

The Debut in GTC Austin, TX

all a-
twitter
about web 2.0

**Why MTV isn't, why radio
is a pandora's box and why
government service
delivery will never be the
same**

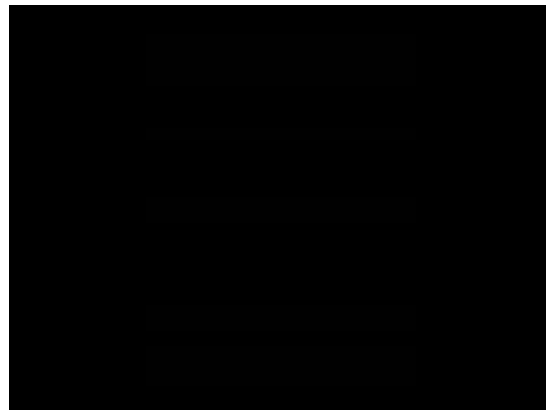
As the Internet returns to its social roots, governments face the challenge and opportunity of a second chance to realize the promise of what was once popularly known as e-government, where the end goal was and is a relationship between one government and one person on the person's terms. Some of what comes next will be home grown, some will be off the shelf, some will be community built and some will come from where we least expect it.



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28 Years of Cool



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28 Years of Cool

The screenshot shows the YouTube homepage with the 'All Channels: Music' section. The page features a grid of video thumbnails with titles like 'The Mind Zone', 'The Mind Zone', 'The Mind Zone', and 'The Mind Zone'. A red speech bubble points to the 'The Mind Zone' video. The date 't, 1981' is visible in the bottom right corner of the screenshot. The footer includes '©2008 e Republic, Inc.' and 'CENTER FOR DIGITAL GOVERNMENT'.

Killing the Radio Star

The screenshot shows the Pandora website interface. The main content area features a 'Pandora 1.2 available now on the iPhone' advertisement with a 'Get the App' button. The website header includes the '97.1 Charlie' logo and the Pandora logo. The footer includes '©2008 e Republic, Inc.' and 'CENTER FOR DIGITAL GOVERNMENT'.

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twitter
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Paul W. Taylor | Chief Strategy Officer

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Are You a "Friend"?

Social Networks

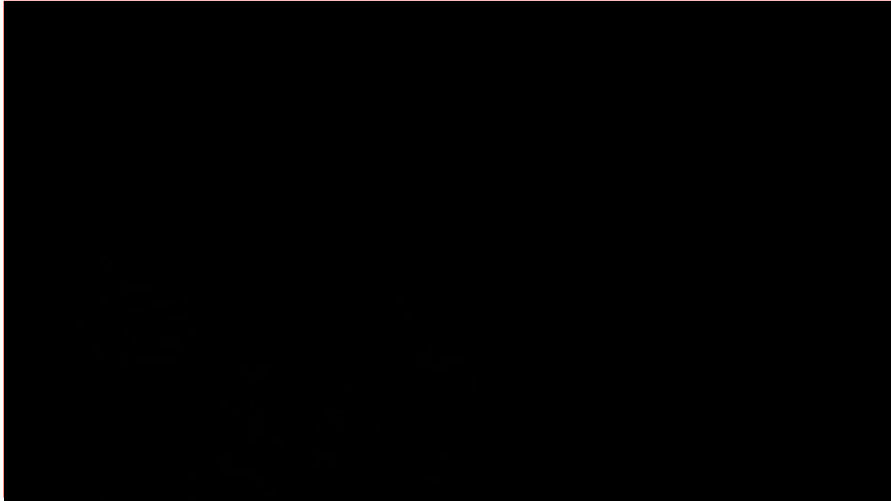
- facebook
- myspace.com a place for friends.
- meebo
- engage nice to meet you
- Hyves.net always in touch with your friends
- hi5 动
- XING
- plaxo
- friendster
- orkut
- viadeo
- LinkedIn
- Ning
- twango
- shutterfly Tell Your Story
- twitter
- VOX
- ovi
- nexo


Social Platforms

- SECOND LIFE
- KickApps
- socialcast Knowledge is Social
- flickr
- slide
- opensocial
- Google Maps
- YouTube

