

Is there a Business Case for Social Media in Government?

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What is Social Media?

Social interaction, created using publishing techniques that are **easily accessible** and **scalable**

Any form of publication or presence that allows users to engage in **multi-directional conversations** in or around the content, especially **on the web**

Web 2.0 – Social Media that uses **internet's capabilities** to allow everyone, even non-techies, to **connect** with other people and **contribute** content

Common Forms

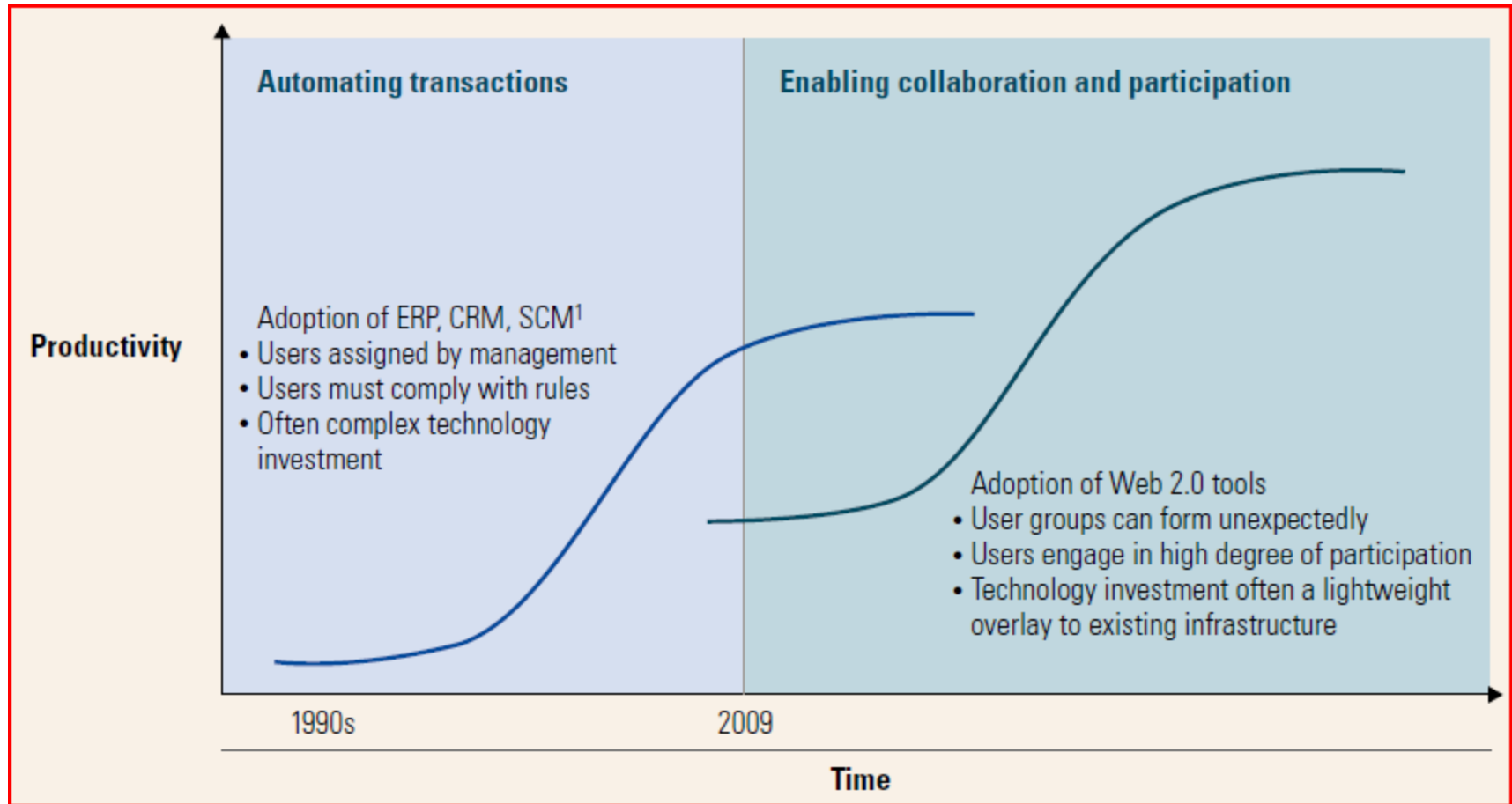
- Blogs (**LiveJournal, WordPress, Blogger**)
- Microblogs (**Twitter**)
- Social Networks (**Facebook, LinkedIn**)
- Media Sharing (**YouTube, Flickr**)
- Social Bookmarking/voting (**Digg, Reddit**)
- Review (**Yelp**)
- Virtual World (**Second Life**)



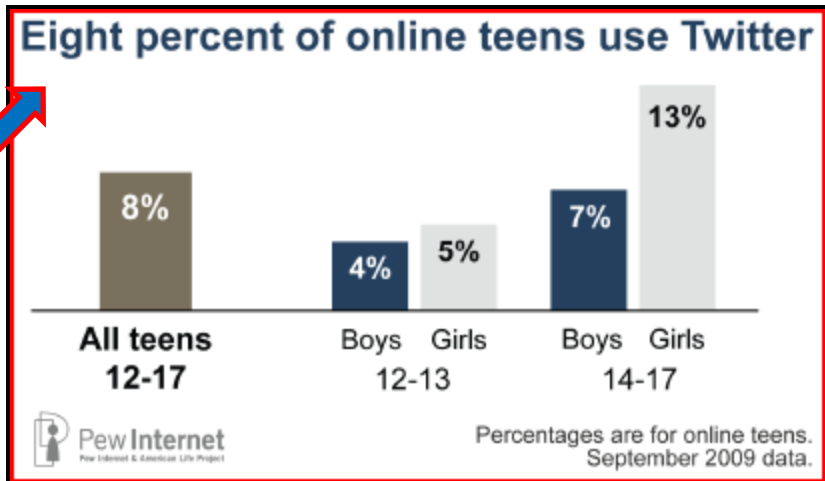
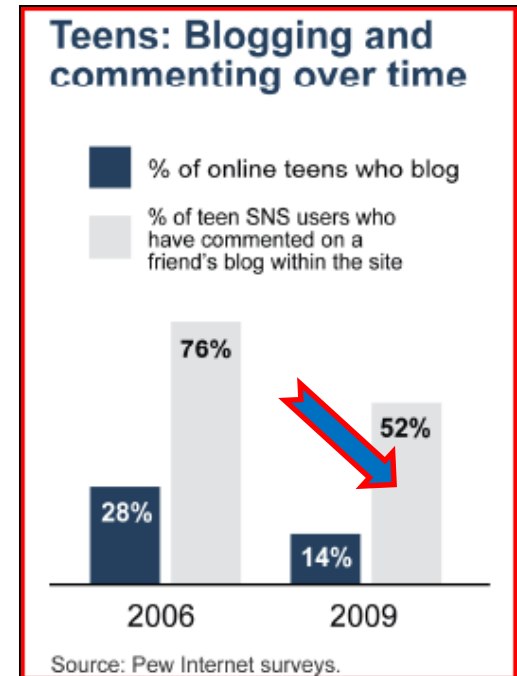
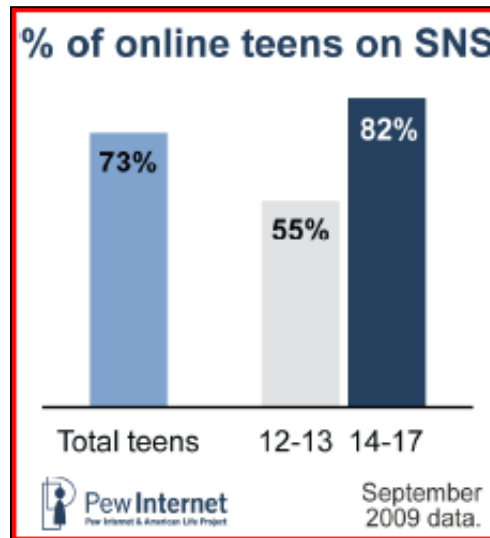
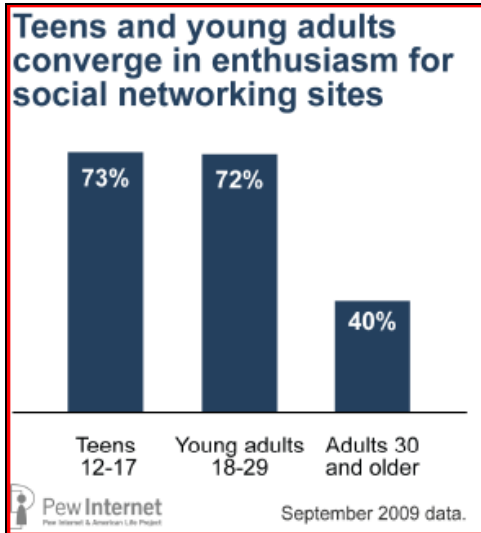
A Range of Web 2.0 Technologies

