

# Social Networking & Social Media in Government

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Information Technology Management  
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# Outline

- Introduction
- Categories and typical features of social media and social networking services
- Social media and Web 2.0 within agencies (intranet functions)
- Social networking for citizen boards, advisory committees, vendors, contractors (extranet functions)
- Social networking for outreach and communication to and from constituents
- Management and policy considerations
- Conclusion & discussion

# Why Does This Matter? Rapid Growth and Mindshare

- Three out of every four Americans use social technology  
(Forrester, The Growth Of Social Technology Adoption, 2008)
- Two-thirds of the global internet population visit social networks.
- Visiting social sites is now the fourth most popular online activity – ahead of personal e-mail.
- Time spent on social networks is growing at 3X the overall internet rate, accounting for approximately 10% of all internet  
(Nielsen, Global Faces & Networked Places, 2009)

# Evolution of the online ecosystem, Web 1.0

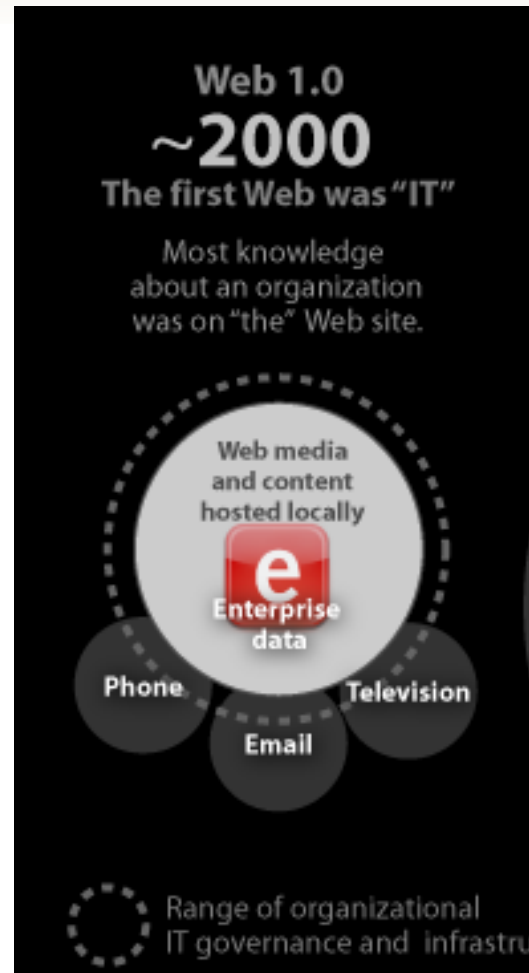


Image courtesy of Jay Collier, Bates College. Source: [http://net.educause.edu/apps/er/erm09/ERM0930\\_fig2.png](http://net.educause.edu/apps/er/erm09/ERM0930_fig2.png)

# Evolution of the online ecosystem, Web 2.0



# Evolution of the online ecosystem, Web 3.0???



# What is a social network?

- “Social network” is a standard term used in sociology.
- Social networks are nothing new. People have participated in social networks throughout history.
- Modern computer networks and social media platforms greatly accelerate formation of social networks

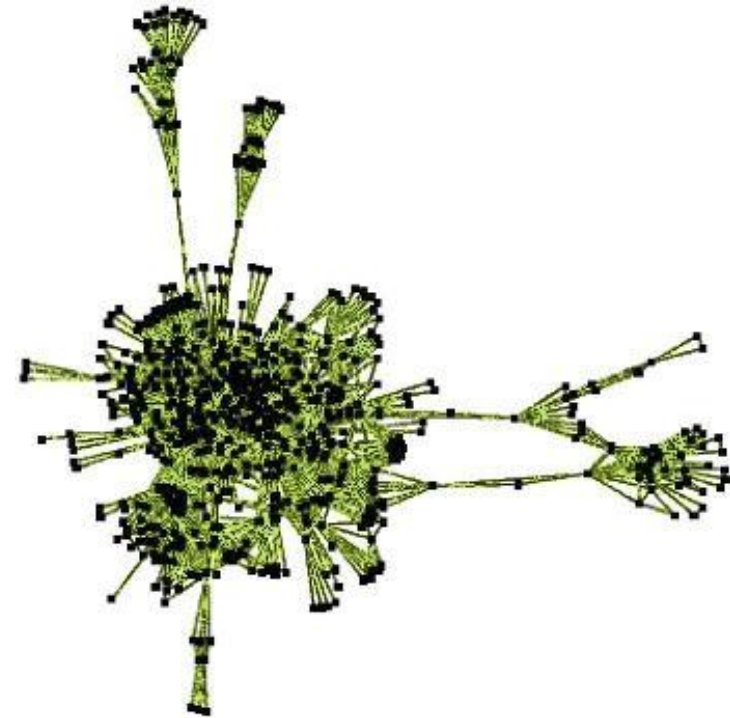


Image source: [http://www.blogsforcompanies.com/TTimages/french\\_medieval\\_social\\_network.jpg](http://www.blogsforcompanies.com/TTimages/french_medieval_social_network.jpg)

# Personal Networks

- Personal social networks include
  - family
  - close friends
  - casual friends
  - groups, clubs, teams



image by flickr user neotint: <http://www.flickr.com/photos/neotint/3622609334/>



# Personal Networks, continued

- Different sizes, purposes, lifespans, levels of commitment.



Image credit; Tom Bonamici, 2008. Used by permission.



Image credit: Andrew Bonamici, 2005.

## Professional Networks

- Different characteristics and purposes
  - Peers within your own organization
  - Peers in communities of practice (hello, OAGITM!)
  - Supervisors and employees

Top: flickr user BLSCL, <http://www.flickr.com/photos/blsci/3526429270/>  
Bottom: flickr user labor2008, <http://www.flickr.com/photos/labor2008/3309795787/>



# Professional Networks

- Different characteristics and purposes
  - Vendors and contractors
  - Consortial partners from other agencies and jurisdictions
  - Citizen Boards



Image: flickr user tiarescott, <http://www.flickr.com/photos/tiarescott/69821764/>

