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WEBB CONSULTING, INC.

S10 Reaching Citizens Thru 2.0

Agenda

- Defining “Web 2.0”
 - Tools, Technologies, & Examples
- Living in a Web 2.0 World
 - Social & Economic Implications
 - Web 2.0 In Government
 - Examples of Success
- Why Web 2.0 is Critical for Government
- Common Challenges Posed by Web 2.0
 - Solutions That Work
- The BearingPoint Survey
- Real World Considerations



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About The Speakers

- **Laurie Webb, President - Webb Consulting**
 - Founded Webb Consulting in 1996
 - Webb Consulting helps companies create and craft their on-line business presence, practices, strategies and solutions.
- **Andrew Pollack, Lead Developer**
 - President, Second Signal – A Web 2.0 Service Solution for Call Response Fire Departments
 - 20 Years Experience in Collaborative Technologies
 - Lt. Engine 1 – Cumberland Fire Department



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DEFINING “WEB 2.0”

-- I haven't even finished Web 1.0 yet!



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In the Beginning

- **Before Web 1.0**
 - Research was done at the library
 - Limited News Source Selection
 - Information Tied to Expertise
 - Product Price & Availability are Regional
 - Easy to manage “The Message”



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Web 1.0 Changed Our Thinking

- Information More Widely Distributed
 - But still mostly “Published” by the same sources
- What Other People Want You to Know
 - No way to validate accuracy or assess trust
- Sites Largely “Brochure-Ware”
 - Remember flaming logos?
- Consumers win through greatly increased competitive pricing
 - Web 1.0 was “The Shopping Net”



Then Came Web 2.0

- From “The Shopping Net” to “The Social Net”
- Web 2.0 is “My Web”
 - Sites adjust to my preferences
- Content Production by Peers
 - Who Are My Peers?
- Social Sites Reconnect Us
 - Welcome Back to The Village
- Competition in Content Value
 - Who will be your source for News? Search?
- Consumers Expect Application Functionality
 - Static “Brochure” Pages Have Less Value



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WEB 2.0 TOOLS & SITES

I tweeted on twitter about a blog linked on a wiki – and my Mom linked it on Facebook and my kids LOL'it!

WHAT DOES THAT MEAN?



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Three Things Make A Site “Web 2.0”

- **AJAX – Making Pages Dynamic**
 - Asynchronous JavaScript and XML
 - Really just a technique using existing browser technology in a new way
- **Interactivity**
 - Web 2.0 Sites are 2-Way
 - This becomes “Social Networking”
- **Customization**
 - Web 2.0 Sites change based on how consumers interact with them



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Web 2.0 Tools You Need To Know

- Instant Messaging – Email is so 1990s
 - Email is now for “Important” Stuff
 - Where we used to use “Department Memos”
 - Instant Messaging is One to One
 - Generally, you exchange credentials and know the person you’re talking to
 - Many Services, Many Endpoints



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Web 2.0 Tools You Need To Know

- Facebook – Reconnecting
 - A place to define “Yourself” on-line
 - What happens when your colleagues, family, and constituents all meet?
- Blogs – Everyone Gets a Soapbox
- Wikis – Grass Roots Documentation
 - How valid is the source?
 - Politically Charged Topics



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Web 2.0 Tools You Need To Know

- **Twitter – aka “Micro-blogging”**
 - Stream of Consciousness Content
 - Your Deep Thoughts in 140 Characters
- **More like Blogging than Chatting**
 - You’re “Broadcasting” to Everyone
 - Everyone who chooses to “Follow” you
 - You’re “Following” people who say things that interest or amuse you
 - You don’t follow all your followers
 - Those you follow don’t all follow you



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LIVING IN A WEB 2.0 WORLD

Social & Economic Implications



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The Big Village

- For Most of History we lived, worked, and traded with people we knew
 - Everyone Knew Our Business
 - Trust Was Earned and Valued
- “Commuting” Changed Things
 - Coworkers, Family, and Friends see is differently
- Social Sites Bring Back the Village
 - Your friends, family, coworkers, and constituents all see the same “You”



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WEB 2.0 IN BUSINESS

Business that interact with their customers are increasing their success. Now, governmental agencies are taking advantage of these tools as well.



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Comcast on Twitter

- One Employee Almost Singlehandedly changed Comcast's reputation on-line
 - And it wasn't even his job
- Frank Eliason – aka “comcastcares”

Businessweek.com article:

<http://bit.ly/uFAa>




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CDC on Twitter – Managing H1N1

The image shows a screenshot of the CDCFlu Twitter profile. The profile name is CDCFlu, with a bio that reads "Bio Flu-related updates from CDC". The profile has 3 following and 7,528 followers. The main tweet, posted 26 minutes ago from a web browser, reports: "US Update 5/13/09: 3352 total cases of novel H1N1 flu, 3 deaths, 45 states affected: <http://bit.ly/u43oo> #swineflu #H1N1". Below the tweet are three resource links: "Resources for clinicians: latest guidelines and information on the H1N1 influenza investigation <http://bit.ly/81F9t> #h1n1", "Interim guidance on case definitions for investigations of novel influenza A (H1N1) Cases: <http://bit.ly/6wcjB>", and "Transcript & Audio of yesterday's (May 11) CDC Press Conference on H1N1 flu: <http://bit.ly/PeQ1Z> #swineflu #H1N1". The sidebar on the right includes sections for "Updates" (30), "Favorites", "Actions" (block CDCFlu), "Following" (with CDC logo), and an "RSS feed of CDCFlu's updates".

twitter Home Profile Find People Settings Help Sign out

 **CDCFlu**

▶ **Following** - Device updates OFF

US Update 5/13/09: 3352 total cases of novel H1N1 flu, 3 deaths, 45 states affected: <http://bit.ly/u43oo> #swineflu #H1N1

26 minutes ago from web

Resources for clinicians: latest guidelines and information on the H1N1 influenza investigation <http://bit.ly/81F9t> #h1n1
about 19 hours ago from web

Interim guidance on case definitions for investigations of novel influenza A (H1N1) Cases: <http://bit.ly/6wcjB>
about 19 hours ago from web

Transcript & Audio of yesterday's (May 11) CDC Press Conference on H1N1 flu: <http://bit.ly/PeQ1Z> #swineflu #H1N1
12:50 PM May 12th from web

Name CDC Flu
Web <http://www.cdc.gov>
Bio Flu-related updates from CDC


3 following 7,528 followers


Updates 30


Favorites

Actions
block CDCFlu

Following



 [RSS feed of CDCFlu's updates](#)



IMPORTANCE FOR GOVERNMENT

The social and economic changes that Web 2.0 are bringing become critical to success in government moving forward



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Why Implement Web 2.0

- 1.4 Billion People on-line
 - Grows by 100 million every 6 weeks
- 70,000 New Blog entries per day
- 68,000 Video uploads to “YouTube” per day
- 550,000 People sign up for one of the two major social networking sites per day

Effect: Largest single marketplace
and it is always on.



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Benefits of Successful Web 2.0 Sites

- Faster Delivery of Information to Consumers
- Closer relationship to Constituents
- Gain Support and Buy-In During the Decision Process
- Real-Time Feedback
- Increase responsiveness



Social Trends

- **Social Trends – What Users Want**
 - Direct Participation
 - Social Interaction – To Be Heard
 - To Serve People & Communities
 - Accountability – They Want the Raw Data
 - Information from peers, not just site owners

Effect: Creation of a new, open, self organized, democratic, and community centric on-line culture where user participation is changing on-line behavior and expectations.



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Economic Trends

- **Crowd Sourcing**
 - Engages people a broad spectrum of constituency
 - Leverages Diversity and Independence
- **Software is Viewed as A Service**
 - Users Expect Localized, Updated Content
- **Personal Relationships**
 - Become the Trusted site

Effect: Web 2.0 is about the end user. Constituents become stake holders in the site.



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COMMON CHALLENGES POSED BY WEB 2.0

-- And Solutions That Work



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Managing Your Personal Identity

- **Welcome Back to the Village!**
 - Your daughter, boss, and customers will be reading the things you post on social sites.
 - The comments, postings, and interactions you make on social sites are visible across the full spectrum of people who know you in many different ways
- **Why is this so uncomfortable?**
 - Are you the same person to your friends, family, coworkers, and constituents?
 - Do you act in ways with one group in a manner you wouldn't want the others to see?

Is having to re-think our full spectrum of behaviors a bad thing for society or a good one?



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Managing Friends & Contacts

- Don't Get Fooled by the term "Friend"
 - Making a "Friend" is simply a decision to allow them to see what you're posting – Not a commitment to loan them money or invite them to dinner
- If you "Un-Friend" someone, they know it. You're making a statement about the relationship
 - Consider the option to simply "Ignore" their content. On most sites, this is a silent option



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Managing Organizational Identity

- Branding isn't completely under your control
- Customer Feedback Will Impact You
 - Even if you don't allow feedback on your site, it will show up in web searches
- Employee-Bloggers Will Impact your image
 - Help them understand where to draw the right lines between opinion and statement



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Handling Feedback

- Feedback is unscripted & Often Unwelcome
 - Be very clear in advance about your site's policies, expectations, and editorial policies
 - Resist the urge to edit or remove content. When it must be edited, note changes clearly with editor's notation marks
 - Respond in a calm, rational tone
 - Ignore rants, count to 100 before posting
 - When in doubt, assume the best possible and most well meaning interpretation of the comment
 - Or at least pretend to



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The Social Rules Are Evolving

- What is appropriate behavior? What messages are you sending?
 - All you can do is consider how the message you're sending may be received
- How do we re-structure for the new culture when we don't really know what the rules are?
 - The only way to learn the new norms, is to participate frequently and join the culture
- The Internet is democratic and promotes conversation.



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Employees and Web 2.0

- **Every Employee is a Potential Blogger**
 - Define organizational guidelines in advance
 - Help employees differentiate between when they're speaking on behalf of the organization, or expressing a personal opinion
 - Don't stifle comment by outlawing all mention of your employees' work life.



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Social Networking At Work

- Are your Employees Wasting Time?
- Of course they are – but they're also adding value at the same time
 - Be flexible with your policies
 - Individual contacts are critical to success
 - Employees draw on social resources to get more done



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THE BEARINGPOING SURVEY

How is Web 2.0 Currently Impacting Business And
Government



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About the Survey

- Conducted Feb. 2009
 - 369 Qualified Respondents
 - 137 Federal
 - 106 State
 - 126 Local

InformationWeek - Business Technology
March 4, 2009



Impact of Web 2.0

- Federal Government Agencies were more likely to rate their agencies as more advanced in implementing collaborative technologies.
- Federal Government Agencies were slightly more aggressive in implementing a Gov. 2.0 Strategy.
- Information Sharing / Government Transparency was cited as the biggest advantage to implementing Gov. 2.0 initiative.
- Expanded use of Wikis for internal agency use and blogs for collaboration with general public.



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Impact of Web 2.0 on Government

- Gaining Top-Down Advocacy from upper level of agency was cited as the biggest way to spur action within their agency.
- Increased Confidence in a more transparent and citizen centric government which will drive implementation of Gov. 2.0 strategy.
- Agencies look to other agencies and private sector for inspiration in implementing Gov. 2.0 technologies.
- 40% of respondents reported using Web 2.0 at home, but just over 1/3 reported they don't use Web 2.0 at all.



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RECOMMENDATIONS FOR IMPLEMENTING WEB 2.0



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Web 2.0 recommendations

- **Be Responsive!**
 - Listen to feedback and take action quickly – Who is responsible for doing this in your organization?
 - The Social Web holds you accountable. Listen and be responsive.
 - Be Open to User Interaction
 - Have well defined, reasonable editorial policies



Understand What Your Site Needs

- Discover and explore other sites in groups
 - Talk about what you see
 - Don't re-invent the wheel
- Create a Pilot Program
 - Include potential critics!
- Live The Social Networking Life
 - Start using social networking sites, blogs, and discussions to understand how these communities work
- Social norms and conventions are important



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Focus on your site's effectiveness

- Update Content Constantly
 - Do you have the tools to accomplish this?
 - Put publishing tools in the hands of content owners, not web site developers
- Compare your site to others
 - Shadow tools, Search, Tag Clouds
- Give Users Something In Return
 - Don't push the things important to you to the top, ahead of what the user wants to see.

Don't Let "Search Site Optimization" drive your site or hurt your budget. Rich, interactive, interesting content is the best driver for higher search rankings



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Web 2.0 will Drive Government 2.0

- About Efficiency, Transparency and Empowerment.
 - Two way communication between government agencies and citizens and between agencies and their public and private partners.
 - Shift Power from Institutions to People
 - Citizen Engagement and Employee Collaboration.
- Effect:** Government is more accountable and responsive to citizens and individuals regain their voice in government.



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Thank You! Any Questions?

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