



New Media WEB in Government:



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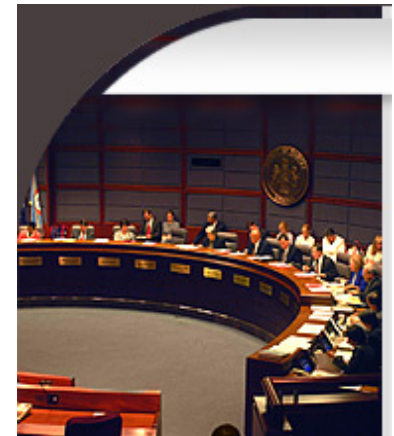
www.fairfaxcounty.gov
www.facebook.com/fairfaxcounty
www.twitter.com/fairfaxcounty



Fairfax County Demographics

- Residents - over **1.1 million**
- Size - **400 square miles**
- Budget – **over \$6 billion** (County & Schools)
- Over **35,000 employees** (County & Schools)

- **Board of Supervisors** - 10 Elected members
 - 1 Elected-At-Large Chairman
 - 9 Representing Specific Districts





Strategic Approach to Technology in Fairfax County

Effective government includes the concept of a knowledge based community requiring government to understand community and culture and use this understanding to create an overall strategy to become an customer centric government with targeted goals

Taking a strategic approach means linking the overall direction of government and its technology investments to ensure excellence in customer service for both internal and external customers

Enterprise approach to technology delivery leverages resources and assets.



Our **WEB x.0 approach is a key component in the strategy that harnesses information, communication and new media capabilities in order to empower the public services, enhance public engagement, and demonstrate public value.**





E-Gov Program Governance: e-Gov Steering Committee

Members are Deputy County Executive for Information and Compliance agencies (**Chair**); Chief Technology Officer, Directors of Libraries; Cable Communications and Consumer Protection; Office of Public Affairs; County Attorney; E-Gov Director; IT Security Officer; supporting staff.

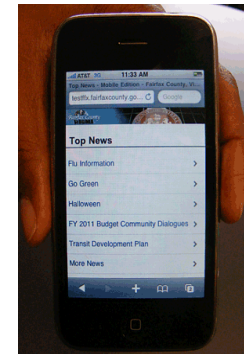
- ❖ Meets monthly to look at specific initiatives, opportunities, policies and issues
- ❖ Sets e-gov strategy; Develops Policy
- ❖ Approves new uses and special access





e-Gov Channels

- **Website**
 - 30,000 function specific pages
 - Over 150 e-service transactions
 - e-Payments transactions vendor (*Govolution*)
- **Interactive Voice Response (IVR)**
 - Integrates with web for voice device interaction
- **Mobile/wireless application integration**
- **Local Gov Cable Channel 16 feeds**
- **New media tools:** (FFX Facebook, Twitter, YouTube, Flickr, other public web, information channels)





Stage for Future: Today's Media World

- Traditional media on the decline with layoffs, budget cuts, fewer printed pages and minutes of coverage.
- Who fills the void? How do messages and information spread? How do we tell people what's going on at the local level?





Social Media Tools @ Fairfax County



Facebook

information sharing, public service announcements, advertising, video



Video or photo sharing

Blogs

*Moderated Discussion
Groups*

Chat

Emergency Alert

and others.....



RSS- Web Information Updates



Podcasts- new information, topics of interest





Public Engagement



**Get News. Get Information.
Get Fairfax County.**

The screenshot shows the Fairfax County website interface. At the top, there is a navigation bar with links for Home, Living Here, Doing Business, Visiting, Departments & Agencies, and Search Site. Below this is a sidebar with an 'Index' menu listing various sections like Public Affairs Home Page, News to Use, and RSS News Feeds. The main content area features a 'Get Fairfax County' heading and a list of services: Social Networking Web Sites (Twitter, Facebook, YouTube), Call Fairfax County (703-324-7329), RSS Feeds, Emergency Alerts, Podcasts, Weekly Agendas, E-Services, and News to Use. At the bottom, there is a footer with contact information for the General Office of Public Affairs and a 'BEST OF THE WEB' award logo.