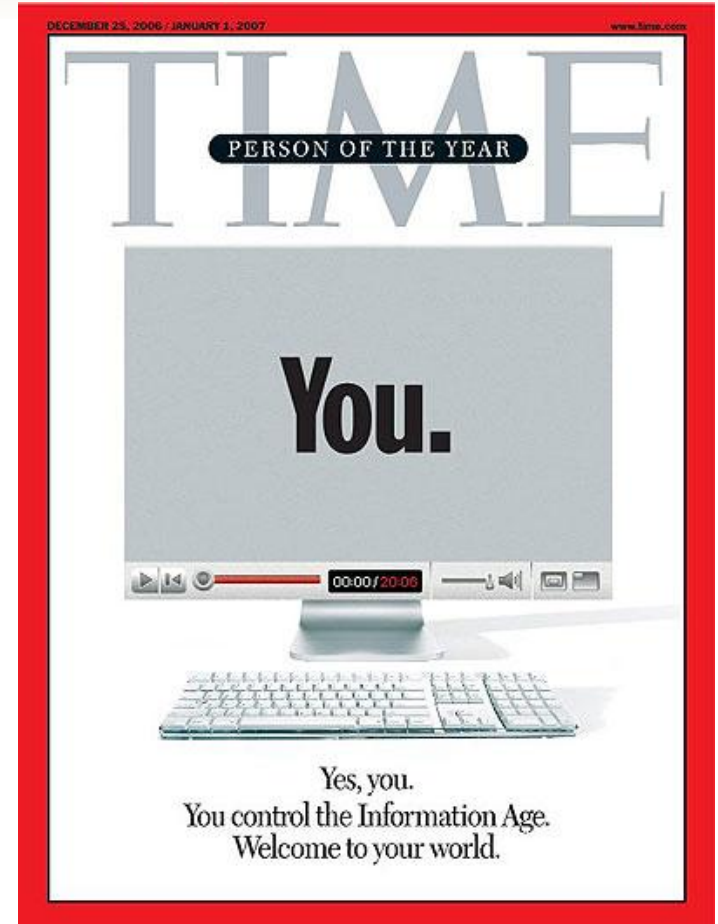
# What is social media?

- Platforms, applications, and interfaces that support social interaction
- Web 2.0 features
- Enabled by widespread access to broadband internet and digital production tools



# Social Media & Networking

- *Virtual environment* as opposed to *online publication*
- Developers offer the platform
- Users provide the content and build the network
- Individual members have significant control of their experience



# Social Media & Networking

- Impetus remains social
- *“Technology does not determine practice. How people embrace technology has less to do with the technology itself than with the social setting in which they are embedded.”*

- danah boyd, Microsoft Research;  
Harvard Berkman Center for Internet  
and Society. From  
<http://wp.nmc.org/future/ideas/danah-boyd/>



Image: flickr user brassard, <http://www.flickr.com/photos/brassard/138829152>

## Categories

- Online communities -- large, small, & in-between
- Blogs -- easy web authoring & publishing
- Wikis -- collaborative editing of online documents
- Media sharing -- images and video
- Shared bookmarks and bibliographies
- Putting it all together -- syndication & “mashups”

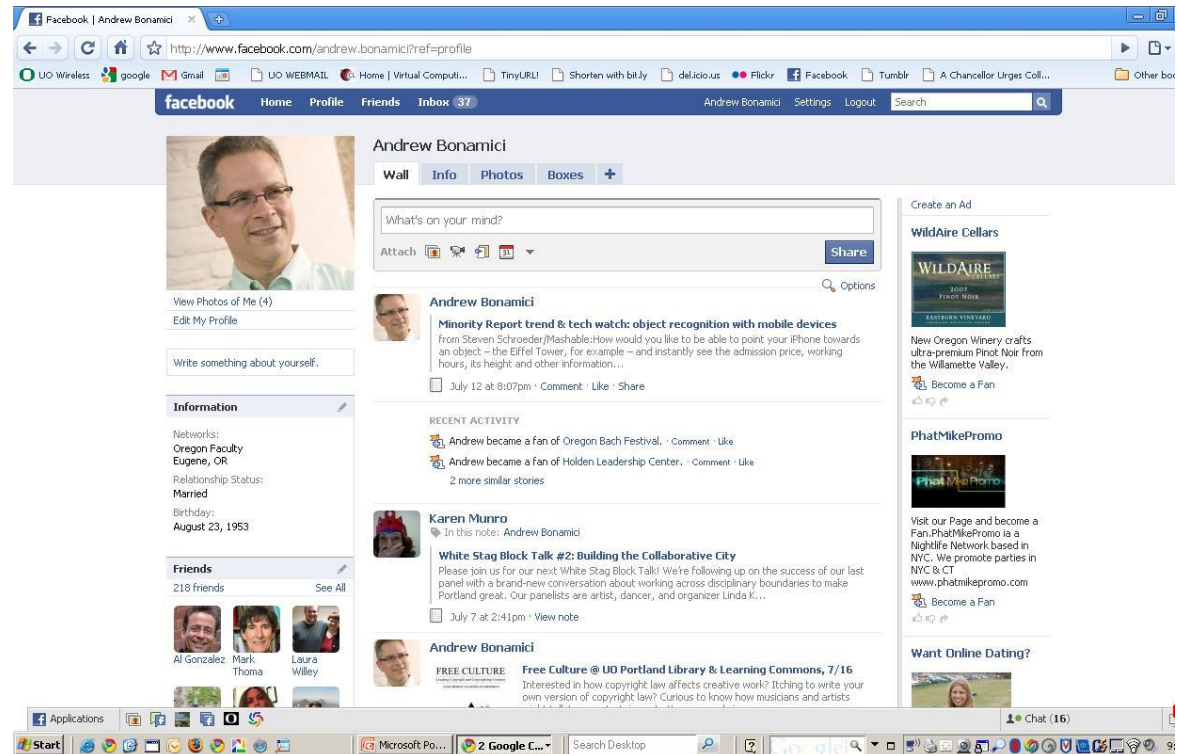
## Online Communities

- Large & small, public & private, free & subscription-based
- MySpace: primarily personal and entertainment-oriented
- Facebook: primarily personal and recreational, but with some professional presence
- LinkedIn: Focus is on professional networking
- Ning: allows members to create their own targeted networking sites



