Just When You Thought e-Government Had Changed Everything: Government Meets Social Media

Or: Social Media for Government, and a Primer for the rest of us

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Agenda

- Introduction: Web 2.0 and Social Media
- What is, what are, Social Media?
- The impact of Social Media
- Success and Disaster Stories
- Cutting through the Clutter
- Measuring Social Media
- What Social Media Mean to e-Government

Web 2.0 and Social Media

- First...... can anyone remember Web 1.0?
- "users were able to access and interact with sites on the multimedia platform that came to be known as the "World Wide Web". Organizations of all kinds, firms large and small, and many individuals built websites for users to retrieve, and visitors mostly used these sites to find information, and indeed, to conduct online purchases of many kinds. The great majority of early websites were what came to be termed "brochure ware" – in simple terms, the corporate brochure was placed on a server, and users could page through it by clicking on various links."

Web 2.0 and Social Media

- Web 2.0:
- credited to the O'Reilly Media Web 2.0 Conference of 2004 with O'Reilly himself defining it as, "business embracing the web as a platform and using its strengths, for example global audiences"
- more useful to view Web 2.0 as a series of application progressions, than as something new in and of itself

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Web 2.0 and Social Media

- more useful to view Web 2.0 as a series of application progressions, than as something new in and of itself.
- may be more insightful to try to understand what has changed and what has become possible
- Contrasting Web 2.0 against Web 1.0:
- *page views vs cost per click, DoubleClick vs Google AdSense, Britannica Online vs Wikipedia, content management systems vs wikis, personal websites vs blogging, publishing vs participation.*
- Web 2.0 is the internet's "now" to Web 1.0 as the internet's "then" – it is much more to do with what people are doing with the technology than the technology itself.

Web 2.0 and Social Media

- "media designed to be disseminated through social interaction between individuals and entities such as organizations"
- Content is created using *highly accessible* (easy to get to) and *scalable* (can be used to reach large numbers) publishing techniques
- Uses Internet/web-based technologies to transform broadcast media monologues (one to many) into social media dialogues (many to many)

Web 2.0 and Social Media

- social media can also be defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content".

- Sometimes refer to social media as user-generated content (UGC) or consumer-generated media (CGM), or when consumers create ads about brands they either love or hate as consumer generated advertising (CGA)

Kinds of Social Media

- **Blogs**
- Blogs (short for "web logs"): websites, owned and written by individuals, who maintain regular commentaries and diaries that may include text, graphics and video, links to other blogs and web pages, usually in reverse chronological order. Rudimentary blogs function simply as personal online diaries, but more sophisticated bloggers concentrate as commentators on a range of focused phenomena, with news and views on particular subjects, covering a wide range of industries, products, services, and special interests.

Kinds of Social Media

- **Micro-blogs**
- Social networking services that enable users to send and read very short messages, usually restricted by the number of characters in the message.
- Twitter in Iran
- Twitter: ave 750 tweets per second
- During the FIFA World Cup, Japan vs Cameroon: 2940 tweets/second

Kinds of Social Media

- **Social networking websites**
- Services on which users can find and add friends and contacts, and send them messages, and update their personal profiles to notify friends, contacts or colleagues about themselves.
- Facebook: > 500 million members

Kinds of Social Media

- **Picture sharing websites**
- allow users to store and share images.

Kinds of Social Media

- **Video sharing websites**
- Allow users to upload and share videos. Typically, unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos
- YouTube: 100m+ a day; 24 hours/minute

Kinds of Social Media

- **Social news websites**
- Allow people to discover and share content from anywhere on the Internet, by submitting links and stories, and voting and commenting on submitted links and stories

Disaster Stories

- Nestle and the KitKat Orangutan Finger

Disaster Stories

- United Breaks Guitars

Success Stories
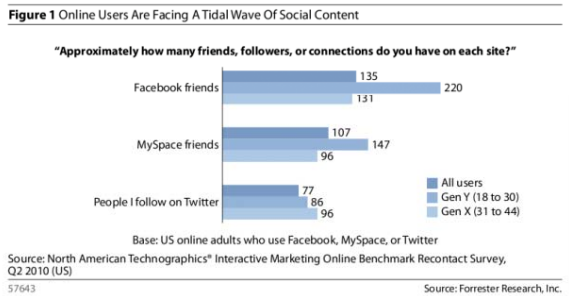
- S#!t my Dad Says

Success Stories

- Old Spice

Cutting through the Clutter

- Social Media looks easy...
- Establish a Facebook page, go on Twitter....
- But it isnt, and its even harder when your target is Gen Y

Fighting for their attention....

Figure 1 Online Users Are Facing A Tidal Wave Of Social Content

"Approximately how many friends, followers, or connections do you have on each site?"

Facebook friends — 135 / 220 / 131

MySpace friends — 107 / 147 / 96

People I follow on Twitter — 77 / 86 / 96

All users
Gen Y (18 to 30)
Gen X (31 to 44)

Base: US online adults who use Facebook, MySpace, or Twitter

Source: North American Technographics® Interactive Marketing Online Benchmark Recontact Survey, Q2 2010 (US)

57643   Source: Forrester Research, Inc.

You can only have.....

- 150 meaningful friendships (sociologist Robin Dunbar)
- Only 18% of users have become "friends" or "fans" of a brand (Forrester Research)
- Only 6% read a company or product blog (Forrester Research)
- Only 5% follow a brand on Twitter (I follow Chateau d'Yquem)
- So what's to do?

Dont....

- Assume your content is relevant
- **Do** try to say something interesting (e.g. Old Spice)
- **DO** try to target influential users
- Users may not pay attention to marketers but they do pay attention to each other
- **Do** have a basic understanding of **how** social networks work

Measuring Social Media

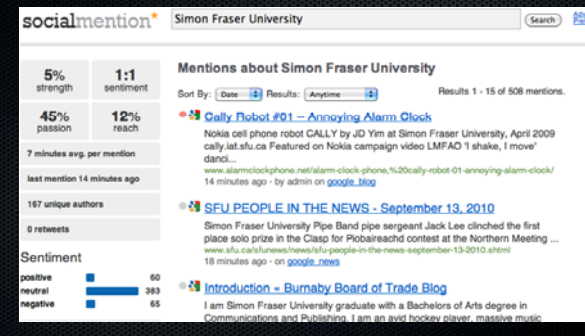- How Sociable (www.howsociable.com)
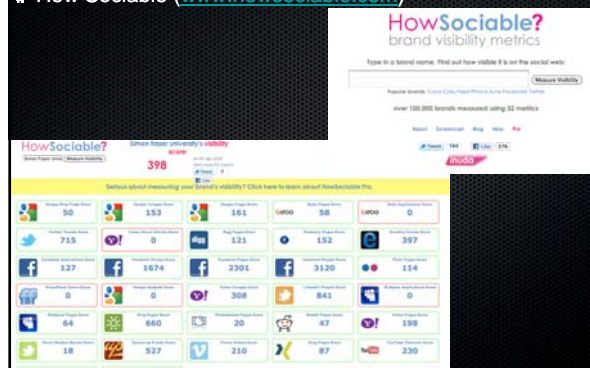
Measuring Social Media - Mapping How Sociable

Measuring Social Media

- Social Mention (www.socialmention.com)

What Social Media means to e-Government

- Two sides to the story:
- Getting elected, staying elected
- Serving citizens

While the former is really exciting.....

- Obama: The Facebook President
- Philipines Government overthrown by text messages
- We are concerned here about the latter: Serving Citizens

But why should government care?

- Its huge
- Its trusted
- It shapes perceptions
- Its on most lobbyists' agendas
- Its not going away

Social Media will change democracy

- A more accessible process
- More participative public policy
- Broader influence in policy outcomes
- Government is closer to the governed

What are the barriers to overcome?

- Language of engagement
- Technology
- Bureaucracy
- ICT Skills and Training
- Digital divide
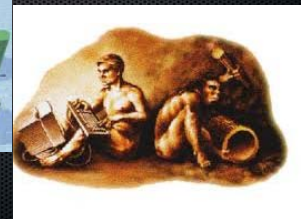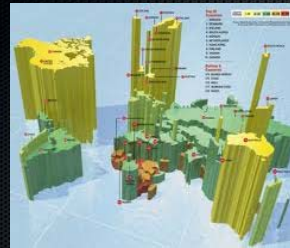- Fluff

Language of Engagement

Technology

Government Employees Banned From Using The Social Networking Tools They're Told To Use

from the bureaucracy-at-work dept

Last year, we wrote about how it seemed like a mistake to us that the government in Montenegro had decided to block access to Facebook on government computers. While many disagreed in the comments, Facebook and other social networking sites are quickly becoming useful tools of communication (for some, it's their primary tool for communication). Blocking access is missing the point, and preventing a useful tool from being utilized, just because some might abuse it.

Bureaucracy

ICT Skills and Training

Digital Divide

Fluff

Still perceived to be a big waste of time by many decision makers

Needs buy in and support from senior officials to succed

How do you move from "Big Brother" to "Engagement at a Par"?

A simple 5 step Social Media Planning Process for Government

Understand People → Set Objectives → Develop Strategy → Technology → Metrics

People

- External:
- Appropriate Customer Groups and what they do
- Internal:
- "Inner Champions"

Objectives

- What do you want to do?
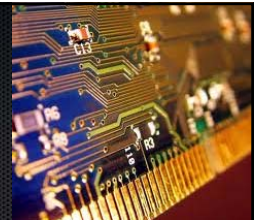- Listen, talk, energize, support, embrace?

Strategy

- What do you want to change?
- What do you want to talk about?
- How will you get buy-in?

Technology

- What are the appropriate Social Media tools we need to support our strategy?
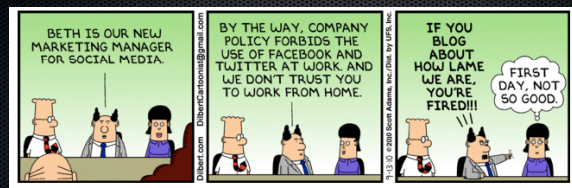
Metrics

- What benchmark tools will we use?
- How can we measure customer participation?
- ROI?

How open is your Social Media?

Social Media in Government: The 7 deadly sins of getting it wrong (from Jay Baer)

Sin 1: Deafness

- Dont listen to what they say. after all its just about appearances

Sin 2:

- Slowness
- Why act quickly? If you take weeks to react the opportunity will just go away

Sin 3

- Caution
- If you encourage everyone to be really careful, they'll end up doing nothing

Sin 4:Phoniness

- Bluff and fib, not all of your stakeholders will be smart enough to know you are bullsh*##ing them
- Participate in your own praise, if you can fake sincerity you've got it made

Sin 5: Greed

- Don't share, don't link, dont create good content, after all, social media are all about you

Sin 6: Inflexibility

- Don't be flexible, after all if you can standardize everything it will make your life so much easier

Sin 7: Levity

- Take everything very seriously, life isnt funny, and after all, your organization is no laughing matter