting location, day, time; email/phone number; website.
- Respond to all tweets requesting general information about Land Bank (such as meeting info, etc)
- Do not respond to any negative tweets
- Suggestion: policy for how to engage with community advocates that use twitter to spread info

Who has access to account:

- Land Bank communications staff
- Land Bank senior staff
- Interns as needed

Next steps:

- Logo
- Website

Adopted July 8th, 2016