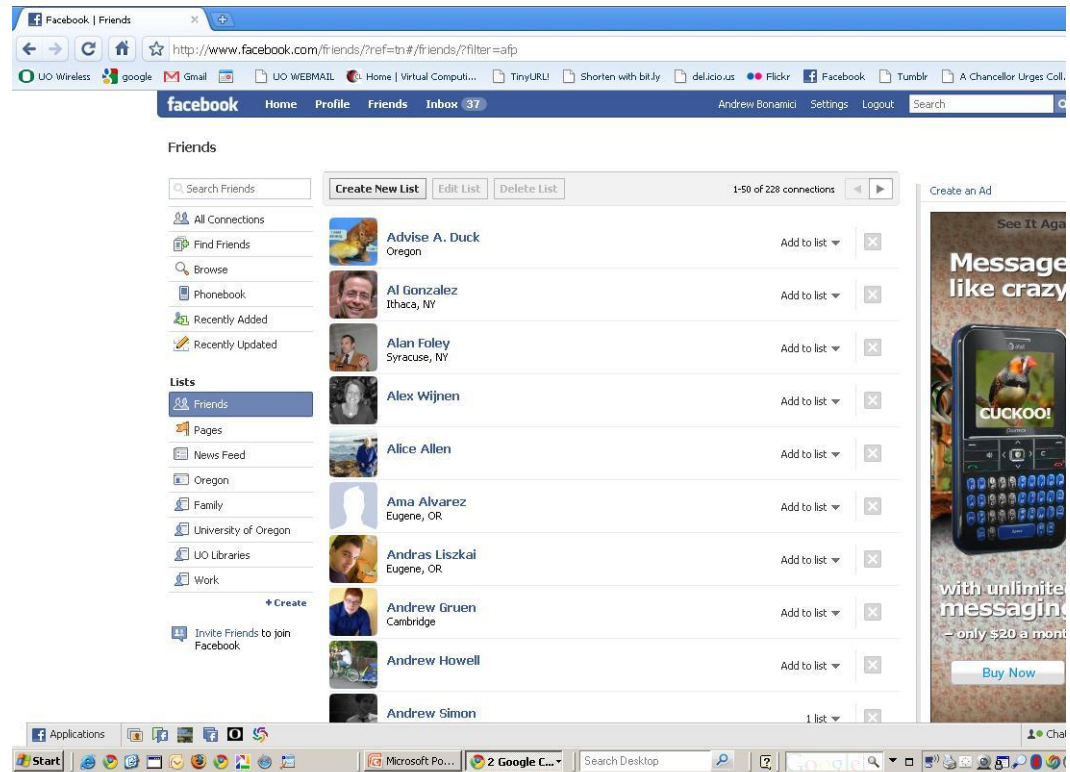
# Online Communities: Facebook

- Primarily personal and recreational
- Free to members (supported by advertising)
- Members create profile, then connect to “friends”



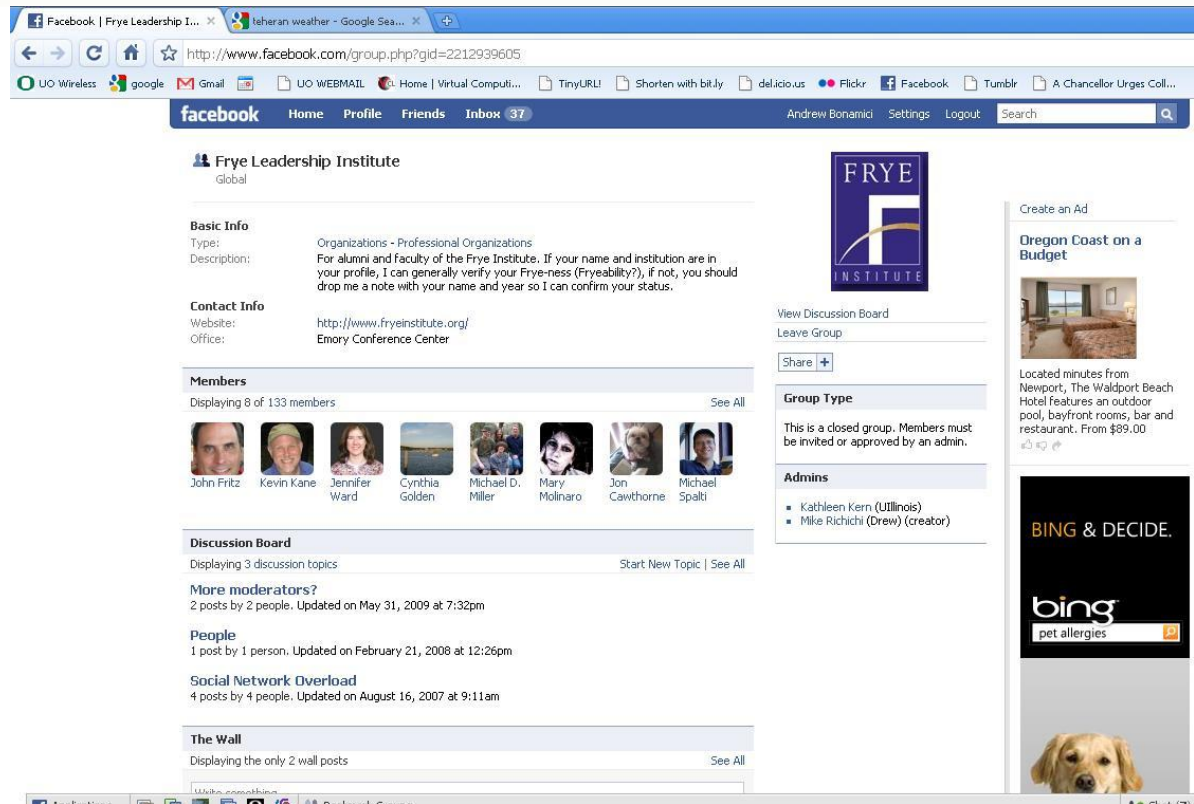
# Online Communities: Facebook

- Members can see who else is connected to their friends, and request their own connection (“friend” them)
- Friends can send messages, share photos, etc.



# Online Communities: Facebook

- Individuals with common interests can form *groups*
- Can be social, casual, or professional



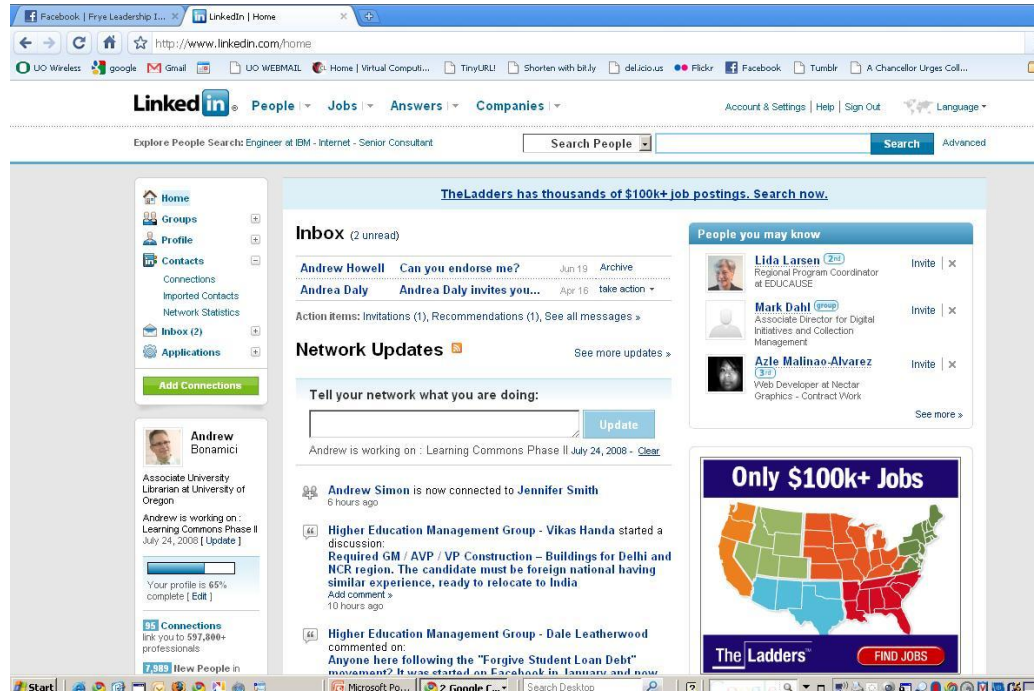
# Online Communities: Facebook

- Facebook *pages* represent organizations, not individuals
- Used for information sharing, promotion, and publicity