****Survey: Provide Feedback About the Web Site, Including This Page****



Public Engagement



Facebook

The screenshot shows the Facebook profile for Fairfax County Government. The page includes a navigation bar with 'Wall', 'Info', '2010 Budget', 'Events', 'Boxes', and 'Photos'. The main content area displays several posts:


- Mega Job Fair and Entrepreneurship Expo:** Fairfax County will host the 2009 Mega Job Fair and Entrepreneurship Expo "Boosting Your Success" on Saturday, March 28, 2009, from 9 a.m. to 2 p.m. at the Fairfax County Convention Center.
- Watershed Cleanup Sites Need Volunteers:** Consisting with Earth Day and Arbor Day, a number of events are available for volunteers to help improve the health of the Potomac River Watershed.
- Feb. 23 Board of Supervisors Presentations:** The Fairfax County Board of Supervisors, at its meeting on Monday, Feb. 23, made the following presentations to residents and county staff.
- Feb. 9 Board of Supervisors Presentations:** The Fairfax County Board of Supervisors, at its meeting on Monday, Feb. 9, made the following presentations to residents and county staff.
- Feb. 9 Board of Supervisors Presentations:** The Fairfax County Board of Supervisors, at its meeting on Monday, Jan. 26, made the following presentations to residents and county staff.
- Jan. 26 Board of Supervisors Presentations:** The Fairfax County Board of Supervisors, at its meeting on Monday, Jan. 26, made the following presentations to residents and county staff.
- Child Care Database Search:** Looking for child care in Fairfax County? Then search the child care database on our Web site for information about providers that have valid state or county permits.

The page also features a sidebar with information about the county, including location (13000 Government Center Parkway, Fairfax, VA, 22035), phone (703-448-9944), and hours (8:00 am - 4:30 pm). It also includes links for social media, emergency info, and RSS feeds.



Public Engagement




Login · Join Twitter!



Hey there! **fairfaxcounty** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **fairfaxcounty's** updates.

Join today!

Already using Twitter from your phone? [Click here.](#)



fairfaxcounty

Correction: today's public hearings on the budget begin at 7 p.m.

about 9 hours ago from web

BOS moving to closed session; live Twittering over; budget public hearings begin at 3; sign up to speak this week
<http://tinyurl.com/dljshs>

about 9 hours ago from web

BOS endorses installation of overhead pedestrian warning signage on Route 1 funded by VDOT

about 9 hours ago from web


BOS directs county staff to work with Planning Commission about demonstration projects at new Tysons Metrorail stations.

Name fairfaxcounty
Location Fairfax, VA
Web <http://www.fairfax.gov>
Bio Official Twitter site of Fairfax County, Va., Government

47 following
516 followers
256 updates

Updates

Favorites





Public Engagement



The screenshot shows the YouTube channel page for Fairfax County Government. At the top, there is a navigation bar with links for Videos, Favorites, Playlists, Subscribers, and Subscriptions. The channel name is 'fairfaxcountygov' with a subscriber count of 5,272. A bio section includes the channel's name, location (Fairfax, VA), and website (http://www.fairfaxcounty.gov). Below this are social media links for Facebook and Twitter. The main content area features a video player for 'Law of HR Tone' and a 'Recent Activity' section listing several newly uploaded videos such as 'No Fats, Oils or Grease Cow...', 'Emerald Ash Borer and Fire...', and 'Disability Navigator Web Site...'. A 'Playlists' section highlights 'Emergency Preparedness & Videos' and 'Environment & Videos'. At the bottom, there is a 'Videos (22)' section with a grid of video thumbnails and their respective view counts and upload dates.



Government to Citizen Transparency

Social Media

Fairfax County uses various Social Media platforms to expand and redefine communication efforts beyond traditional news releases. Engagement is the key!

Benefits of Social Media

- Community engagement
 - Helps to leverage local community perspective
 - In Fairfax, we had online participation for our budget process this year and received a lot of feedback via online avenues.
- Constituent access to its governing officials and program marketing
- Platform to reach a large audience who would not normally engage through the official county site
- Extends broadcast reach
- Agency interactive service reach





Fairfax County Today: Our Vision

Today

- Leverage existing policies and codes of conduct, and reinforce/complement points that are specific to social media.
- Understand the deep implications of social media, well beyond citizen engagement.

Near Future

- Clearly distinguish institutional and employee presence, and focus on the latter as the main avenue for creating public value.
- Where appropriate, allow employees to use social networks, determine mutual benefits and obligations, and assess risks, and provide a framework for them to leverage their engagement.
- Explore the benefits and risks of consumer tools to support both employees and the institution.

