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
  - Metrics
- Summary

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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.blogs.com

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The Social Media and Public Web Site

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The Conversation Prism by **Brian Solis** and **JESS3**

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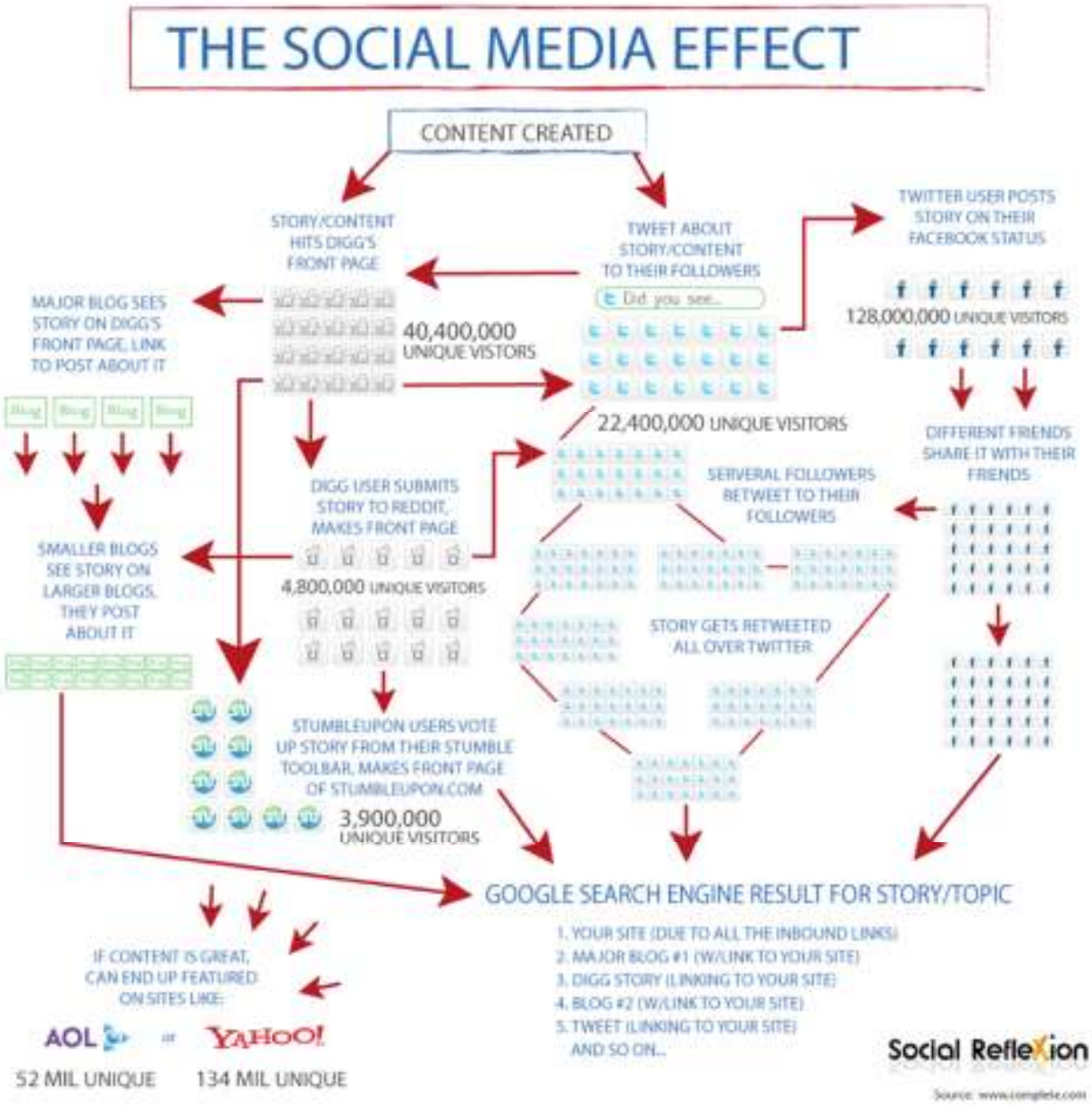

Cool Visual Marketing Graphics for Social Media

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.