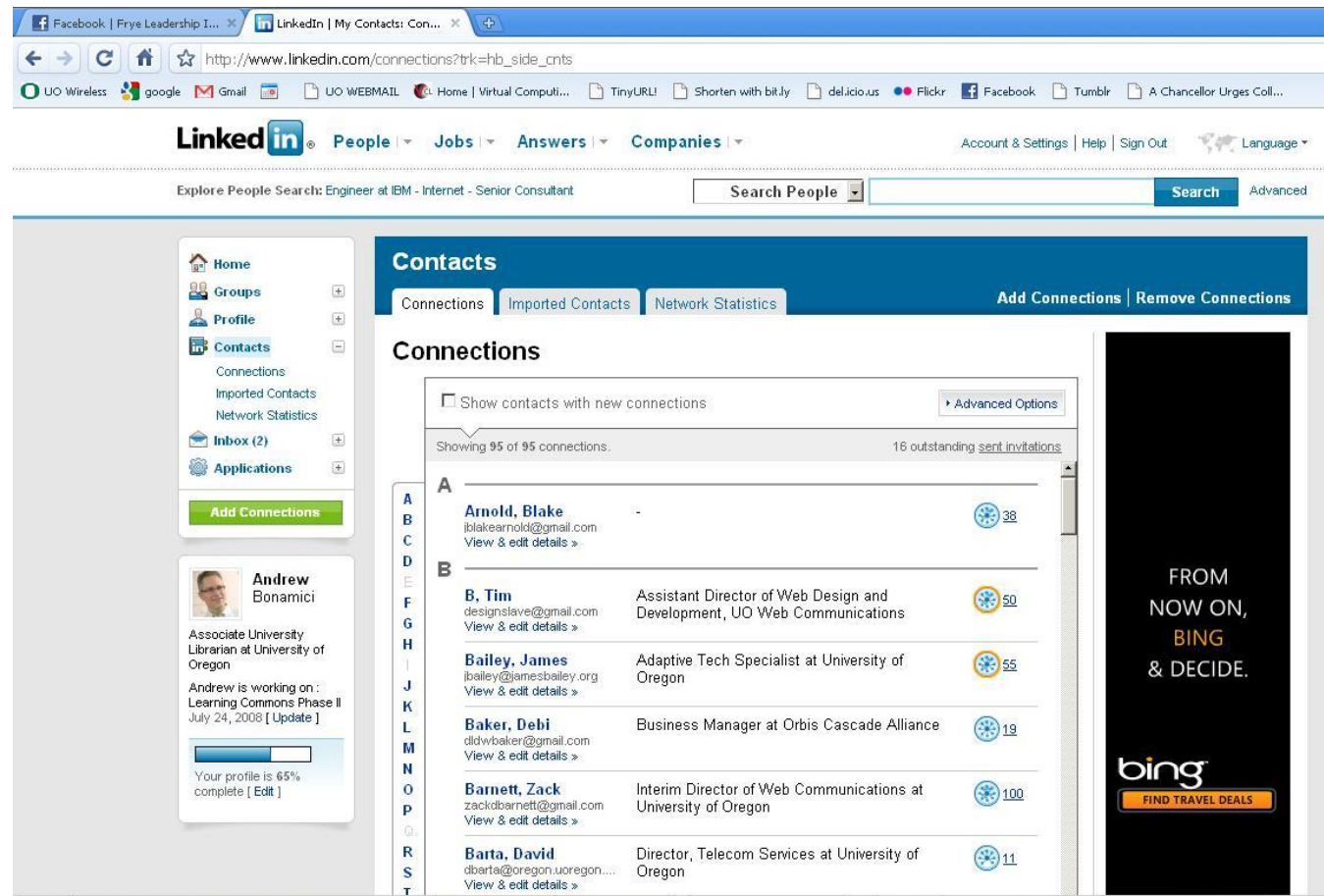
# Online Communities: LinkedIn

- Focus is on professional networking by individuals
- Basic version is free
- Premium, subscription provides more powerful search
- Useful for recruiting



# Online Communities: LinkedIn

- People in your network are “contacts,” not “friends”
- Method for building network is similar to facebook