Long Term

- To stick, many of these changes will require a cultural shift: leverage early successes by training, teaching, trusting and transferring power to employees.



Fairfax County's Efforts



twitter



fairfaxcounty

Town hall meeting July 22 raise awareness about Lyme disease; more than 400 Fairfax County cases in two years: <http://bit.ly/sjJ1P>

about 5 hours ago from web

Bike-friendly Fairfax County offers more than 500 miles of trails; explore them this summer: <http://bit.ly/zA25U>

9:34 AM Jul 17th from web

Going on vacation? Tips to protect your home; be smart w/ Twitter/Facebook; schedule free police home inspection: <http://bit.ly/AHyj>



Fairfax County Podcasts

Home Profile Find People Settings Help Sign out

Videos | Favorites | Playlists | Subscribers | Subscriptions

Name fairfaxcounty
Location Fairfax, VA
Web [http://www.fairfax...](http://www.fairfaxcounty.gov)
Bio Official Twitter site of Fairfax County, Va., Government

taxcountygov
 Variety
 ed: February 20, 2008
 Sign In: 1 month ago
 os Watched: 596
 scribers: 51
 nel Views: 5,780

facebook Home Profile Friends Inbox 4

Fairfax County Government Economic De
 businesses that will add more than 900 jobs to the lo
 a moment ago clear

Wall Info Events Boxes Photos

What's on your mind?

Fairfax County Government Just Fans

Fairfax County Government Economic I
 with 27 businesses that will add more than
<http://tinyurl.com/dgxgp9>
 2 seconds ago · Comment · Like

Fairfax County Government Prom/Grac
 View the Teen Crash Map that depicts cra
 injury or fatality, in 2007-2008 (PDF file).
www.fairfaxcounty.gov
 Source: www.fairfaxcounty.gov
 11 minutes ago · Comment · Like · Share

Fairfax County Government To all of our new fans, be sure to follow

RSS Feeds

You can also view these feeds listed [alphabetically](#).

Board of Supervisors

- Board of Supervisors News and Information

Budget

- Budget News and Information



Emergency Information

- Emergency News and Information

Environment

- Environment News and Information

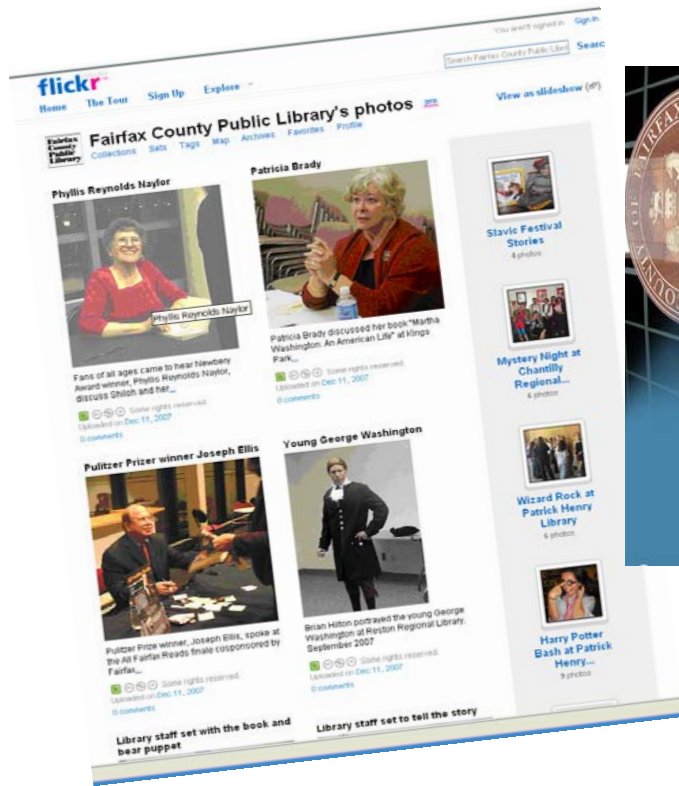
General News and Events

- Fairfax County Government Arts Events





Fairfax County has been using Social Media to its advantage





Social Media Monitoring



near:"fairfax, va" within:15mi

Search

[Advanced Search](#)

Realtime results for near:"fairfax, va" within:15mi

0.31 seconds

 [Feed for this query](#)

 [Twitter these results](#)



[hisxlency](#): Hers a shocker! I'm at work....