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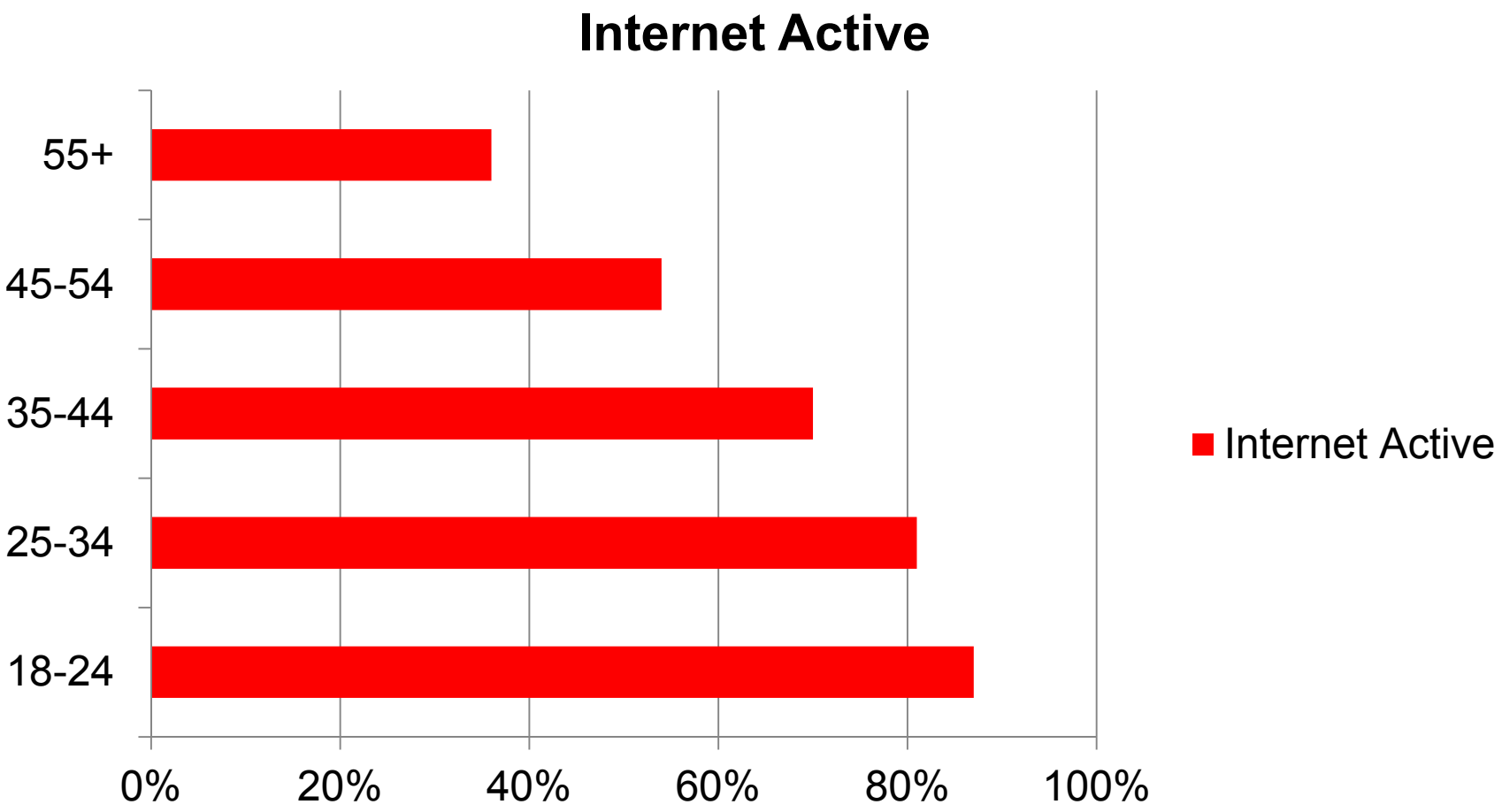
The future of participation



Source: Forrester research as previously

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Government and Social Media

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

Increased political legitimacy

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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.