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“Awkwardly Disconnected”



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The Inauguration




The screenshot shows a Facebook Live stream interface. At the top, it says "CNN.com Live with facebook". The main content area displays "STREAM NOT AVAILABLE" in red text, with a sub-message "This stream is currently not available". Below this, there is a video player area with a "NOW PLAYING" button. To the right of the video player is a Facebook chat window titled "facebook" with "Privacy" and "Logout" options. The chat window shows a list of comments from people watching the stream, including: "Paul doesn't like network congestion", "Scott Hillman is watching with the rest of the world.", "Jon Ho thinks they should have paid John Williams a few more dollars to write the background theme music.", "Molly Fraust: today we must pick ourselves up, dust ourselves off, and begin the work of rebuilding America...amazing.", "Deb Avery isn't it nice to hear a smart, articulate person speak on our behalf?", and "Phil Opitz: 'we will restore science to its rightful place'". At the bottom of the chat window, it says "This is a sample of what everyone watching is saying".


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The Inauguration

TV/ Cable	Live Internet
37.8	30.1
Million	Million
17 broadcast and cable networks	Top 3 Digital Networks
Nielsen Media Research January 2009	Nielsen Online January 2009


Internet	Unique Visitors
CNN Live	11 Million (21.3 million streams)
MSNBC Digital Network	10 Million
Yahoo! News	9.1 Million






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Returning to Web's Social Roots




“After the Internet bubble burst in 2000, all but the most profitable of [the dot-com] experimental ventures vanished.

“Since then, **Web 2.0**, with its emphasis on collaboration and communication, **has become overwhelmingly social – a nice return to the Web’s foundation.**



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Changing the World of Work



Video: APM Marketplace

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A Great Scrappy Little Movie...



that makes it cool again to ask,
“Who wants to be a millionaire?”

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Which of the following enjoys the highest level of use by state governments?


- A. Wikis
- B. Podcasts
- C. Webcasts
- D. RSS Feeds

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Web 2.0 Adoption




	Cities	Counties	States
All Hazard Alerts	54%	53%	83%
RSS Feeds	53%	47%	88%
Listservs & their archives	37%	19%	70%
Webcasts	82%	59%	90%
Podcasts	31%	19%	73%
Blogs	30%	16%	45%
Wikis	16%	9%	28%
Mashups	48%	37%	45%
Text Messaging/SMS		45%	50%

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Platforms and Possibilities





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USA.gov library of federal RSS feeds	RSS Feeds
U.S. Agency for International Development (USAID)	RSS Feeds - Facebook and LinkedIn group pages -- allow users to automatically post (to Facebook, Reddit, Stumbleupon, Digg, etc.) or e-mail
Environmental Protection Agency	RSS Feeds ; Greenversations
National Oceanic and Atmospheric Association	Warning System RSS Feed
Federal Emergency Management Agency	RSS Feeds
U.S. Department of Health and Human Services	AIDS.gov Blog Health and Human Services Department Blog
Department of Defense	DoD Live Blog ; ASV Live Blog ; RSS Feeds ; Military Health System Blog Bloggers' Roundtable ; vClips ; DoD Live Audio Casts ; Pentagon Channel Podcasts Second Life , YouTube , Facebook , Podcasts , Blogs , Wikis , RSS
Department of Veterans Affairs	CDC Injury Center Director's View Blog
Centers for Disease Control and Prevention	Congressional Budget Office Director's Blog
Congressional Budget Office	Evolution of Security Blog
Transportation Security Administration	Fast Lane Blog
U.S. Department of Transportation	Future Digital System Blog
U.S. Government Printing Office	Health Marketing Musings Blog
National Center for Health Marketing	InfoFarm Blog
National Agricultural Library	Library of Congress Blog
Library of Congress	Science Blog
National Institute for Occupational Safety and Health	National Museum of the Air Force
National Museum of the Air Force	Navy Department Chief Information Officer Blog
Navy	Pushing Back
National Drug Control Policy	Data & News Feeds ; Arctic Chronicles (Blog) ; Flickr Photostream ; YouTube Channel ; Podcasts , including CoreCasts & CoreFacts
U.S. Geological Survey (U.S. Dept. of the Interior)	World is Witness geoblog ; YouTube Channel ; Second Life SIM
U.S. Holocaust Memorial Museum	Facebook groups -- Committee on Conscience ; Genocide Awareness and Prevention and Friends of World is Witness Podcasts -- Voices on Antisemitism , Voices on Genocide Prevention , and First Person: Conversations with Holocaust Survivors Distribution of content via iTunes U



What have private CIOs found to be the chief business benefits of social networking to organizations?

