

Government and Social Media

Social Media Strategy

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Agenda

- **Introduction**
- **Government and Social Media**
- **Barriers to overcome**
- **Planning Process for Government Social Media**
 - **People**
 - **Objectives**
 - **Strategy**
 - **Technology**
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- **Summary**

What is Social Media?

“**SOCIAL MEDIA** describes a new set of internet tools that enable shared **community experiences**, both online and in person.”

Source: <http://walksquawk.blogspot.com>

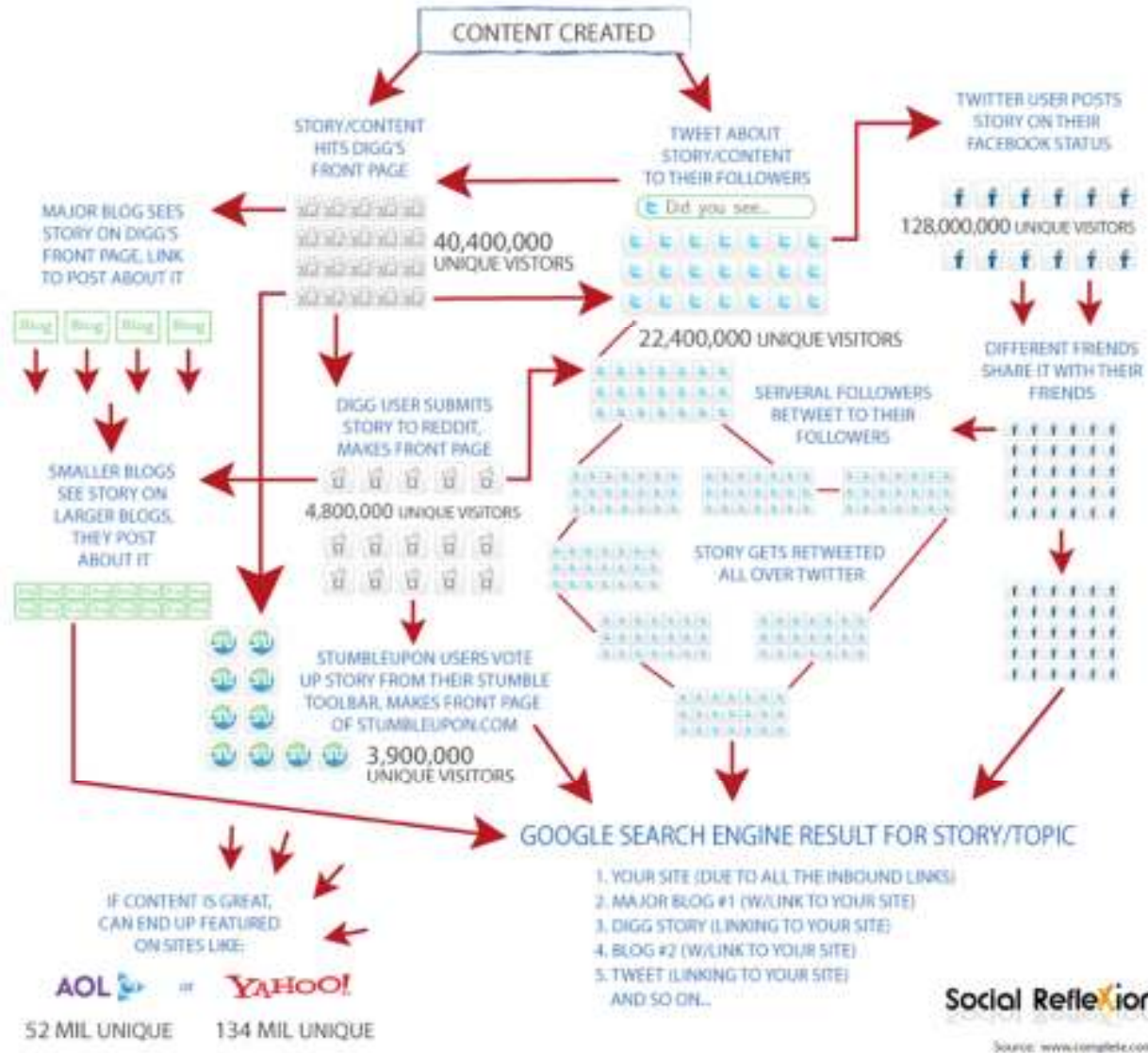
The Social Media and Public Web Site





The Conversation Prism by [Brian Solis](#) and [JESS3](#)

