

WEST VIRGINIA TECHNOLOGY SUMMIT

SESSION TOPIC: SOCIAL MEDIA IN GOVERNMENT

Wednesday, October 27 (3:10 pm to 4:10 pm)

Charles K. Leadbetter, PMP
Senior Manager
Berry, Dunn, McNeil & Parker
Desk: (207) 541-2249
Cell: (207) 749-1804
Email: cleadbetter@bdmp.com

TODAY'S AGENDA

- Introduction
- Definition; What is Social Media?
- Social Networking vs. Social Media
- The History of Social Media
- How is Social Media used in Government in other States?
- How is Social Media is used in West Virginia Government? (Brief Work-session)
- Fun facts from the recent NASCIO report; “Friends Followers and Feeds”
- Closing Remarks

INTRODUCTION

Berry, Dunn, McNeil & Parker:

- Accounting and Management IT Consulting Firm
- About 200 professionals firm-wide
- Government Consulting Group (Approximately 20 staff and 30 subcontractors)
- State Medicaid, State Non-Medicaid, and Local Government Specialties

Your Speaker:

- Began with BDMP in 1993
- Has specialized in State Government Consulting since 1999
- Has conducted work with hundreds of government clients in approximately two dozen States
- Is a self-proclaimed Facebook (personal use) and LinkedIn (professional use) networking “junky”



Charlie Leadbetter
Senior Manager

Berry, Dunn, McNeil & Parker
State Government Practice Leader

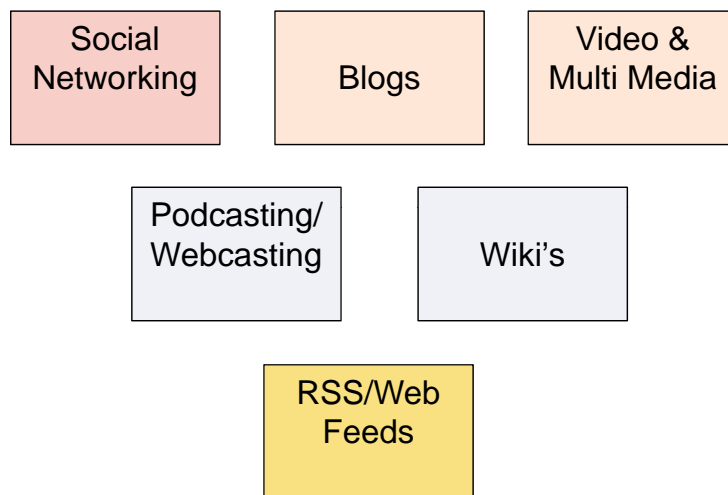
WHAT IS SOCIAL MEDIA

Social media uses web-based technologies to turn communication into an interactive dialogue. Social media builds on the ideological and technological foundations of Web 2.0, which allows for the creation and exchange of user-generated content over the internet.

Social media is a blending of technology and social interaction to create value.

Information Summarized From: <http://en.wikipedia.org/wiki/>

COMMON TYPES OF SOCIAL MEDIA



WHAT IS WEB 2.0

Web 2.0 site/applications provides users the free choice to interact and/or collaborate as creators of user generated content in a virtual community. Examples include social-networking sites, blogs, wikis, video-sharing, hosted services, web-applications, and mashups.

Web 2.0 does not refer to specific technology, but rather to cumulative changes in the ways software developers and end-users use the Web.

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Information Summarized From: <http://en.wikipedia.org/wiki/>

WHAT IS GOV 2.0

Gov 2.0 is the use of IT to socialize and commoditize government services, processes and data.

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Information Summarized From: http://blogs.gartner.com/andrea_dimaio/2009/11/13/government-2-0-a-gartner-definition/

SOCIAL NETWORKING VS. SOCIAL MEDIA



They may both be fruits – but they are not the same thing.

Image: <http://mindsproutmarketing.com/blog/wp-content/uploads/2010/05/apples-oranges-image.jpg>

SOCIAL NETWORKING VS. SOCIAL MEDIA

Social Media are tools for sharing and discussing information. Social Networking is the use of communities of interest to connect to others. You can use Social Media to facilitate Social Networking and you can network by leveraging Social Media.

WHAT ARE THE MOST COMMON SOCIAL NETWORKING SITES (NORTH AMERICA)



Facebook is a social network service and website launched in February 2004 that is operated and privately owned by Facebook, Inc. As of July 2010 Facebook has more than 500 million active users, which is about one person for every fourteen in the world.



Twitter offers a social networking and microblogging service, enabling its users to send and read other users' messages called tweets. Tweets are text-based posts of up to 140 characters displayed on the user's profile page. Twitter has 100 million active users world-wide.



MySpace is a social networking website. MySpace became the most popular social networking site in the United States in June 2006. MySpace was overtaken internationally by Facebook, in April 2008, based on monthly unique visitors. MySpace has over 100 million active users world-wide.



LinkedIn is a business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. As of August 2010, LinkedIn had more than 75 million registered users, spanning more than 200 countries and territories worldwide.

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Information Found: <http://en.wikipedia.org/wiki/>

POPULAR SOCIAL NETWORKING SITES

Facebook and Twitter widely used worldwide; MySpace and LinkedIn being the most widely used in North America; Nexopia (mostly in Canada); Bebo, Hi5, Hyves (mostly in The Netherlands), StudiVZ (mostly in Germany), iWiW (mostly in Hungary), Tuenti (mostly in Spain), Nasza-Klasa (mostly in Poland), Decayenne, Tagged, XING, Badoo and Skyrock in parts of Europe; Orkut and Hi5 in South America, India and Central America; and Friendster, Mixi, Multiply, Orkut, Wretch, renren and Cyworld in Asia and the Pacific Islands and Twitter, Orkut and Facebook in India.

Information Found: <http://en.wikipedia.org/wiki/>

HISTORY OF SOCIAL MEDIA

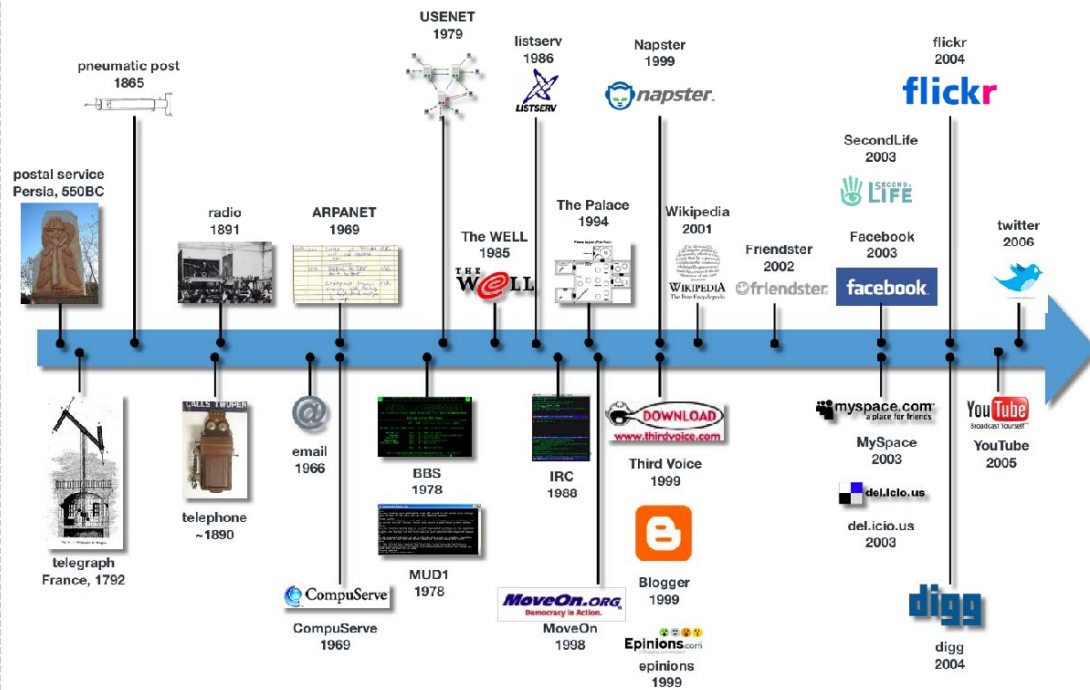


Image found: <http://www.attentionscan.com/2009/07/social-media-timeline.html>

SUMMARIZED HISTORY OF SOCIAL MEDIA

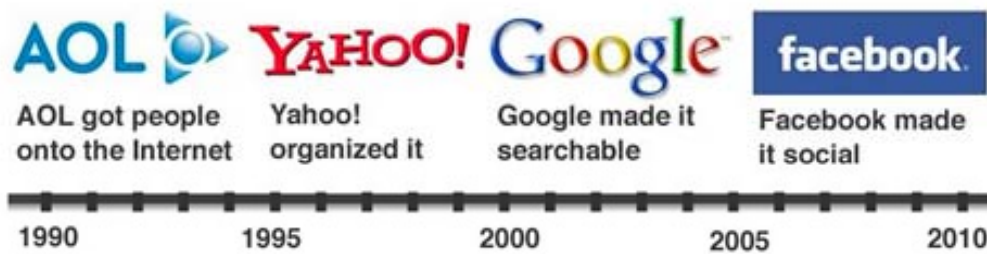



Image found: http://blogs.voices.com/voxdaily/2008/05/secret_playbook_for_marketing_on_voices.html

HOW IS SOCIAL MEDIA USED IN GOVERNMENT IN THE UNITED STATES

- **Online Communities;** Collaborate with peers, other departments and agencies regardless of time & distance.
- **Microblogging & Activity Streams;** Gain better visibility of peer contributions, community activity, new documents, and the latest news.
- **Improve the Ability to Find Knowledge Sources;** Find experts and uncover knowledge or intelligence data.
- **Innovation Management;** Drive innovation via simplified generation, capture, and prioritization of ideas.
- **Social Profiles;** Boost efficiency with personal start pages and public profiles that detail your expertise and social actions.
- **Localization;** Support country or region specific needs with product localization.

EXAMPLES OF SOCIAL MEDIA IN GOVERNMENT (1)

The Official Website of the Commonwealth of Massachusetts



State Agencies State Online Services

Mass.Gov Home For Residents For Businesses For Visitors For Government

Home > State Government > Citizen Involvement > Participate in Government > Interact Online with State Government >

Official Commonwealth of Massachusetts Social Media Accounts

State Office	Twitter	YouTube	Flickr	Blog
Administration & Finance, Executive Office for				
Agricultural Resources, Department of				
Attorney General				
Consumer Affairs & Business Regulation, Office of				
Corrections, Department of				
District Attorney, Essex County				
Emergency Management Agency, Massachusetts (MEMA)				
Energy & Environmental Affairs, Executive Office of				
Energy Resources, Department of				
Environmental Protection, Department of				

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Link: <http://www.mass.gov>

EXAMPLES OF SOCIAL MEDIA IN GOVERNMENT (2)

Empire 2.0
CONNECT CREATE COLLABORATE

NEW YORK STATE CHIEF INFORMATION OFFICER
OFFICE FOR TECHNOLOGY

CENTER OF EXCELLENCE
Connect Create Collaborate

HOME BLOG RESOURCES VIDEOS NY AGENCIES CONTACT CIO/OFT

Login or Register

Search Empire2.0 SEARCH

What You're Saying

A wiki - Is it web 2.0?

Hi is a Wiki considered a web2.0 technology? If so could you add some best practice information under your Resources...

Join the conversation on our forum!

Empire 2.0 Showcase Award

Submit your nominations for Showcase Agency of the Year by September 14th.

The Empire 2.0 Showcase Agency Award will be announced at GTC East September 23rd

BLOG

Facebook Announces Data You Can Download

Keeping a record of all the information posted on your agency

EMPIRE 2-BOX

Your tool box of resources, guides and best practices for social networking technologies

WHAT'S HAPPENING

The latest technology news & announcements

Friends, Followers and Feeds: A National Survey of Social Media Use in State Government 09/27/10

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Link: <http://www.empire-20.ny.gov/>

EXAMPLES OF SOCIAL MEDIA IN GOVERNMENT (3)

THE OFFICIAL WEBSITE OF THE STATE OF TEXAS

TEXT SIZE A A A LANGUAGE ENGLISH

texas.gov

Quick Links

- CHIP Enrollment Fee
- Occupational License Permits
- Driver Responsibility Program Surcharge

Search

Find almost anything on Texas.gov **GO**

More search options »

338 Texans ordered a birth certificate online yesterday
See more services »

What's Happening

Do. **Discover.** **Connect.** **Ask.**

Home » Connect » Social Media Presence

Social Media Presence

Governments across Texas are using social media such as Twitter, Facebook, YouTube, and Flickr to share information and interact with people like you. Find and connect with them here.

Government Agency	Facebook	Flickr	Twitter	YouTube	Podcast	RSS
Texas.gov						

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Link: <http://www.texas.gov/en/Connect/Pages/social-media.aspx#>

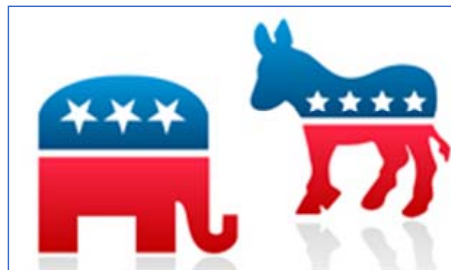
BENEFITS OF SOCIAL MEDIA IN GOVERNMENT

1. Bridge silos between agencies, departments, or military branches.
2. Improve the safety of personnel via increased collaboration.
3. Better share intelligence across departments and agencies.
4. Increase productivity of federal, state, and/or local employees.
5. Cut expenses during a time of declining tax revenue and increased public program costs.
6. Improve agency personnel's access to experts and information.
7. Better manage stimulus programs.
8. Improve transparency and online access to government services.
9. Enhance situational awareness and decision making.
10. Better serve citizens and other constituents.
11. Respond more rapidly during emergencies and natural disasters.
12. Capture knowledge from retiring workers.
13. Decrease training and learning costs.

CONCERNS OF SOCIAL MEDIA IN GOVERNMENT

Social media pose challenges to states in the areas of:

1. Security
2. Legal issues associated with terms of service
3. Privacy
4. Records management
5. Acceptable use



SOCIAL MEDIA IN WEST VIRGINIA GOVERNMENT?

Discussion

NASCIO – SURVEY OF STATE CIO'S

In 2010, NASCIO conducted a survey of State CIO's nationally. 43 State CIO's responded to the survey. Some of high level results included:

1. Social media adoption rates are broad across state governments, whether controlled by CIO offices or not.
3. Two-thirds of survey respondents lack enterprise policies addressing social Media.
4. One-third of the states responding do have enterprise policy frameworks, guidance, and standards, and a sizable number of states are in the process of developing these. Models do exist.
5. Business drivers have most commonly been communications, citizen engagement, and outreach, along with low-cost of entry – 98% of use is of free social media tools.
6. Thirty-five percent of responding states are not currently encouraging broader use of social media.

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Link: <http://www.nascio.org/publications/documents/NASCIO-SocialMedia.pdf>

FUN FACT: FRIENDS FOLLOWERS AND FEEDS (1)

The average age of a user of a major social networking site is **40 years old.**



The average LinkedIn user is **44 years old.**

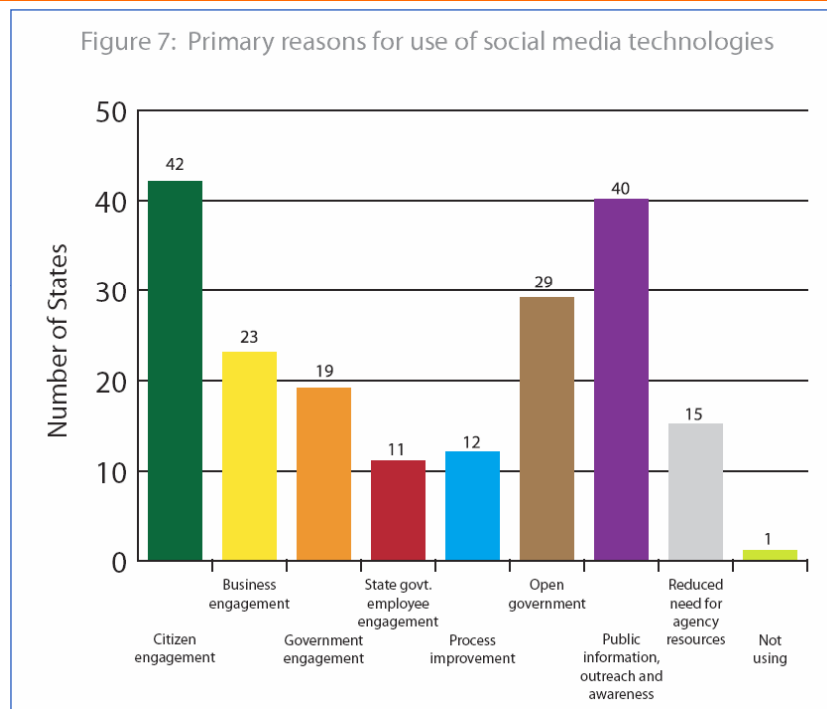
The average Facebook user is **38 years old.**
61% of Facebook's users are **35 or older.**

The average Twitter user is **39 years old.**
64% of Twitter's users are **35 or older.**

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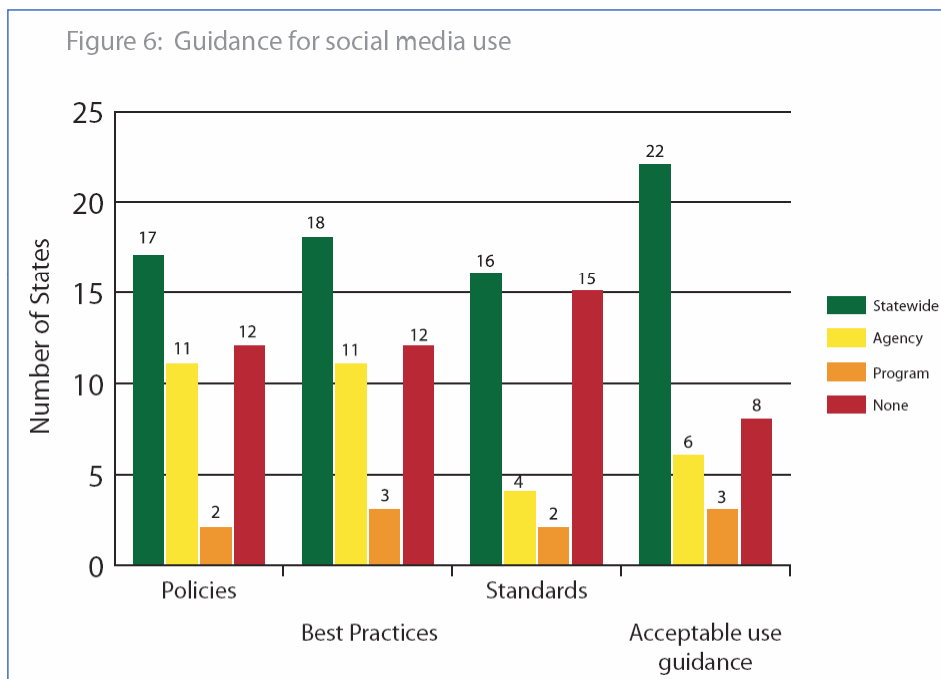
Link: <http://www.nascio.org/publications/documents/NASCIO-SocialMedia.pdf>

FUN FACT: FRIENDS FOLLOWERS AND FEEDS (2)



Link: <http://www.nascio.org/publications/documents/NASCIO-SocialMedia.pdf>

FUN FACT: FRIENDS FOLLOWERS AND FEEDS (3)



Link: <http://www.nascio.org/publications/documents/NASCIO-SocialMedia.pdf>

FUN FACT: FRIENDS FOLLOWERS AND FEEDS (4)

If you are using no-cost, hosted solutions, please indicate the tool(s) your agency uses to engage with citizens, employees, and/or communities of practice.

Answer Options	Citizens	Employees	Communities of Practice
Facebook	37	12	16
Twitter	36	13	15
YouTube	33	14	10
LinkedIn	9	14	7
Flickr	20	5	4
MySpace	3	0	2
Second Life	1	0	1
Ning	4	2	2
Vimeo	5	2	1
Digg	3	2	1
Delicious	3	0	1
GovLoop	1	5	3
Blogs	19	13	9
Foursquare	3	2	0
answered question			42
skipped question			1

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Link: <http://www.nascio.org/publications/documents/NASCIO-SocialMedia.pdf>

FUN FACT: FRIENDS FOLLOWERS AND FEEDS (5)

The following issues have commonly constrained broader use of social media or represent potential risks. Please indicate below your level of concern in each area.

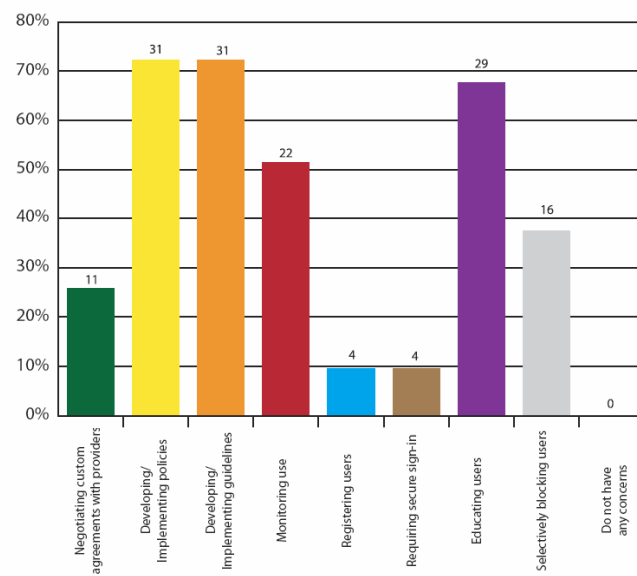
Answer Options	High	Medium	Low	Response Count
Lack of Executive/Management Support	6	22	14	42
Lack of quantifiable business benefit	11	16	15	42
Lack of resources to support	9	24	10	43
Lack of resources to monitor/control	14	23	5	42
Terms of service (legal) issues	21	13	9	43
Lack of control over providers	13	15	14	42
Records retention issues	18	13	10	41
Privacy concerns	18	19	5	42
Security concerns	25	12	6	43
Lack of governance framework	9	20	14	43
Accessibility	4	20	18	42
Concerns about employee use/misuse	16	20	7	43
Work culture and perceptions	13	20	9	42
Other (please specify):				3
<i>answered question</i>				43
<i>skipped question</i>				0

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Link: <http://www.nascio.org/publications/documents/NASCIO-SocialMedia.pdf>

FUN FACT: FRIENDS FOLLOWERS AND FEEDS (6)

Figure 10: What is your state doing to mitigate concerns and risks of using social media?

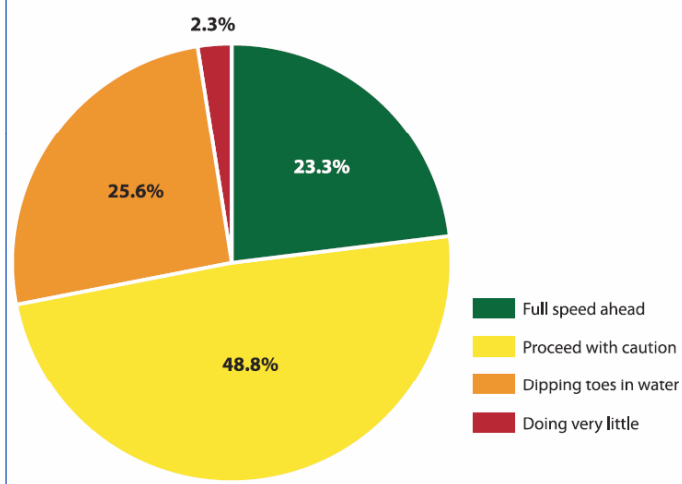


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Link: <http://www.nascio.org/publications/documents/NASCIO-SocialMedia.pdf>

FUN FACT: FRIENDS FOLLOWERS AND FEEDS (7)

Figure 11: How would you characterize the current status or implementation of social media initiatives in your state?



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Link: <http://www.nascio.org/publications/documents/NASCIO-SocialMedia.pdf>

FUN FACT: FRIENDS FOLLOWERS AND FEEDS (8)

Links to State Social Media Policies, Standards, or Guidelines

California	http://www.cio.ca.gov/Government/IT_Policy/ITPL.html	Policy
	http://www.cio.ca.gov/Government/IT_Policy/pdf/simm_66b.pdf	Standard
Delaware	http://dti.delaware.gov/pdfs/pp/SocialMediaPolicy.pdf	Policy
Indiana	http://www.in.gov/ai/appfiles/requests/doc/social%20media.pdf	Policy
	http://www.in.gov/inwp/2460.htm	Request form
Maine	http://www.maine.gov/oit/policies/socialmediapolicyfinal.htm	Policy
Maryland	http://doit.maryland.gov/WebCom/Pages/smtemplate.aspx	
Massachusetts	http://www.mass.gov/?pageID=afsubtopic&L=6&L0=Home&L1=Research+%26+Technology&L2=Information+Technology+Services+%26+Support&L3=Application+Services&L4=Mass.Gov&L5=Social+Media+Guidance+%26+Best+Practices&sid=Eoaf	Guidance and Best Practice
New York	http://www.empire-20.ny.gov	Guidance and Best Practice
North Carolina	http://www.records.ncdcr.gov/guides/best_practices_socialmedia_usage_20091217.pdf	Policy ⁷
Oklahoma	http://www.ok.gov/OSF/Information_Services/Social_Media/	Policy
Texas	http://www.texas.gov/en/about/Pages/social-media-policy.aspx	Policy
Utah	http://www.utahta.wikispaces.net/file/view/State%20of%20Utah%20Social%20Media%20Guidelines%209.22.09.pdf	Guideline

Link: <http://www.nascio.org/publications/documents/NASCIO-SocialMedia.pdf>

QUESTIONS?

Thank you!

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