A. Soliciting advice

B. Finding expertise

C. Researching strategies

D. All of the Above

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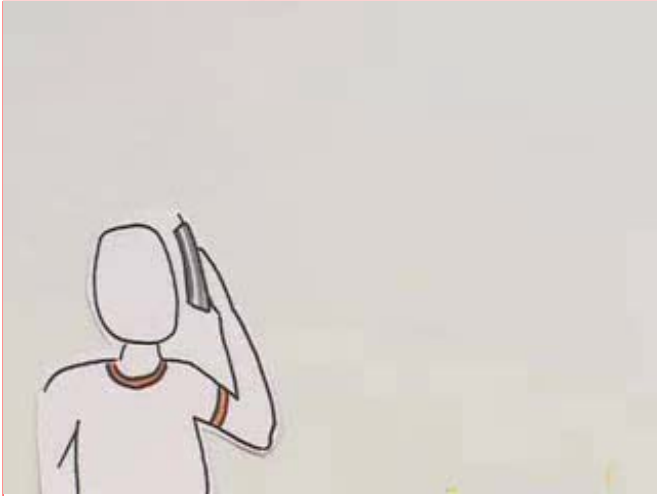


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Do You Tweet?



Video: Common Craft

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Making Gov't a Better Listener



science
friday
npr
Aired:
December 19, 2008

"I'm really interested in the use of government - the use of Twitter and other social media by government.

"One of the things that's really nice about Twitter is the architecture of visibility."

"You can kind of get ... the ambient temperature around an issue."

- Tim O'Reilly

Canned Tweet



Governmental Tweeting

timoreilly RT @nilofer: The demographics view of our economy. <http://tinyurl.com/clufqg> by Tammy Erickson of Harvard. Solid thinking. *19 minutes ago from twi@ri*

govgranholm RT @johncherry: Presented grant to the city of Houghton to improve the downtown streetscape, helping local businesses: <http://is.gd/hhFq> *30 minutes ago from twi@ri*

johncherry Presented grant to the city of Houghton to improve the downtown streetscape, helping local businesses: <http://is.gd/hhFq> *35 minutes ago from twi@ri*

schwarzenegger Allowing CA to reduce vehicle emissions would be historic win for millions wanting environmentally-friendly cars <http://tinyurl.com/d6lowo> *about 1 hour ago from web*

LAFD "Air Ambulance" 12881 W. Corcoran St., MAP 482-E6; FS 96; Air tsp request for male, 2, w/ resp... Read more at <http://tinyurl.com/cmtcxld> *5:39 PM Jan 24th from TwitterMail*

foodrecalls Supreme Protein Voluntarily Recalls Supreme Protein brand Peanut Butter Crunch Bars and Caramel Nut Bars (Januar... <http://tinyurl.com/bdja3w> *about 20 hours ago from twitterfeed*

rigov Lt. Gov. Roberts to Tour Narragansett Local Businesses for Buy Local RI: Narragansett "Main Street" Event for Bu... <http://tinyurl.com/ar7c6q> *about 3 hours ago from twitterfeed*

USGS Climate Change Workshop To Feature Leading Scientists: Sea-level rise, severe winter storms, salmon populations... <http://tinyurl.com/b4swl6> *about 4 hours ago from twitterfeed*

wsdot RT @hopeinwa: @wsdot ugly backup on nb I5 from olympia to nisqually. Stopped at exit 114. *about 1 hour ago from Splitweet*

kygov Four Appointed to Financial Institutions Board: New members represent banks, the public from across Kentucky <http://tinyurl.com/aawhd6> *about 1 hour ago from twitterfeed*

UtahGov new arthritis fact sheet at [http://www.health.utah.gov/...](http://www.health.utah.gov/) *about 2 hours ago from twi@ri*

usepagov Lisa Jackson sworn in as EPA Administrator. <http://www.epa.gov> *about 4 hours ago from TwitterBerry*


pwtaylor MySpacer & YouTuber win all expenses paid trip to Davos to "cover" closed door World Economic Forum - new norm? <http://tinyurl.com/b4vjnx> *28 minutes ago from web*


vermontgov Executive Budget Recommendations for FY2010 <http://tinyurl.com/bmphaX> *16 minutes ago from twitterfeed*

Twitter is stressing out a bit right now, so this feature is temporarily disabled.

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News Tweets





<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy. *12:36 PM Jan 15th from TwitPic*

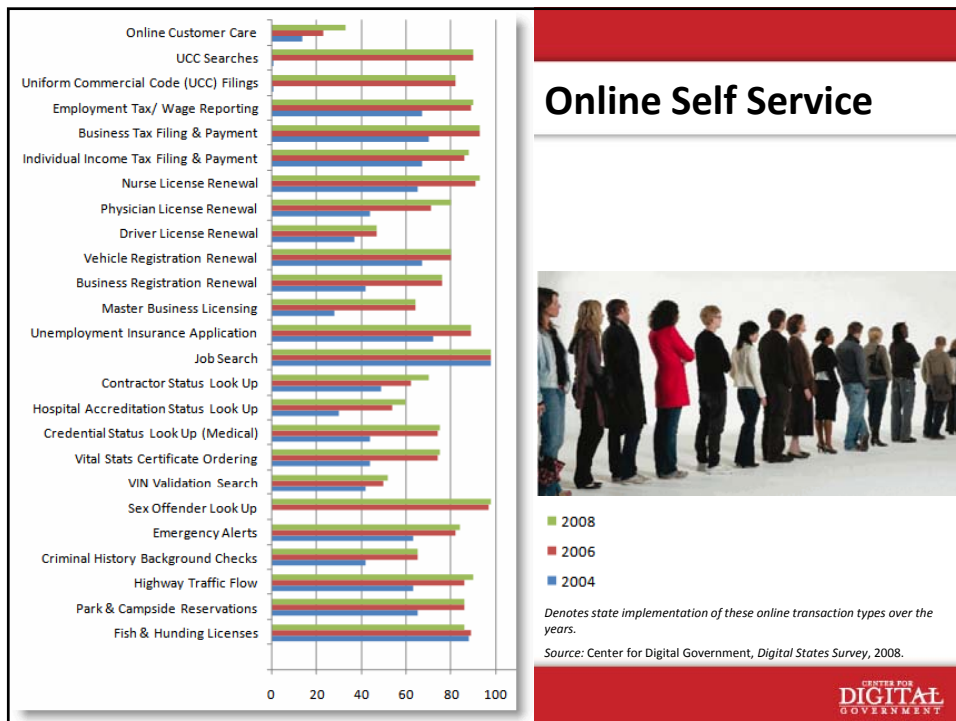
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Where Web 1.0 and Web 2.0 meet

The screenshot shows the CA.GOV website with several key features highlighted by red circles:

- Navigation:** Home, Business, Education, Employment, Health, Home & Family, Tourism & Recreation, About CA.
- Services:** Living in CA, Working in CA, Visiting CA.
- Live Help:** A 'LIVE Help' button with a 'Ask an online operator' option.
- Most Popular Links:** Online Services, M&M Media, Grants, Kids Corner, Maps, Mayor's Live, Parks, Small Business, State Jobs, Unemployment & Disability.
- Highlights:** GOVERNOR'S Latest Videos, California SCHOOLS FINES, N11, ALERTS, WIFI, MILLI-CAL, LIVE TRAFFIC, DMV Office, PUBLIC RECORD, GREEN California, multimed.
- Government Links:** Agency Directory, Budget, California Courts, Laws & Regulations, Legislature, Local Government, More Government Links.
- Calendar:** January 2009, Friday, January 23, 2009.

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SMS and the Top 10



NOW

Utah - SMS Utah offers a variety of SMS services such as this service for [touring the state capitol](#) or the ability to get legislative updates through SMS messaging. Users can also get general state news updates through the Twitter service or alert messaging from Amber alert and the Utah Notification Information System (UNIS).

Michigan -- Users currently give their phone number for targeted text message alerts. We will be adding emergency road closure information, and, winning lottery numbers.

Arizona - [High Pollution Advisory \(HPA\)](#)

California - Constantly promoting the "anytime, anywhere" philosophy of delivering services and information – including the CA.gov mobile site (<http://www.mobile.ca.gov>)– is how California intends to stay on the cutting edge of employing its web space for resident service.

NEXT

Washington – SMS and other Web 2.0 features to be incorporated into [AccessWashington](#) portal redesign

NO ... MAYBE ... SOMETIMES

Pennsylvania -- The commonwealth has a strict policy against the use of freeware Instant Messenger clients on the commonwealth network due to the security risks these products impose. The Office of Vocational Rehabilitation (OVR) counselors at the Department of Labor and Industry received a waiver to commonwealth policy in order to utilize the Omnipod secure IM product to communicate with clients and other counselors across the commonwealth. The Geospatial Technology Office implemented SMS as one of the notification options for severe weather alerting in the [Geospatial Analysis of Threats and Incident Reports \(GATR\)](#) application in addition to emails to subscribers.

Channeling the Public's Business



Sunshine as Disinfectant 2.0




Greg Elin
Chief Data Architect
Sunlight Labs

Priorities for a new beginning in Washington, DC:

“I think the first one is an executive order stating that social media and technology of Web 2.0 should be used by all the agencies. I think that that's absolutely the first one. We're certainly hopeful that he's going to follow through on his promises to create an Ethics.gov site and to make the information of lobbying activity as searchable as the contracts are.

“I think the other thing is we'd like to see this information available in real time. Rather than report it twice a year or quarterly or annually, that this information is available as it happens in real time.

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Presidential e-mail traffic





Photo Credit: whitehouse.gov

10

A congratulatory message to former Ohio Sen. John Glenn on his return to space.
(Source: Reuters, January 31, 2004)

Stopped e-mailing friends prior to his inauguration because of potential disclosure.
(Source: c|net, January 23, 2009)

Should President Obama be allowed to keep his BlackBerry?

Yes: He needs to stay connected with the public.	77%
No: It poses security risks.	11%
I don't care	11%


WIRED online poll of 2,289 self selected respondents, January 2009.

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Survey says: Why do Web 2.0 technologies raise security and compliance concerns for CIOs?

- A. Social networks open
- B. Messaging not audited
- C. No Enterprise 2.0 Plan
- D. NSA Help Desk busy

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Co-Creating the Future



Apps for Democracy
An Innovation Contest

/Live.at where the world revolves around you

We the People Wiki

- ✓ 260 data feeds in DC library
- ✓ 30 percent reduction in FOIA requests
- ✓ 47 apps in 30 days
- ✓ \$20,000 in prize money

[iLive.at](#) - Doing errands in DC will never be the same.

[DC Historic Tours](#) -- A walking tour planner, powered by a Google Maps-Flickr-Wikipedia mashup, minimizes steps and maximizes experience

[Park It DC](#) -- fighting the constant circling, the unnecessary meter plugging and even expensive tickets that come with finding a parking spot

[Where's My Money? DC](#) -- The buck stops at the end of the road. This app tracks expenditures, procurement and asset management

[DC Crime Finder](#) -- DC's most comprehensive crime data visualization tool

[People's Choice](#) - The District's new [Car Pool Mashup](#) attracted 22 percent of the 3,320 votes and [DC Bikes](#) took another 13 percent.

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Co-Creating the Future II



Apps due March 31
Winners announced April 7

PRIZES

- First Place (1): \$15,000
- Second Place (1): \$5,000
- Third Place (4): \$1,000
- Honorable Mention (10): \$100

<http://www.sunlightlabs.com/appsforamerica>

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Unintended Consequences



Credit: Krishna M. Sodpslvom, pcweenies.org

Experiencing "Public"



Contact/ Credits

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www.govtechblogs.com/fastgov

www.twitter.com/pwtaylor

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