THE SOCIAL MEDIA EFFECT

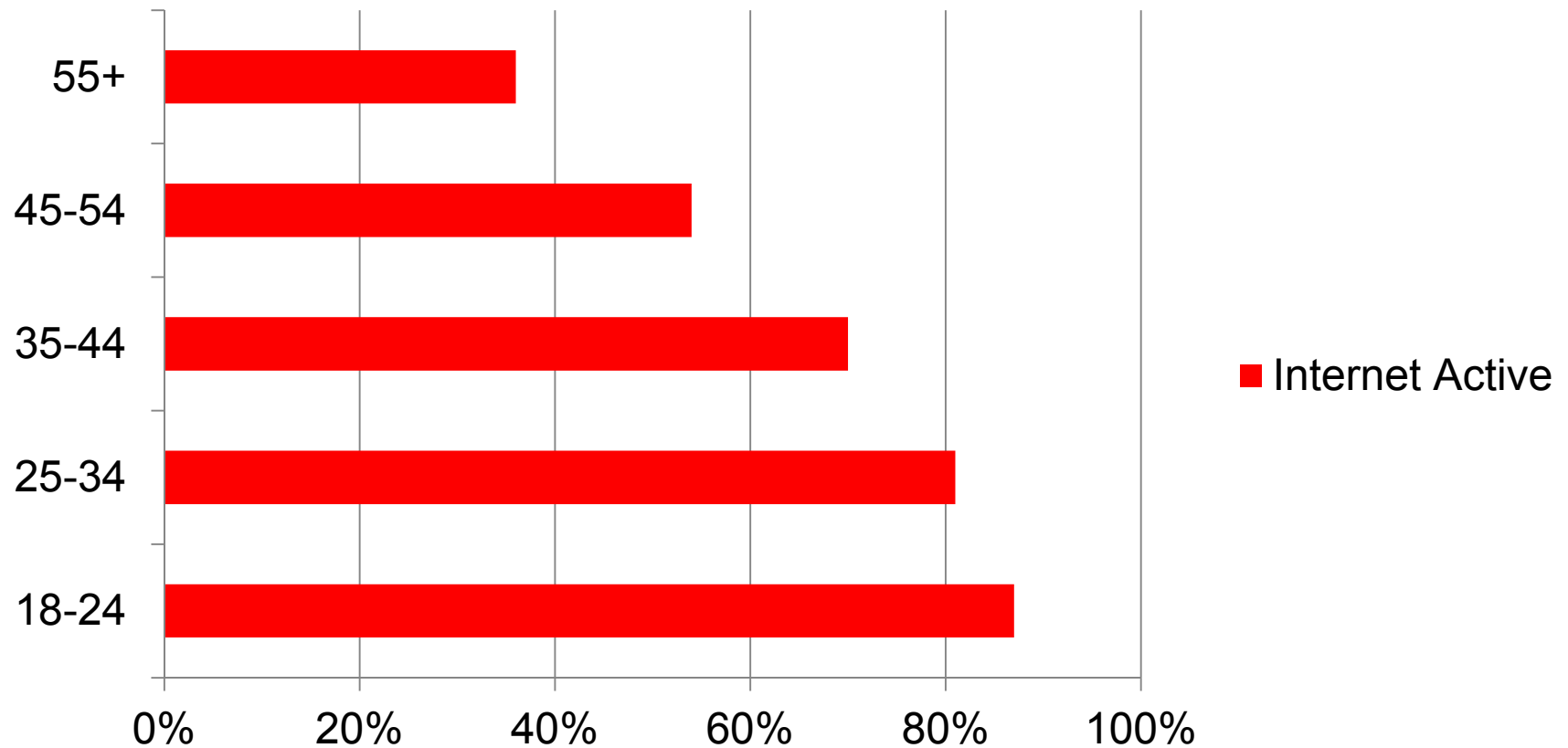


Cool Visual Marketing Graphics for Social Media

To influence the buzz in social media you have to have a good campaign. Infographic World experts help you develop a cool visual marketing graphics to enhance social media presence.

The future of participation

Internet Active

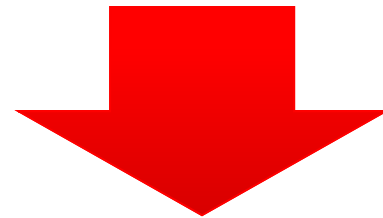


Source: Forrester research as previously

Government and Social Media



- More accessible process
- **More participative public policy**
- Broader influence in policy outcomes
- **Government closer to governed**



**Increased political
legitimacy**

Government and Social Media



Government will become more engaging, participative, **democratic and transparent.**

Sharing, opening up the decision-making process, forging new **relationships** are the foundations of 21st-century government.



Governments will benefit by adopting progressive new approaches to social media and the indirect, intimate influence it has on various publics.

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Blogs from the U.S. Government

Find active blogs from U.S. federal agencies.

- [AIDS.gov Blog](#) – The U.S. Department of Health and Human Services provides this blog as a part of the AIDS.gov website to provide information on the uses of new media for the HIV/AIDS community.
- [America's Marines Blog](#) – Keep up with America's Marines through stories from the latest events. Discover the connection between Marines, Americans, and the Marine Corps by reading the blog entries from each event.
- [Arctic Chronicles](#) – This journal will document my journey to one of the most unexplored areas in the world, the Arctic, as I accompany scientists on an expedition to map the seafloor. This will be a collaborative effort between the U.S. and Canada.
- [ASY Live Blog](#) – The "ASY Live Blog," an extension of the Department of Defense America Supports You program, highlights the support supplied by citizens and corporations nationwide to our men and women in uniform and communicates that support to our troops.
- [Big Read Blog](#) – National Endowment for the Arts literature director David Kipen blogs regularly about his experiences promoting the 2007 Big Read initiative.