S.No	Web 2.0 Technologies	What it Does	Use Category
1	Wikis, Comments, Shared Workspaces	Facilitates co-creation of content across large, distributed groups of participants	Broad Collaboration
2	Blogs, Podcasts, Peer-to-peer	Offers individuals a way to communicate/share information with a broad set of other individuals	Broad Communication
3	Polling, Crowdsourcing, Prediction Markets	Taps the collective power of community and generates a collectively derived answer	Collective Estimation
4	Tagging, Bookmarking, Rating, User Tracking, RSS	Adds additional information to primary content to make information more valuable	Metadata Creation
5	Social networking	Leverages connections between people to offer new applications	Social Graphing

Adoption of Technologies in the Workplace – Then & Now



User Demographics - Teens

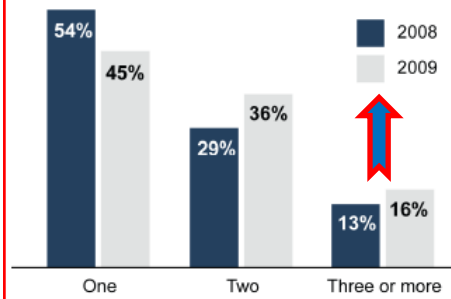


1. Teens are not using Twitter in large numbers
2. Blogging declined in popularity among teens and young adults since 2006

Source: Lenhart, A., Purcell, K., Smith A. and Zickuhr, K. "Social Media & Mobile Internet Use Among Teens and Young Adults". Pew Internet & American Life Project.

User Demographics - Adults

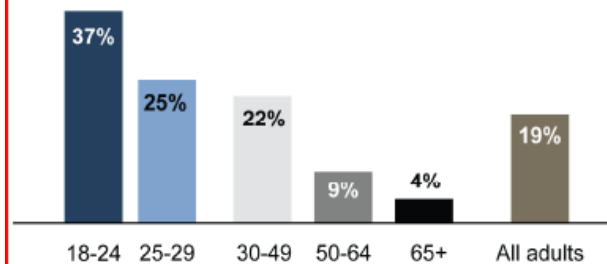
Adults increasingly have multiple SNS profiles



Percentages are for adults with profiles on social networking sites. September 2009 data.



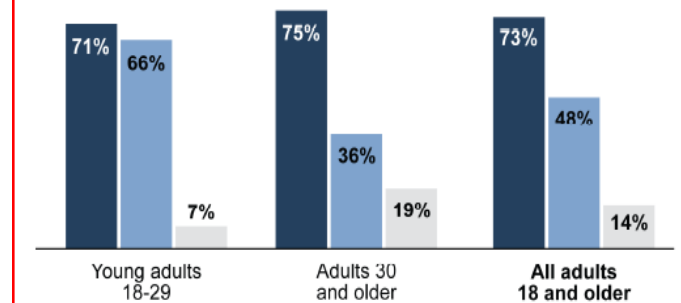
% of online adults who use Twitter or another status-updating site



Percentages are for online adults. September 2009 data.



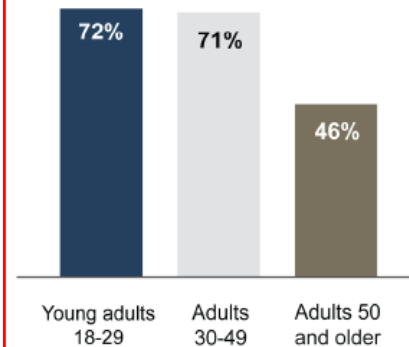
Where adult SNS users have profiles, by age group



Percentages are for adults with profiles on social networking sites. September 2009 data.