Centreville, VA

less than 20 seconds ago from *Tweetie* · [Reply](#) · [View Tweet](#)



[hkellick](#): Apple/iTunes bows to pressure from the music companies and sells out:

Fairfax, VA

half a minute ago from *web* · [Reply](#) · [View Tweet](#)



[Dave Garrett](#): Sure its easy to put something out there, but ad \$ are WAY tougher to come by than they were 9 months ago.

Fairfax, VA

1 minute ago from *web* · [Reply](#) · [View Tweet](#)

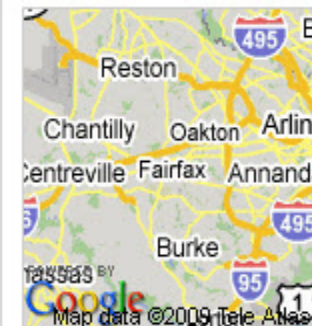


[Espailat101](#): At the doctors with Luisa.

Fairfax, VA

2 minutes ago from *Tweetie* · [Reply](#) · [View Tweet](#)

Show tweets near:



Within: 15 miles

Show tweets written in:

English




Trending topics:



Social Media in Fairfax

Viral – people will spread information to **their** networks

On March 3, the Office of Public Affairs sent a tweet to 370 followers about a missing/endangered child. Some of our followers and then their followers retweeted (RT) the message. In total, more than 3,200 people on  were exposed to this important emergency life safety message.

Last weekend, we relied on our .gov site,  **facebook** and , provide real-time updates about mass H1N1 vaccination clinic. Extremely well received by our residents. 600 new  **facebook** fans joined us in one week.





Fast-growing Facebook's user base hits 200 million

April 8, 2009 - 3:24pm

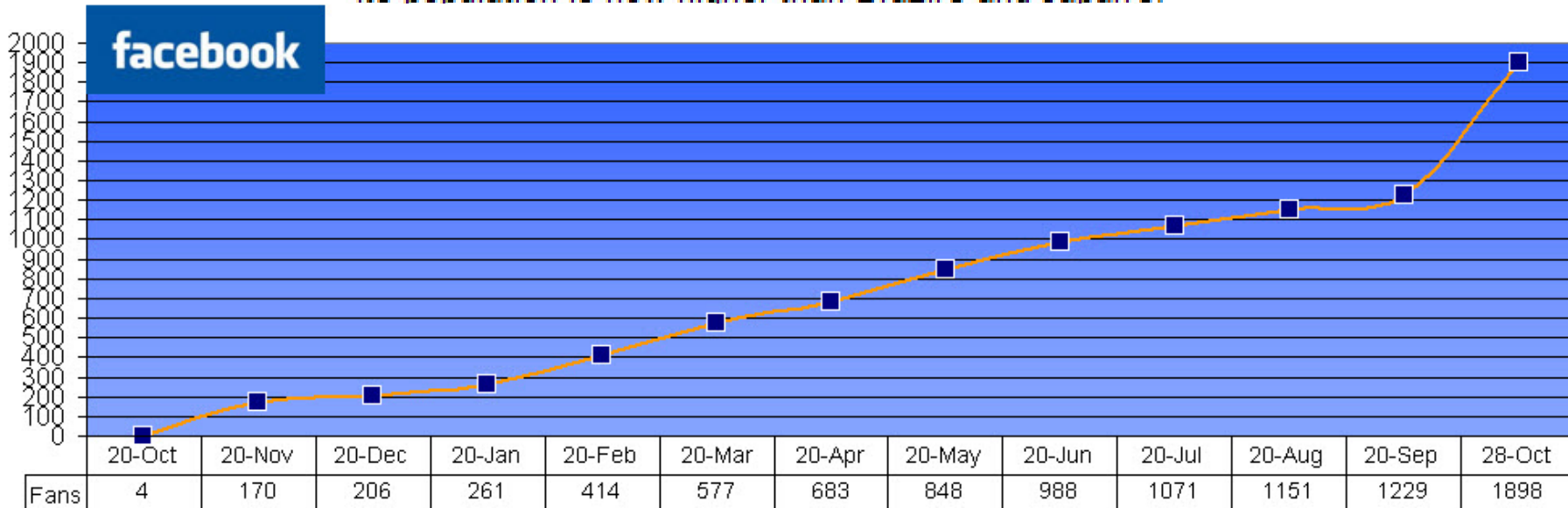
By BARBARA ORTUTAY
AP Technology Writer

Global 

Fairfax County 

NEW YORK (AP) - In less than eight months, Facebook has doubled its user base by signing up 100 million people from around the world, officially hitting 200 million on Wednesday.