- [CDC \(Centers for Disease Control and Prevention\) Injury Center Director's View](#) – The Director of the CDC Injury Center, Ileana Arias, blogs to foster public discussion about injury and violence prevention.

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Government Organization
van A naar Beter informeert over wegwerkzaamheden en wat daarbij komt kijken. Op deze fanpage gaan we bovendien graag met je in gesprek.



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Rijkswaterstaat

Aankondigingen afgelaste werkzaamheden van 2 november 2012

1. A4: afgelaste werkzaamheden ter hoogte van knooppunt Burgerveen; 2-5 november
2. A7: afgelaste werkzaamheden ter hoogte van Groningen-West; 4 november
3. A9: afgelaste werkzaamh...[See More](#)

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Aankondingen werkzaamheden van 2 november 2012

1. N99: volledige afsluiting tussen De Kooy en Den Oever; 5-16 november
2. A6 Urk-Almere: afsluitingen wegdelen en op- en afritten; 5-30 november
3. A16 richting Rotterdam: afsluiting afrit Br...[See More](#)

[See Translation](#)



Barriers to overcome

1. Language of Engagement

2. Technology

3. Bureaucracy

4. ICT Skills & Training

5. Political Regimes

1. Language of Engagement



Listening (NOT
Preaching)

Right TONE

Right ACTIONS

ENGAGEMENT
vs Bullying

PERSONAL vs
OFFICIOUS

2. Technology



The screenshot shows the TechDirt website interface. At the top, there's a navigation bar with 'TechDirt', 'About', and 'Contact Us'. A search bar is located on the right side. The main content area features an article titled "Government Employees Banned From Using The Social Networking Tools They're Told To Use" by Mike Hennick, dated Fri, Mar 20th 2009. A large red arrow points to the article title. The article text discusses government restrictions on social media use, mentioning a quote from a Department of Homeland Security official: "We have a Facebook page," said one official of the Department of Homeland Security. "But we don't allow people to look at Facebook in the office. So we have to go home to use it. I find this bizarre."