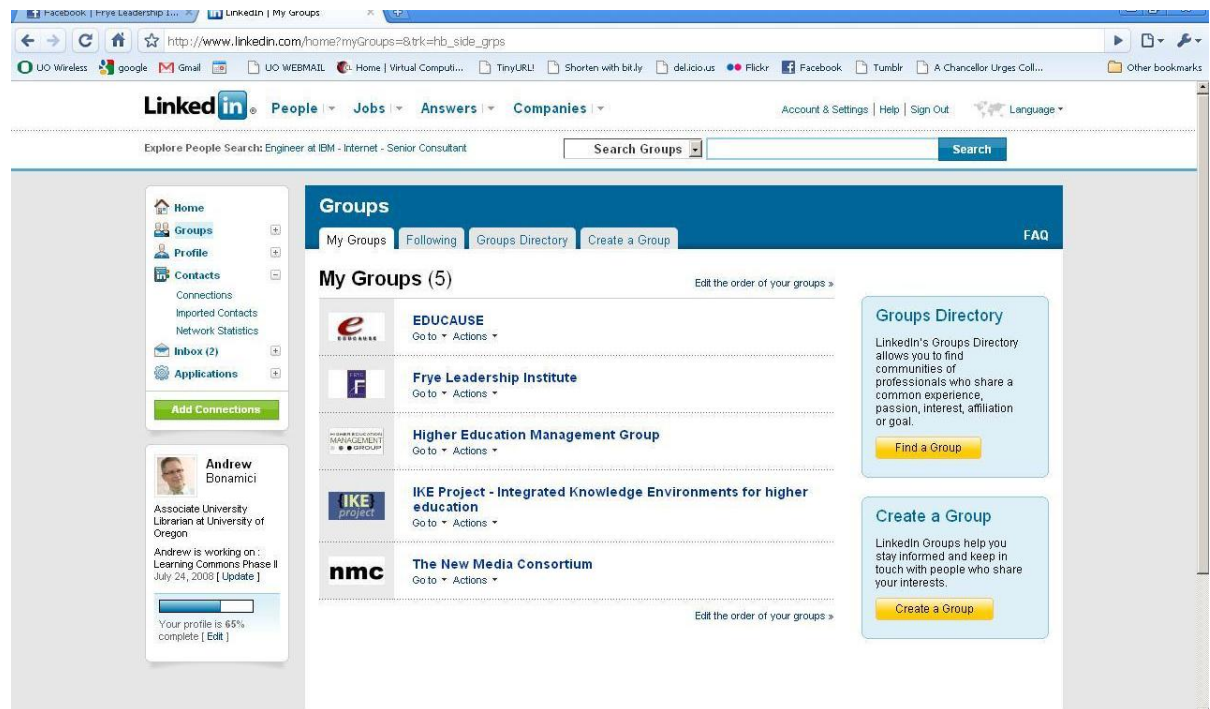


FROM NOW ON, BING & DECIDE.

FIND TRAVEL DEALS

# Online Communities: LinkedIn

- Groups in LinkedIn are also similar to facebook
- Easy to join and establish



# Online Communities: Ning.com

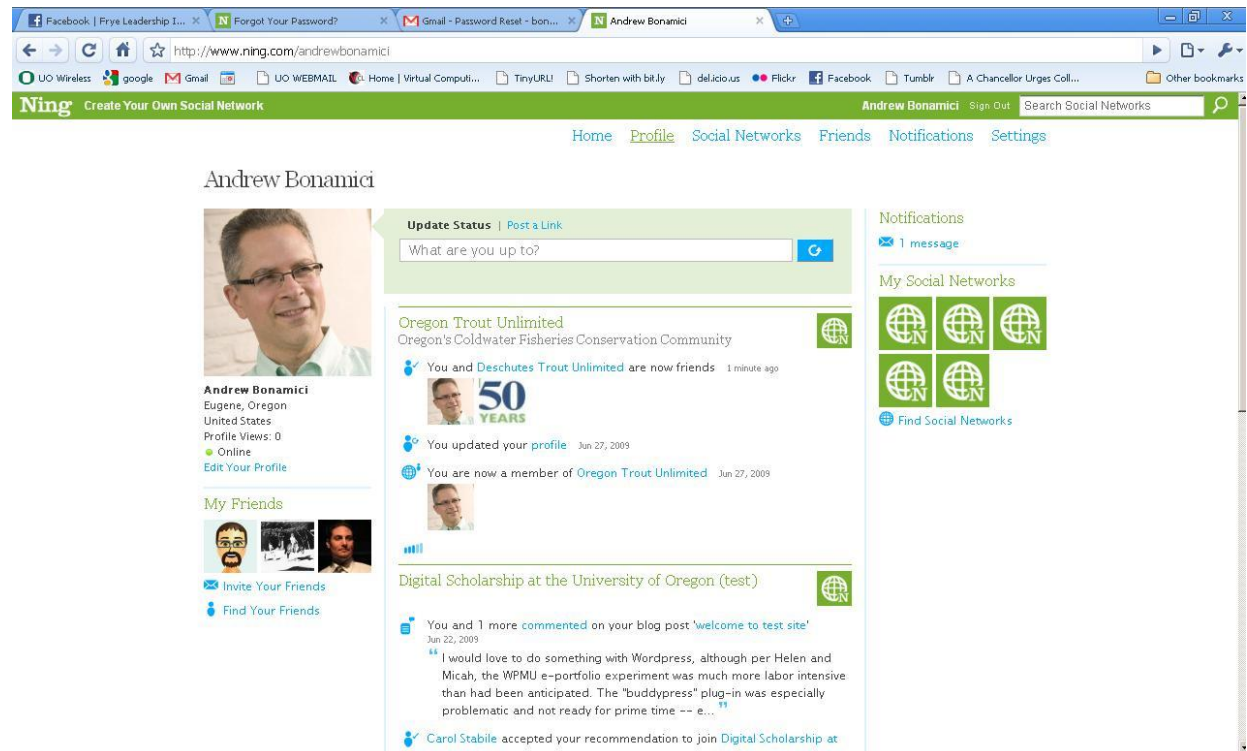
- Allows rapid creation of social networks
- *Networks can be private*
- Basic service is free and supported by ads
- Payment required for ad-free services