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

www.usa.gov/Topics/Reference_Shelf/News/blog.shtml

facebook
Search for people, places and things
Marieke
van A naar Beter
Ga goed voorbereid op weg
Goed voorbereid op weg?
Wegwerkzaamheden zoeken op route of datum met de nieuwe iPhone app. Nu beschikbaar in de App Store.
Verkrijgbaar in de App Store
van A naar Beter
van A naar Beter
527 likes · 12 talking about this
Liked
Message
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.
527
About
Photos
Likes
Actueel
Highlights
Post
Write something...
Likes
Rijkswaterstaat

November 2

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

See Translation

Like · Comment · Share

van A naar Beter
November 2

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

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Barriers to overcome

1. Language of Engagement
2. Technology
3. Bureaucracy
4. ICT Skills & Training
5. Political Regimes

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1. Language of Engagement

- Listening (NOT Preaching)
- Right TONE
- Right ACTIONS
- ENGAGEMENT vs Bullying
- PERSONAL vs OFFICIOUS

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2. Technology

3. Bureaucracy

1. หลักลำดับขั้น (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

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4. ICT Skills & Training

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

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5. Political Regimes

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Planning Process for Government Social Media

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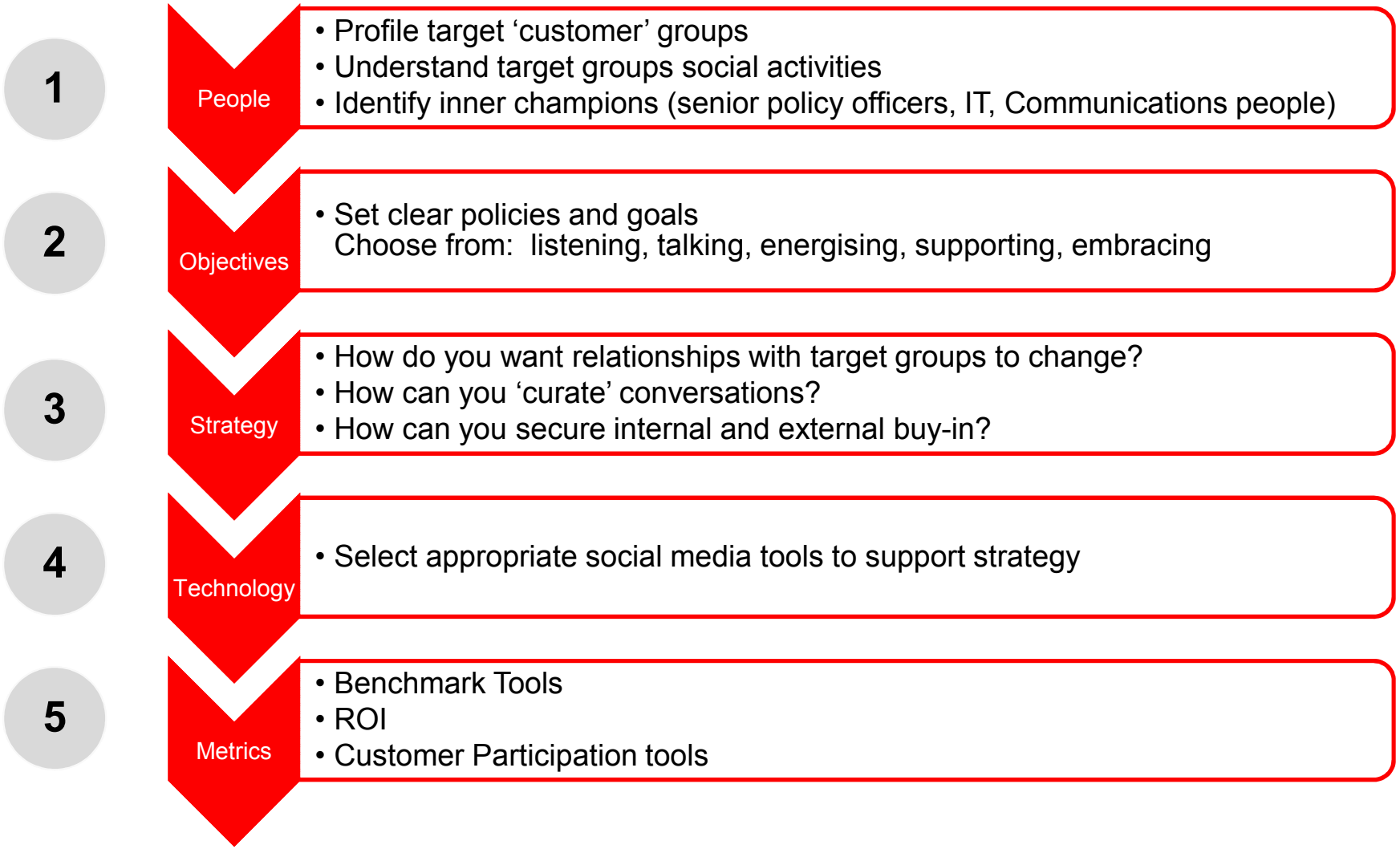
Planning Process for Government Social Media