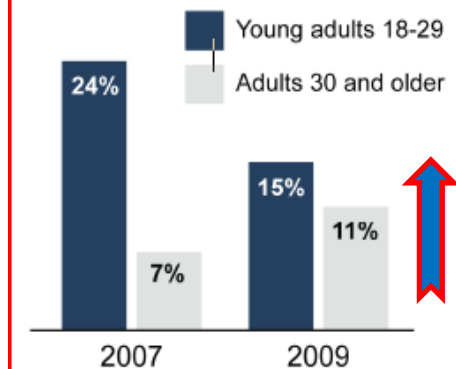


% of all adults who look for health information online



Percentages are for all adults. December 2008 data.

Adults: Blogging over time



Percentages are for online adults.

1. Adults use of social networking sites have gone up from 37% to 47% between 2006 and 2008
2. Blogging among older adults has gone up

Some For-Profit Use Cases

- **VistaPrint, Office Supply Co.** - wiki for new employee training (11,000 pages)
- **Serena Software** - staff Facebook pages generated a large following, larger conference turnout, and better job candidates
- **Proctor & Gamble** - Crowd sourcing
- **Fluevog, Shoemaker** - marries traditional and web 2.0 innovations in product design



Source: McAfee, A. P. Shattering the Myths About Enterprise 2.0. Harvard Business Review, Nov. 2009.

Some Other Uses

Viral Nature – better at attack

1. **United Airlines** – “United Breaks Guitars” video with 3million views
2. **Nestle’** – Greenpeace resistance to deforestation of Orangutan forests
3. **Stopthebiolab.org** – BUMC lab to study virulent biological agents
4. **Saatchi & Saatchi’s** Punk’d style Toyota Matrix promotion



“Given the ubiquitous, uncontrollable, and growing power of social media, all firms should be asking themselves: **How deep is our trust bank?** How can we improve it?” *John Sviokla, vice chairman of Diamond Management & Technology Consultants, Inc.*

Why Government Needs Social Media

- Helps in finding and connecting with those who believe in your mission
- Gives powerful arguments the visibility they need at the grass roots level
- Helps in recruiting those eager to work for your causes
- Helps in sharing real stories to bring your mission to life
- Engages the next generation early

Pros and Cons of Social Media in Government

- Setup social networking sites for community groups to interact, learn and educate
- “re-establish the public square”
- Moderate blogs to garner input from constituents
- Interactive surveys to gauge community
- Wikis can standardize internal processes
- Mashups of maps and activities

- Citizen activist gets another platform
- Digital divide – well-off get better voice
- Work overload for staff
- Issues around censorship, public disclosure & privacy
- Experiments with taxpayer funds?
- Costly data security concerns
- Burden on enterprise infrastructure
- Acceptable use policy headaches

Schrier, Bill, “How Web 2.0 will Transform Local Government”. DigitalCommunities. www.govtech.com/dc/articles/417520. Oct. 17, 2008
Government 2.0: Building Communities with Web 2.0 and Social Networking. DigitalCommunities.2008. P1-12

Use Cases in Non-Profits



Making Government Transparent and Accountable

The Sunlight Foundation uses cutting-edge technology and ideas to make government transparent and accountable. Underlying all of our efforts is a fundamental belief that increased transparency will improve the public's confidence in government



Hosted Website Avatar ,
“Carly” to serve as
receptionist in city’s main
office – San Carlos, CA



G2G site to support
technology professionals –
Oakland County, MI



Mandate for the Social Media Team

- Develop a formal social media policy
 - Accountability, Accuracy, Transparency, Lawfulness
- Monitor external & internal online communities
 - Leverage tools, mobilize internal deputies
- Engage online communities
 - Create a compelling voice, reach out to community leaders, be a liaison to internal communities
- Act as first responders
 - Acknowledge mistakes, ward off crises, engage selectively

Points to Ponder

- Web 2.0 usually will capture work in progress, so don't expect it to look very polished
- Content points to people –social connection is more important than complete information
- 69% of millennials say they will use whatever they want at work regardless of policies - So be prepared!

Some Testimonials of Social Media's Positive Impact in Govt.

"Ability to interact with people has improved" –
Intelligence Agency Analyst

"There's now a place for me to go for answers, as
opposed to data" – NSA Engineer

"I don't know everything,
but I do know where to go
to find out something" –
NSA Analyst

On to Jeremy...