Its population is now higher than Brazil's and Japan's.



Oct. 20, 2008 = 4 fans

Oct. 28, 2009 = 1,898 fans



Global



Twitter Now Growing at a Staggering 1,382 Percent

March 16th, 2009 | by Adam Ostrow

[View Comments](#)

1140
tweets

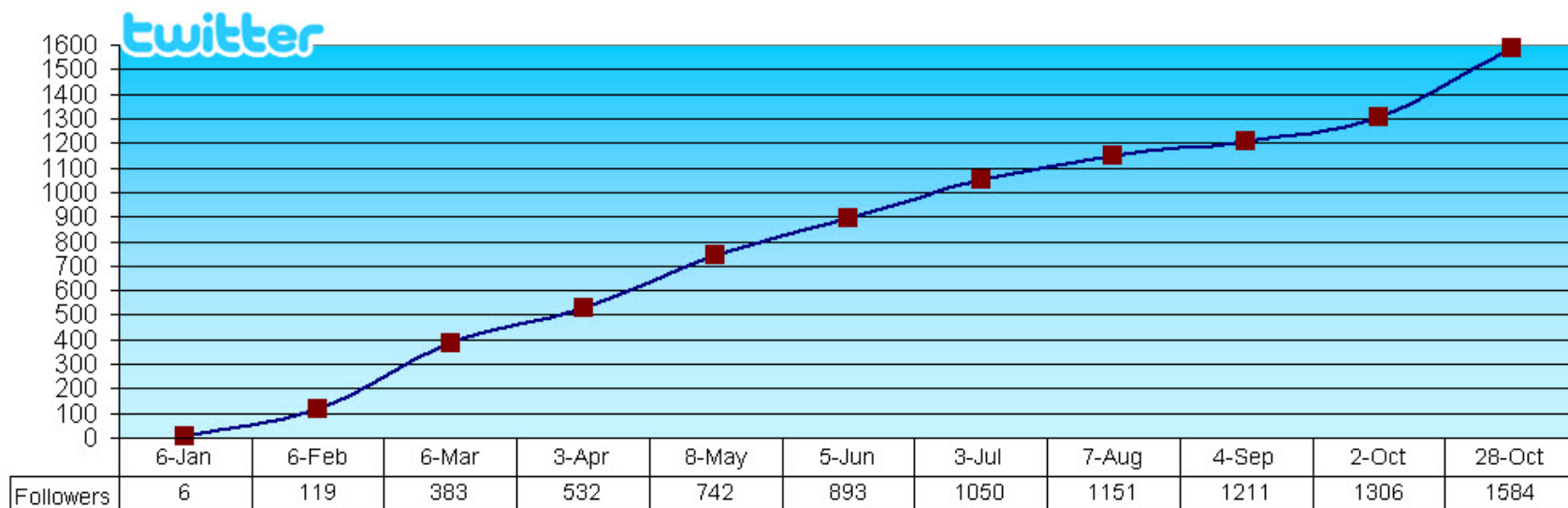
retweet

Maybe it's Jimmy Fallon's integration of it into his new TV show, Shaq's use of it to interact in real-life with fans, or blog's ability to write about it non-stop, but one way or another, Twitter's growth just continues to explode.



The latest numbers from Nielsen Online indicate that Twitter grew 1,382% year-over-year in February,

Fairfax County



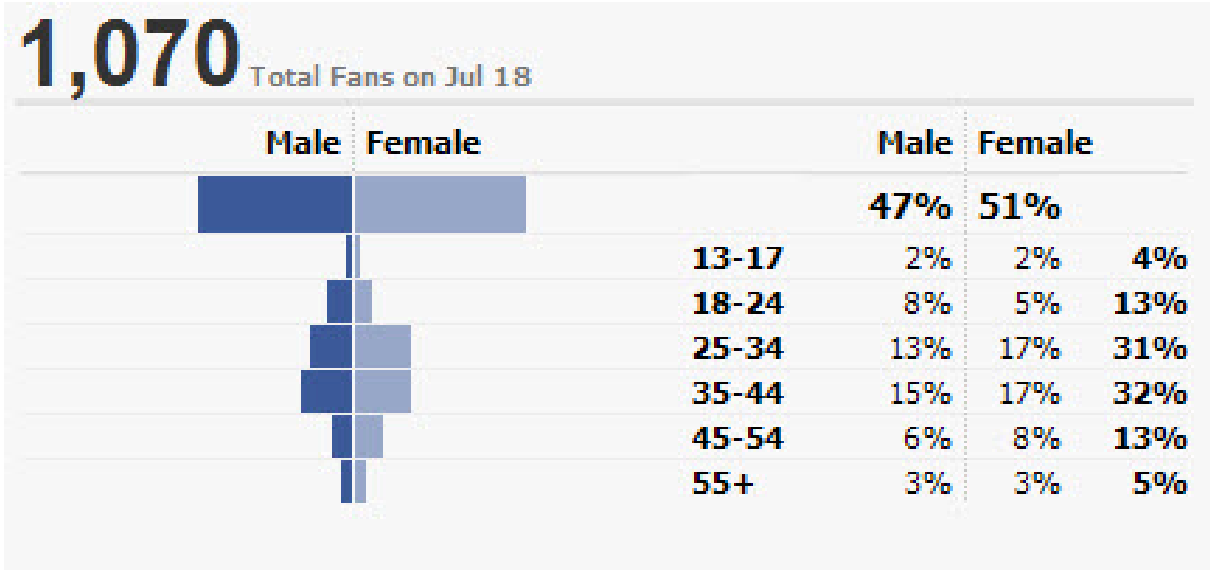
Jan. 6 = 6 followers

Oct. 28 = 1,584 followers



Fan Demographics

■ Fairfax County's Facebook Fans:



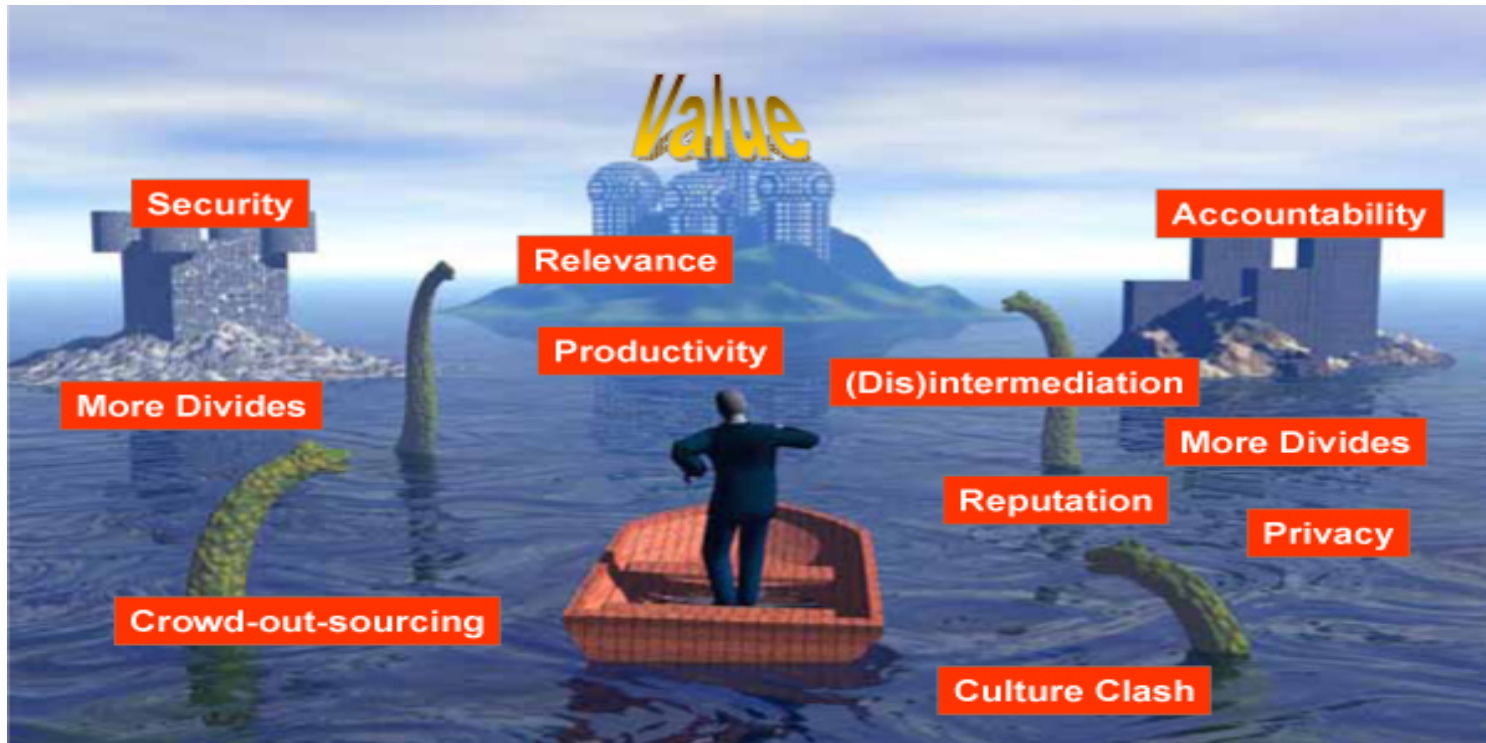
■ **81%** age 25+

50% age 35+





The Dark Side of Government 2.0





Risks of Open 'Social Network' Internet Use as an Official Channel

Popularity of these sites lends to their being an attack vector

- Malware
- Identity theft
- Data mining
- Information content integrity
- Message continuity
- Inappropriate enterprise content distribution/release of information
- First Amendment concerns
- Bandwidth usage
 - Fairfax "soft" launch - We allowed non-restricted employee access to social media sites for a two week period without announcing it. Average of 2 hours spent on day one. By the fourth day, the average person accessing was spending over 4 hours per day.
- Infrastructure and workstation protection – we can view this as simple math:
 - Elevated Privileges + Time Spent = Increased Risk





Government to Citizen Transparency:

Ways to Mitigate Risks

Valid business case – what is the goal?

- Does it make sense for everyone to do it, or only certain individuals (e.g., elected officials and staff, Public Information Officers, etc.)
- The goal should be specific and measurable – keep it small and attainable and then grow

Governance

On-going review of **policy and enforce** on appropriate access and usage

Approach this effort as a **formal IT project**

- Work with technical and security staff to create procedures and access levels appropriately so that the risks can be mitigated - don't just go out there and expect it to go smoothly (Collaborate with IT). Remember – Elevated Privileges + Time Spent = Increased Risk; therefore, if you allow the IT folks to establish an environment that serves your business need, less risk is introduced.





Fairfax Policies on Use of Social Networking

- Sr. Mgmt. with advice from ISO must approve access for any staff to post content. All others must work through the public affairs office to post content.
 - Use and content must serve a specific agency purpose
 - Access and usage should be able to be audited and activity should be reviewed by supervision.
 - Social media channels should always provide linkage back to the official government website.
 - Agency head IT Security Waiver required

- Content management/quality control must take place continually.
 - There must be a process for content refresh and pull

- Education of staff on risks and buy-in

- General employee access to social media sites not authorized.
- Exceptions to agencies/individuals is granted only upon signature of E-Gov Security Exception Policy.





Next Steps for Fairfax County

- Re-focus on County WEB presence with new media features and video interactive applications.
- Develop County specific public WEB 2.0 enterprise with integrated approach to new media.
- Use **social media tools to enhance and promote, but not instead of County WEB 2.0 as enhanced reach for certain populations on the WEB and for public participation processes**
- Use **internal wikis** to manage projects or provide information to employees
- Other virtual technology (such as tangible uses of *Second Life*, etc.)
- Redesign County Intranet site with WEB 2.0 capabilities as a proactive and interactive source for the latest county news, including Fairfax County's daily newsletter, podcasts, videos, blogs, wikis and integration for employees.
- Continue to work with State, Local and Federal government efforts for commercially provided new media capabilities with contracts and protections tailored to government needs and support governments responsibility for stewardship, accountability and public trust.
- Work through legislative processes to modernize impacting law.