News You Could Be Without
by Mike Hennick
Fri, Mar 20th 2009 4:28am

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Filed Under: **bureaucracy, governments, social networks**

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3. Bureaucracy



1. หลักลำดับชั้น (Hierarchy)
2. หลักความรับผิดชอบ (Responsibility)
3. หลักแห่งความสมเหตุสมผล (Rationality)
4. การมุ่งสู่ผลสำเร็จ (Achievement orientation)
5. หลักการทำให้เกิดความแตกต่างหรือความชำนาญเฉพาะด้าน (Differentiation, Specialization)
6. หลักระเบียบวินัย (Discipline)
7. ความเป็นวิชาชีพ (Professionalization)

แนวคิดทั้ง 7 ข้อ เป็นสิ่งที่ดี แต่ต้องปรับให้เข้ากับยุคสมัย

4. ICT Skills & Training



Is your team comfortable with social technologies without : protocols, security, copy-writing, policy and more??

5. Political Regimes



Planning Process for Government Social Media

Planning Process for Government Social Media



1. People

Behind every press release, web page, and social networking account is a **PERSON**

Hiding behind organisational brands and protocol reduces the authenticity and transparency associated with new groundswell.

Start by looking for **INFLUENCERS**

1. People

Who are the influencers?

Category	Who they are	Channels of influence	What they are called
Formal position of authority	Political/ Government leaders/ staff business leaders	Laws & Regulations Decision & Spending Authority Top-down directives	Opinion Leaders Decision makers C-suite
Institutional/ subject matter experts	Academics/scientists Industry analysts NGO leaders Consumer activists	Academic journals Traditional media New media Social media	Experts Mavens Analysts Critics
Media elite	Journalists Commentators Talk show hosts	Traditional media New media Social media	Talking heads Columnists Politicos
Cultural elite	Celebrities Designers Artists Musicians	Traditional media New media New styles/products Social media	Trendsetters Taste makers Creators Starters
Socially connected	Neighbourhood leaders Community group members Online networkers Business networkers	Personal relationships Email lists Social gatherings Social networking websites Social media	Mavens Starters Connectors Spreaders Hubs Alphas

1. People



1. People



Ambassador 1



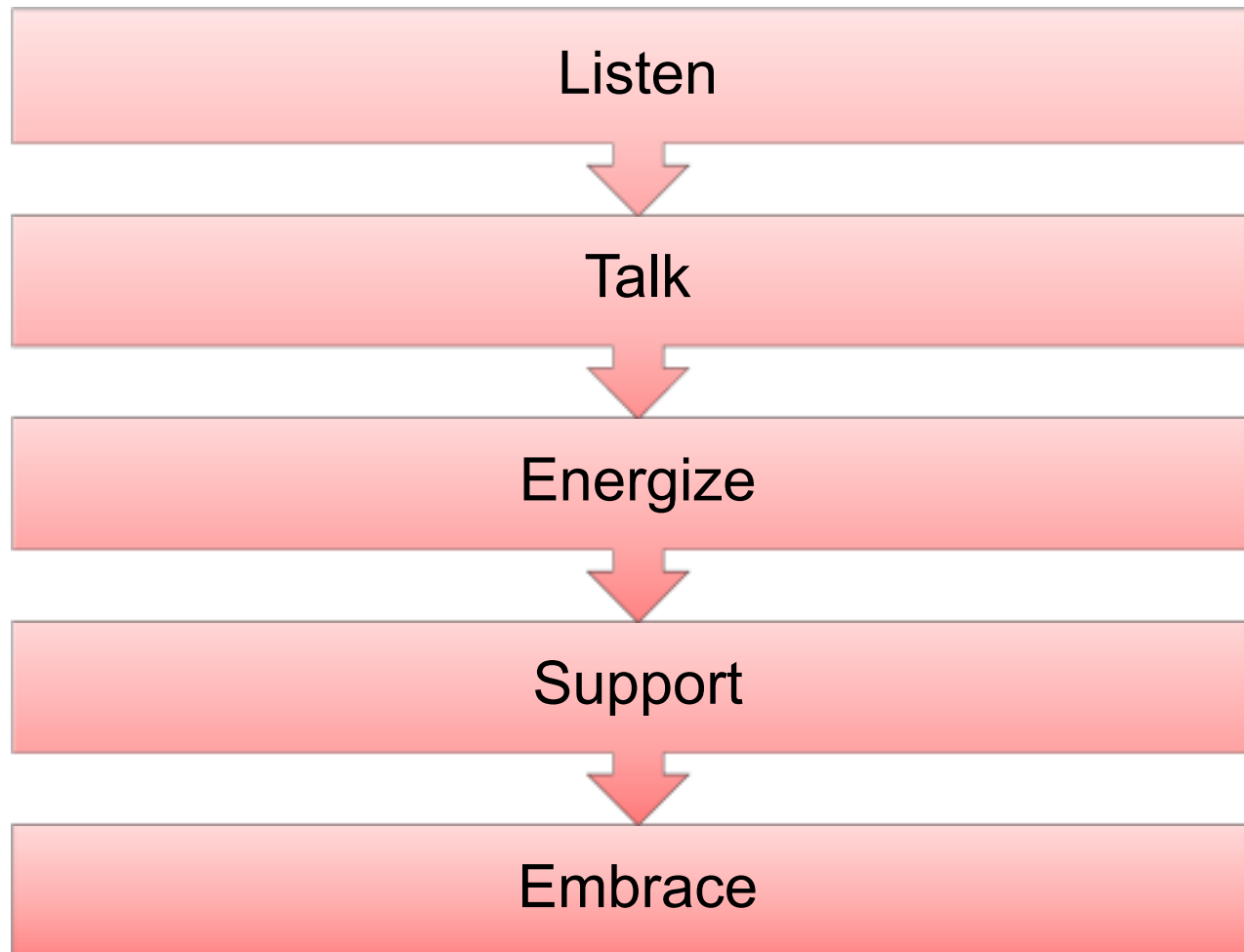
Ambassador 2



Ambassador 3

Consider engaging brand AMBASSADORS

2. Objectives



3. Strategy



Develop the right messages, on time, in the right tone, to the right people

Do not jump into social streams without having anything to say.

It's not about the technology.. more about the way that it's used

3. Strategy

Governments can put social media to strategic use

Share real voices and stories to bring the mission to life

Demonstrate widespread public support for an issue

Be findable by staff who are the first point of research for any policy or legislation

Activate the most passionate voices internally and externally to promote an agency's mission

Own Google search results to manage negative comments or content on a particular issue or policy

4. Technology

Decision-makers cannot make informed choices about the use of social media until they or their staffs have personally had experience with this technology



5. Metrics

Everything can be measured.. But measure the right stuff!