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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**

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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

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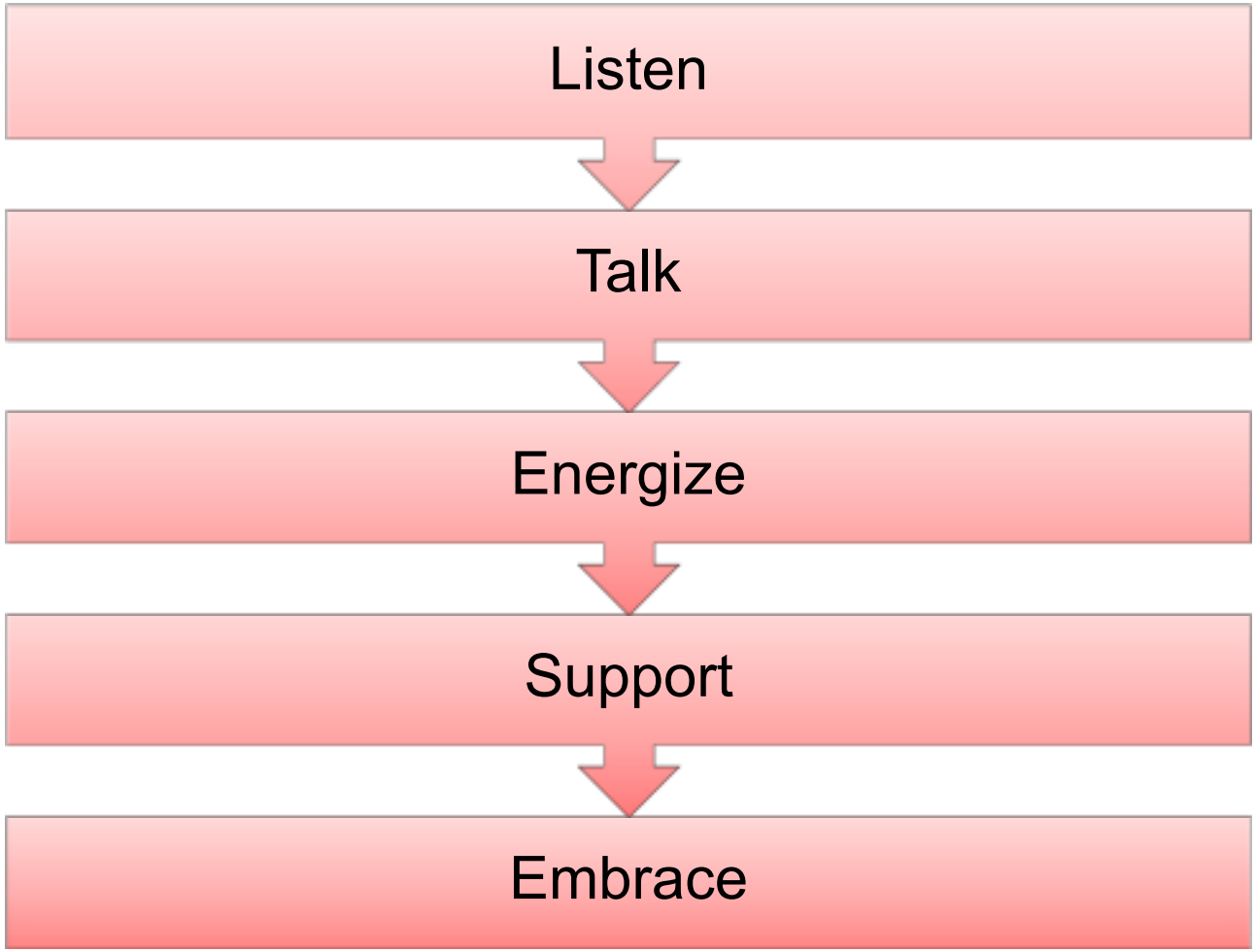
1. People