# Online Communities: Ning.com

- Users set up a profile to manage participation in multiple networks



# Online Communities: Ning.com

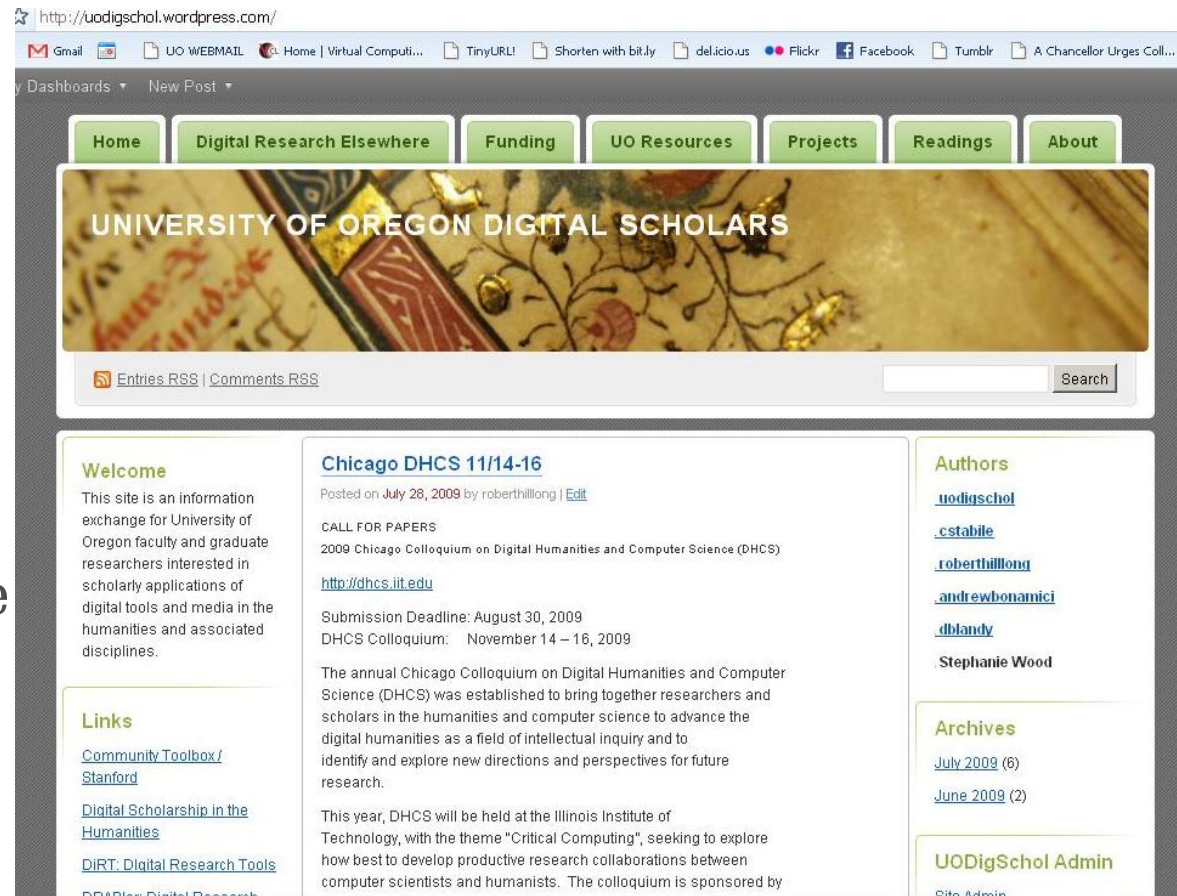
- List of networks

The screenshot shows a user's profile on Ning.com. The user is Andrew Bonamici, and the page is titled "Your Own Social Network". The navigation menu includes Home, Profile, Social Networks, Friends, Notifications, and Settings. The "My Social Networks" section is active, displaying a list of networks with filters for A-Z, Most Active, I've Created, and Recently Visited. There is also a "+ Create a Social Network" button and a search bar for social networks.

Network Name	Description	Members	Activity	Actions
Oregon Trout Unlimited	Oregon's Coldwater Fisheries Conservation Community	29 members	7 photos were added in the last week	Recommend
Virtual Conversations Right Now!	A series of conversations with SCUP leaders about the financial crisis	23 members	joined in the last year	Recommend
Digital Scholarship at the University of Oregon (test)	You created this social network	2 members		Manage   Premium Services
EDUCAUSE Teaching and Learning Challenges '09	Debate the list, join the community and collaborate with colleagues	17 members	joined in the last month	Recommend

# Blogs & Microblogs

- Web content management systems for easy web authoring and publication
- Individuals or groups
- Basic accounts are free
- Blogs can also be hosted on your own domain



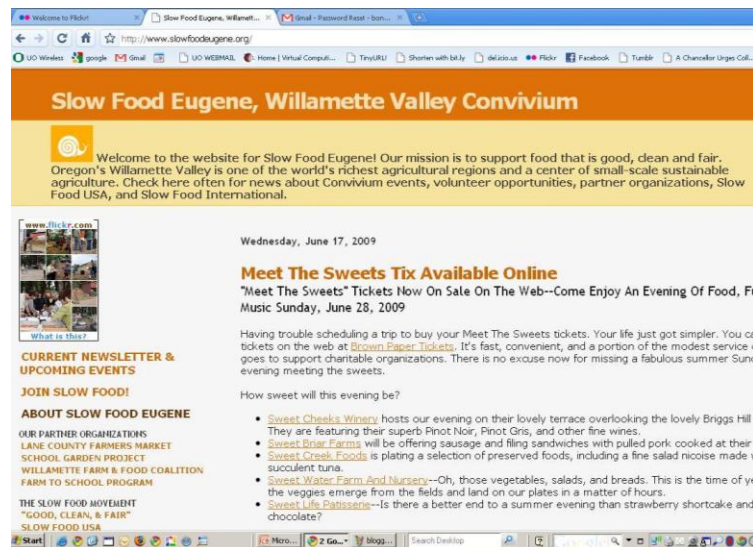
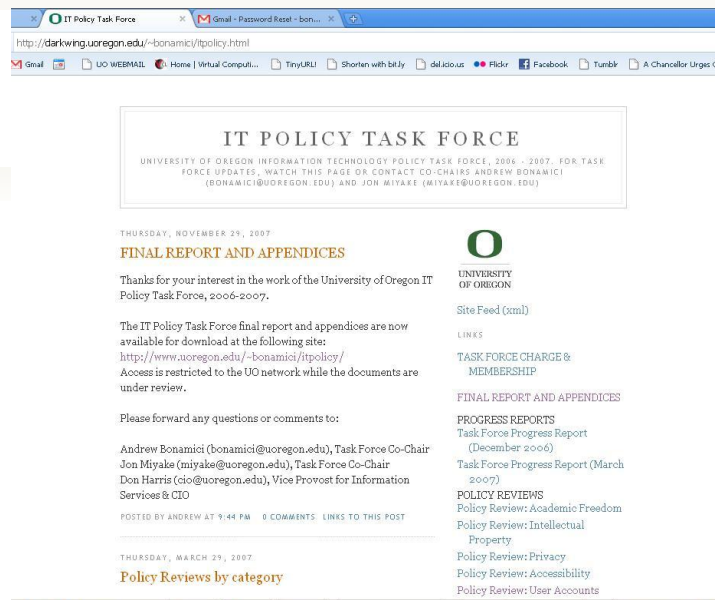
# Blogs & Microblogs

- Wordpress is Open Source
- Code can be downloaded for free and maintained & hosted on a local server

The screenshot shows a web browser window with the URL `folio.uoregon.edu/`. The browser's address bar contains several bookmarked sites: UO WEBMAIL, Home | Virtual Computi..., TinyURL!, Shorten with bit.ly, delicio.us, Flickr, Facebook, Tumblr, and A Chancellor Urge. The website itself has a navigation menu with links for Home, About UfoliO, Support, and UfoliO Pilot Blogs. A search bar is located in the top right corner. The main content area features the UfoliO logo and the tagline "A publishing platform for the University of Oregon community". Below this is a large, atmospheric photograph of a river with a stone bridge, surrounded by trees and fallen leaves. The main text is a "Welcome to UfoliO" post dated March 13, 2009, by an admin. The text explains that this is a pilot installation of Wordpress Multiuser with Buddy Press, currently being tested by a small group of users. It provides links to other university blogs and contact information for those interested in using the system. On the right side of the page, there is a search box, a "GET A BLOG" section with instructions on how to create a new blog, and a "UfoliO TECHNICAL SUPPORT" section with contact information for reporting issues.

# Blogs & Microblogs

- Blogger is owned by Google
- Free
- Blogs can be hosted completely at blogspot or published on your own server
- Many different styles (templates) available



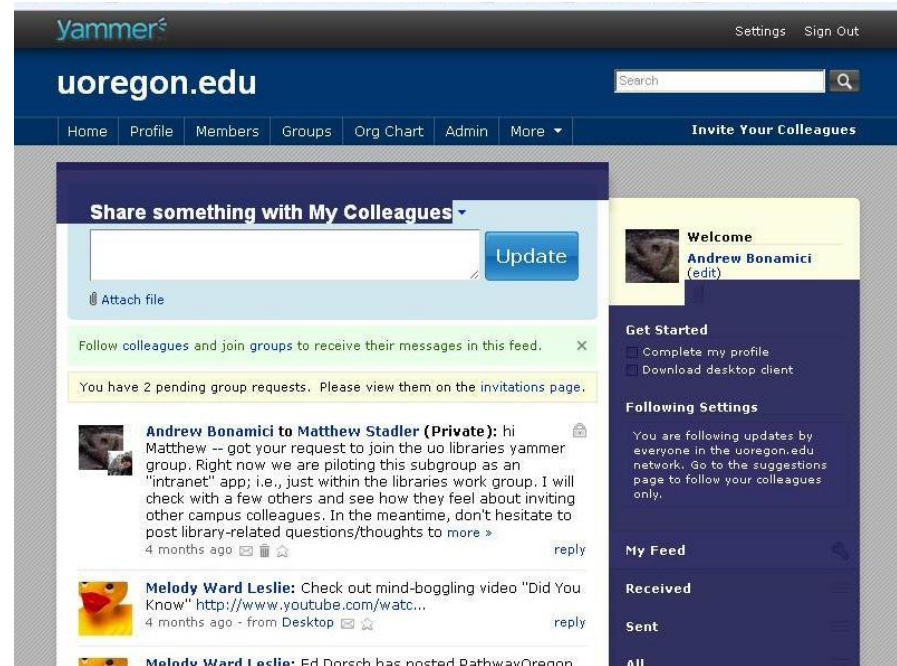
# Microblogging

- twitter.com
- Posts (“Tweets”) limited to 140 characters
- Free
- Professional applications include public relations, general communication, and emergency notification



# Intranet Microblogging: yammer.com

- Twitter-like interface
- “a corporate social network, discussion board, and knowledge base all rolled into one easy-to-use interface”
- Teams can form private groups within the domain
- Basic plan is free; upgrades \$3-\$5/mo. per seat



# Wikis & Collaborative Editing Tools

- Shared editing of online documents, with version control
- Wikipedia.org is famous example
- Google Docs is very popular cloud service
- Many Open Source options such as MediaWiki or PB Wiki

The screenshot shows a Google Docs interface with the following content:

**Research in the Undergraduate...** edited on 3/11/09 3:54 PM by Deb Carver

File Edit View Insert Format Table Tools Help

Normal Verdana 12pt

**Teaching the Scholarly Method**

*"Effective undergraduate education is essential to the success of research universities, and the teaching of the scholarly method is the most important aspect of undergraduate education."*

**Overview**

In this new financially competitive climate, the UO needs to become more conscious of the various educational pathways that differentiate the undergraduate experience on our campus from experiences at other institutions. We often emphasize that research faculty are better able to incorporate recent findings, new creative expressions, and current scholarship into their classroom instruction. A deeper differentiator is that our faculty engage students in the creation and evaluation of new knowledge.

We feel that these differentiators, and especially the latter, are currently underdeveloped on our campus, with some notable exceptions such as the Honors College. Because of this, many of our students may miss a key component of a comprehensive liberal education, **namely a well-developed understanding of the scholarly method and an appreciation for the process of creating knowledge.** If this is done on sufficient scale, then students who attend the University of Oregon will receive the highest standard of scholarly and intellectual acculturation, in preparation for further academic study, a lifetime of learning, and informed engagement in civic affairs.

To be sure, in every department, at every stage in undergraduate education, there are opportunities to promote scholarship and research, and many of our faculty are already engaged in this endeavor. But this effort is fragmented, and faculty do this in isolation without any forum or framework for passing on their best practices and experience. What is needed is an extension and integration of these activities into actual research forums. This Big Idea intends to considerably broaden the scope of these activities, using library services and infrastructure as a fulcrum, so that significantly more undergraduates have several experiences that stretch well beyond the mere maintenance and transfer of knowledge (see UO Mission Statement). To create a systematic structure for this Big Idea, we have separated the broad concept into four parts: navigating the information universe, assimilating knowledge, creating new knowledge, and expressing new knowledge.

**Plan of Action**

Scholarly habits of thought and research are not created in a single moment of learning, but through many experiences over a course of study. We propose to teach the foundational skills of critical thinking and "information fluency" to UO undergraduates using a tiered, three-step approach that engages instructors, librarians, and academic support staff. If faculty are assured that such fluency exists among the general undergraduate population, then they can be encouraged to develop more research intensive curricula that enhance the learning process.

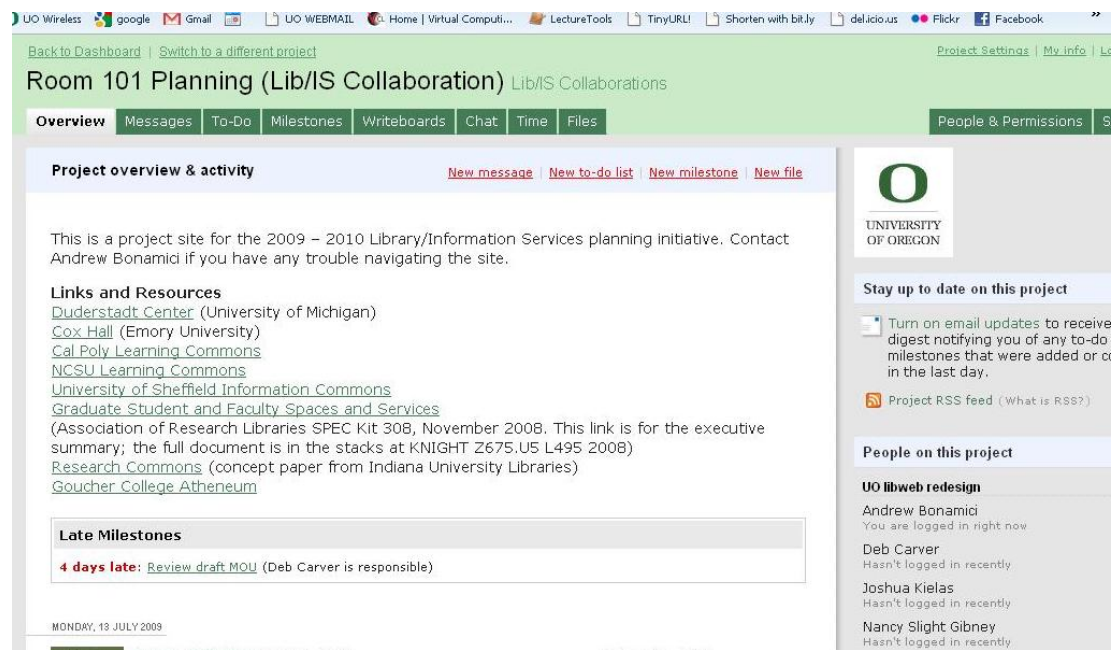
**Footnote**

Paul Coarant, Dean of Learning, Former Provost, and Ph.D. in Public Policy, University of Michigan. "The Future of Learning in the Research No Brief Candle, CLR, 2009."