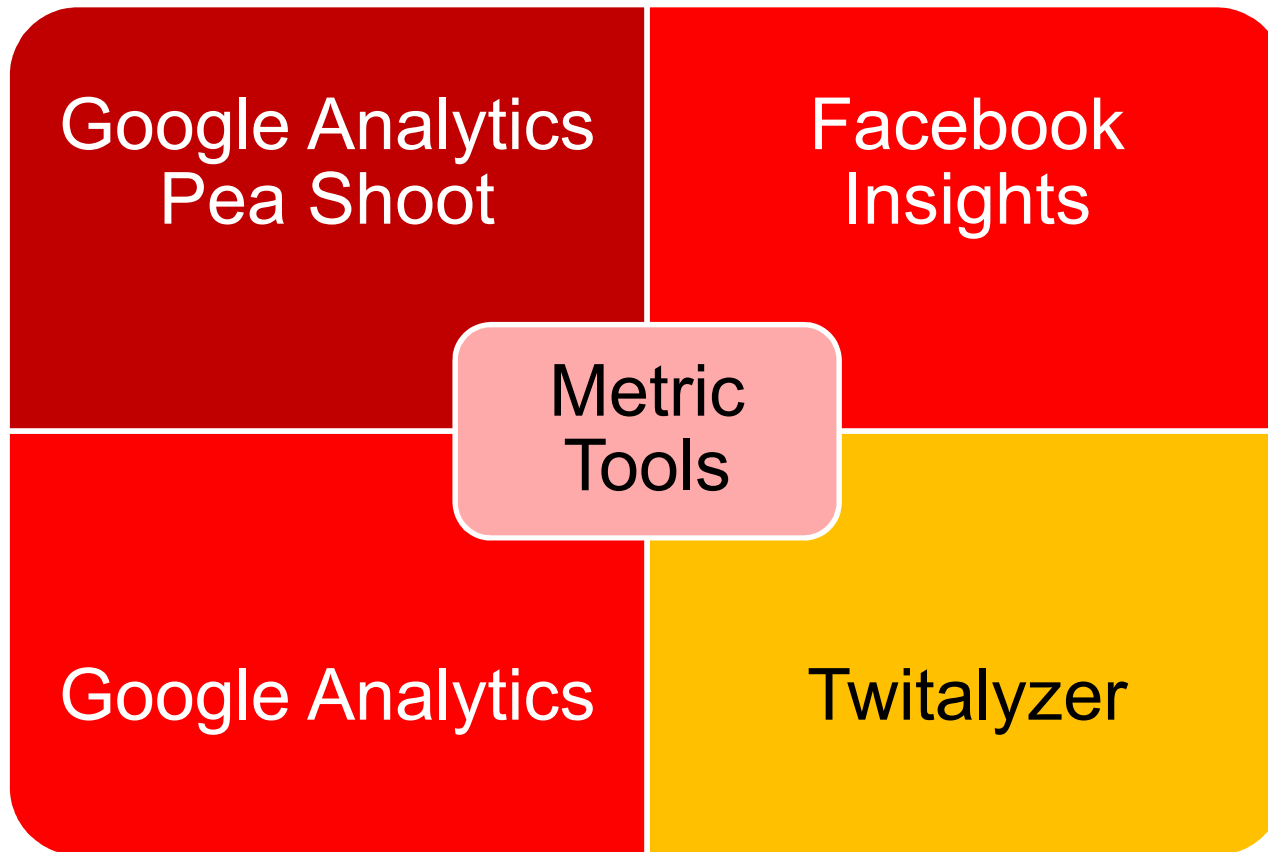
Quantitative Metrics

- Polls
- Satisfaction Indexes
- New Followers
- New Subscribers
- And more...

Qualitative Metrics

- Satisfaction
- Loyalty
- Authority
- Interaction
- Influence
- Signal
- Generosity
- Velocity
- Clout

5. Metrics



Summary

Simplifies networking and **ENGAGEMENT**

Accelerates **RESEARCH**

Identifies **INFLUENCERS** in useful niches

Provides **MECHANISMS** for combating negative publicity and PR

MEASURES public sentiment to help inform public policy

Provides **live broadcast** coverage of niche events

Can be **measured** for ROI purposes

Can **save money**

References

- Open Governments, 2013, Dr Gege Gatt & Alex Grech
- Social Media: Strategy & Tools, 2012, Marieke Hensel

Thank you very much.