Consider engaging brand AMBASSADORS

2. Objectives



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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

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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

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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

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5. Metrics

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

Quantitative Metrics	Qualitative Metrics
• Polls • Satisfaction Indexes • New Followers • New Subscribers • And more…	• Satisfaction • Loyalty • Authority • Interaction • Influence • Signal • Generosity • Velocity • Clout

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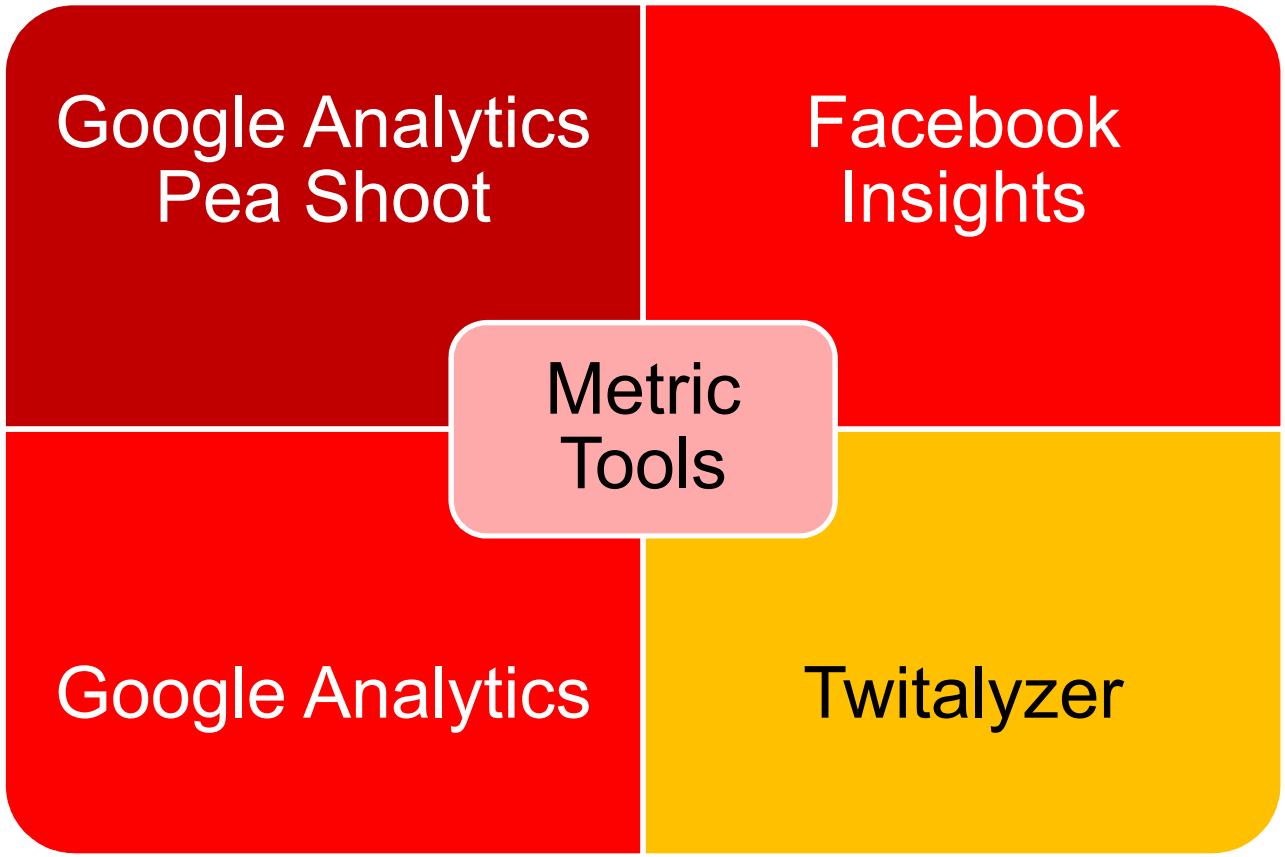
5. Metrics



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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**

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References

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

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Thank you very much.

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