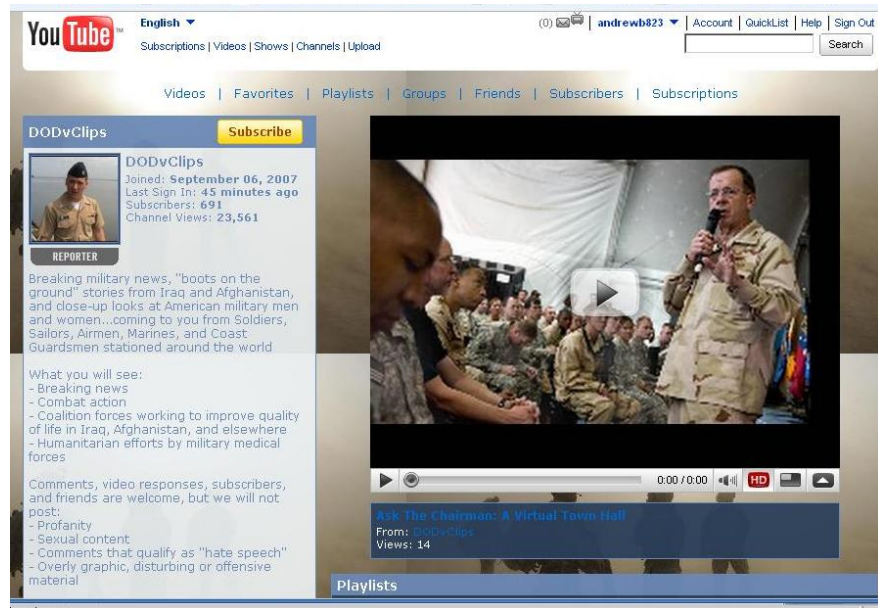
# Integrated Collaboration Platforms

- Basecamp and Confluence are popular cloud examples
- MS Sharepoint another approach
- Project communication, not project management *per se*



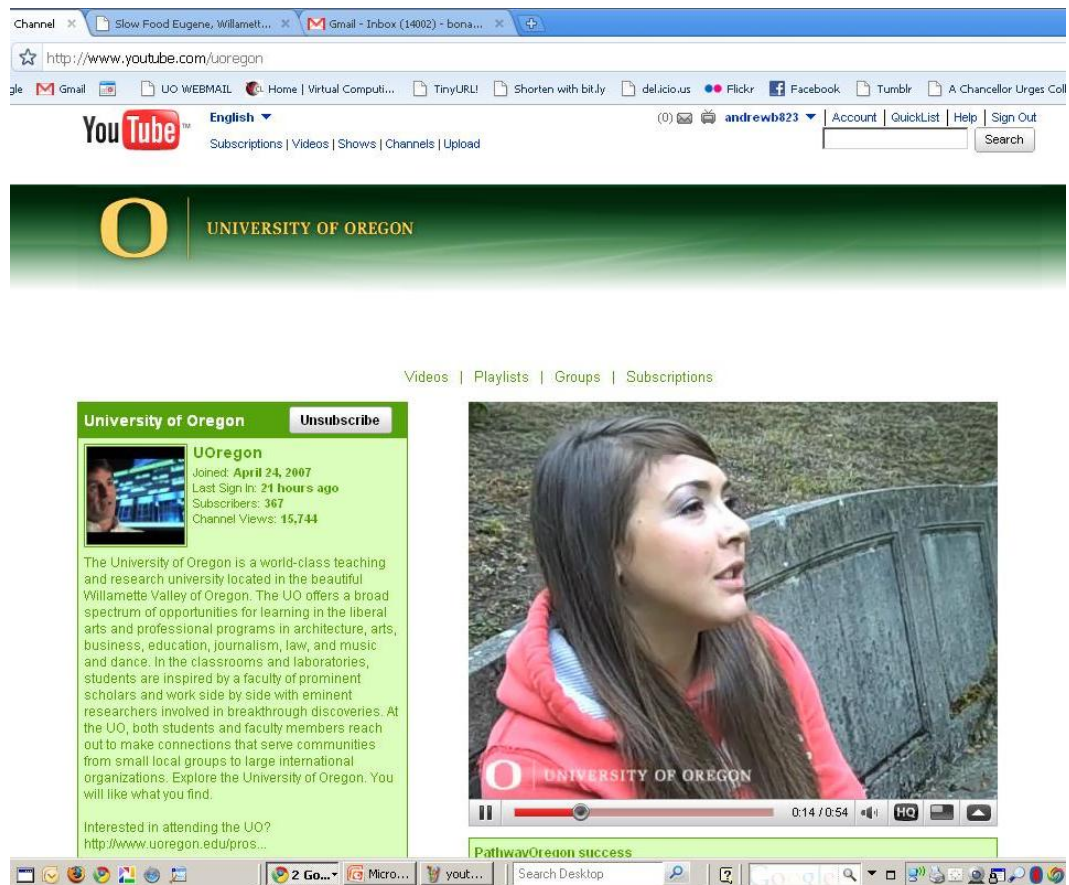
# Media Sharing: Images & Video

- Image services include Flickr, Shutterfly, Picasa
- Video services include Youtube.com, Vimeo
- Streaming video requires good bandwidth!



# Media Sharing: Video

- Youtube partner program allows enhanced channels for educational institutions and non-profits
- Allows posting videos beyond 10 minute limit for individual accounts

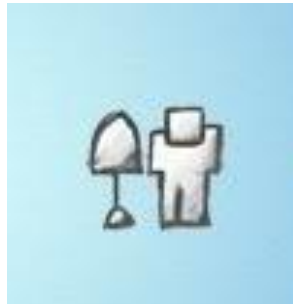


# Shared Bookmarks and Recommendations

- Del.icio.us  
(shared  
bookmarks)



- Digg.com  
(shared  
content of all  
kinds, ranked  
by user voting)



# Putting It Together – Links & Syndication

- How to keep track of these different systems?
- Connect them to each other with syndication (RSS) and similar feeds to other services.
- Reinforce connections with links between your main website and social platforms



# Management and Policy Considerations

- Part of your strategic communications program
- