

AN INTRODUCTION TO
SOCIAL MEDIA AND ITS USES
IN GOVERNMENT



Quick Poll

- How many people in the room use at least one form of social media either personally or professionally?
- Do you think that is higher or lower than the national averages?
- Do you think that's higher or lower than the national average of 18-19 year olds?

Pew Internet Research says...



**90 % of online adults
ages 18-29
use at least one
form of Social Media**

Pew Internet Research also says....

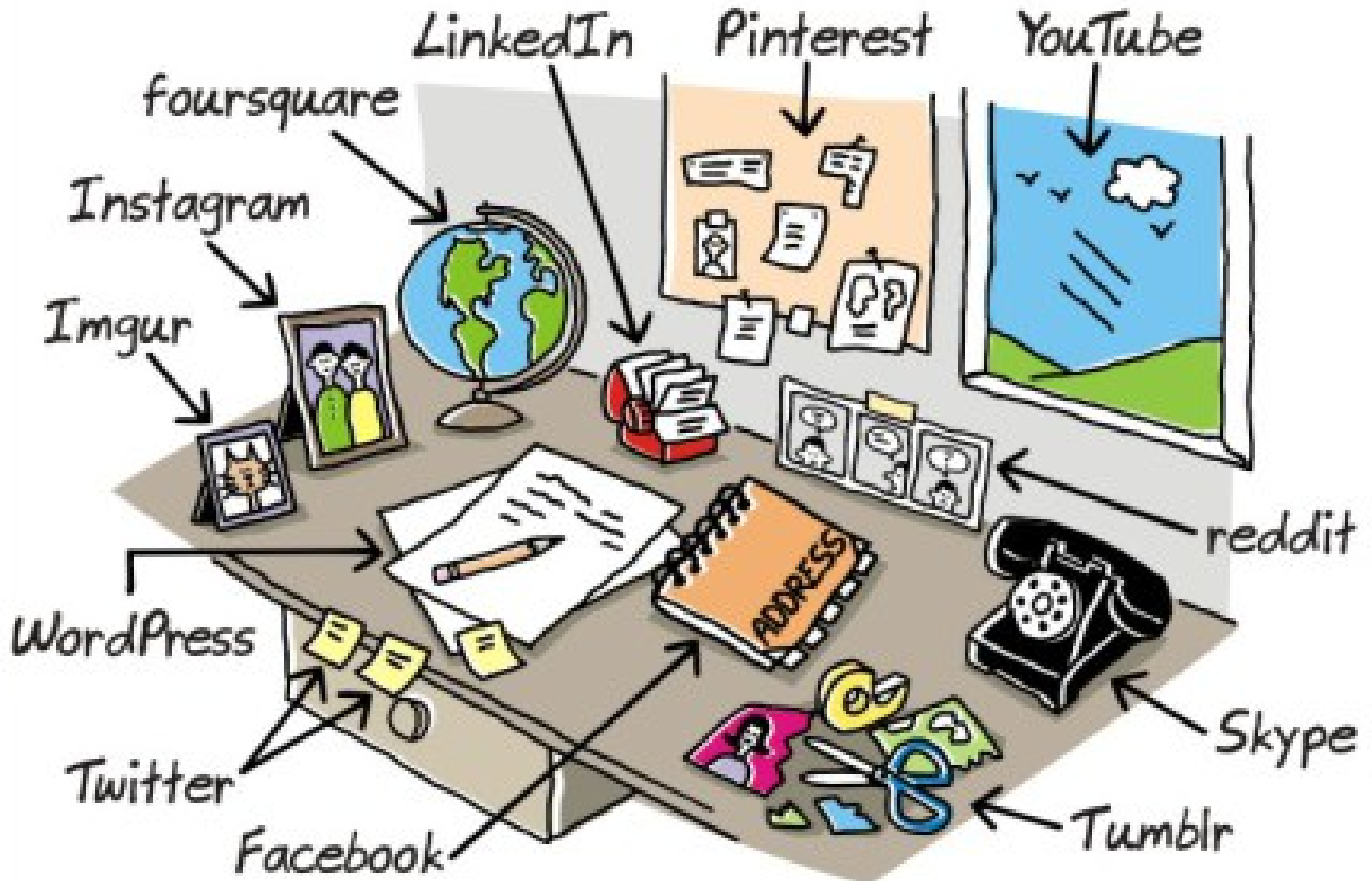
- 74% of all online adults use social media
- 52% of them use at least two social platforms
- 71% use Facebook
- 23 % use Twitter
- 26% use Instagram
- 28% use Linked In and Pintrest

What is it?



Wikipedia says that Social Media is "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."

vintage social networking



Social media categories

- Data sharing
 - ▣ YouTube - videos
 - ▣ Pinterest - photos
 - ▣ Instagram – videos & photos

- Social interaction
 - ▣ Facebook - social
 - ▣ LinkedIn - business
 - ▣ Twitter – quick messages

Social media applications

- Skype

Video chat and voice communication

- Foursquare

Local search & discovery service based on mobile devices and GPS – provides local results to personalized searches

5 Major trends

- Cry for transparency
- Need for citizen engagement
- Desire to humanize government
- Demand for enhanced crisis management
- Expectation of real-time communication

Social Media is...



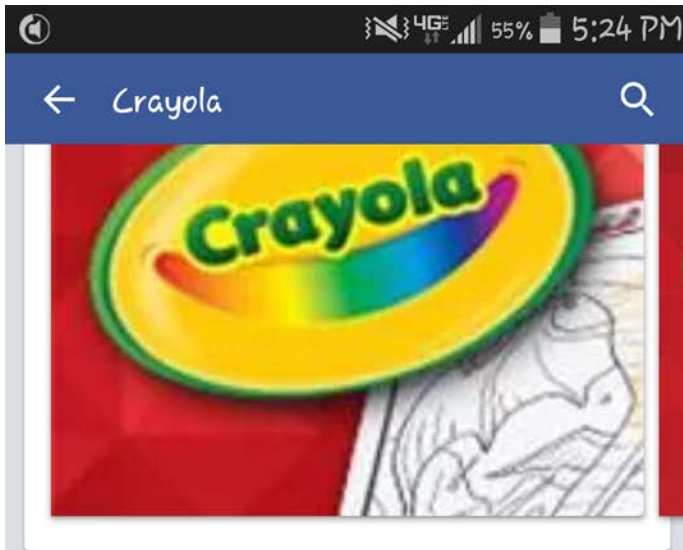
Benefits to Government

- Better outreach to more citizens
- Engage citizens in public awareness campaigns
- More rapid emergency communications
- Provide wider distribution for bid notices
- Second source of bid Q & A
- ??????

What's the worst that can happen....

- ❑ Public embarrassment
- ❑ Misinformation if pages are not properly managed
- ❑ Inviting public comment in forums not previously available
- ❑ Reliance on 3rd party platforms for the public to receive the information

Risk Associated with Social Media



POSTS BY PAGE



Crayola

1 minute ago

The Truth About Dating

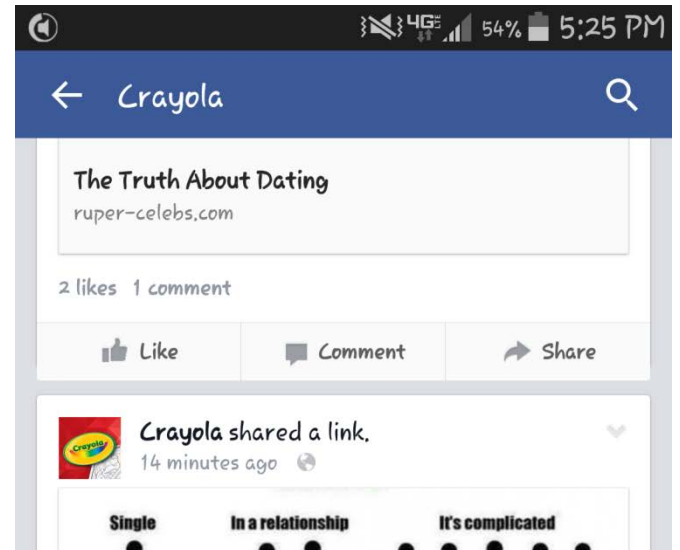


IN A RELATIONSHIP



The Truth About Dating

rupe-celebs.com



The Truth About Dating

rupe-celebs.com

2 likes 1 comment

Like

Comment

Share



Crayola shared a link.

14 minutes ago

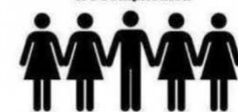
Single



In a relationship



It's complicated



Girls Status

Single

In a relationship

It's complicated

FB Relationship Status Boys Vs Girls

rupe-celebs.com

8 likes 10 comments

Like

Comment

Share



Crayola shared a link.

27 minutes ago

10 Funnu Memes About Girlfriends

Remember this?

**90 % of online adults
ages 18-29
use at least one
form of Social Media**

Best Practices

- Starts with a good policy
 - ▣ Addresses the manner in which it is used for the public entity
 - ▣ Address staff's use of social media both professionally and personally
 - ▣ Addresses what type of public forum you wish for your social media to be

Best Practices

- Establish a clear goal upfront
- Information needs a place to live other than social media
- Treat your social media interactions like a public meeting
 - ▣ Comments should be on topic
 - ▣ Do not allow threaded replies where possible
- Archive!

Creative Post for Engaging Citizens



Franklin Township Police Department -
Somerset County
December 24, 2014 · 🌐

Frankie the Safety Elf has pulled over to speak to Santa as he makes his way back to the North Pole. Frankie knows there's a lot of traveling going on today and tomorrow... and wants everyone to get to their destination safely and wants you to:

- Stay alert;
- Wear a seat belt;
- Don't drink and drive;
- Use approved child restraints;
- Be patient and obey the posted speed limit;
- Don't tailgate;
- Watch out for road debris;
- Avoid in-car distractions;
- Leave early to get a head start on your drive and travel at non-peak times;
- Use alternate routes, when possible, to avoid traffic congestion

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👍 11 people like this.



Write a comment...

Suggested Pages

See All



Disney Photographers

Andrea Watkins Wells and 3 other friends like this.

👍 Like

Q & A



Contact Info Page

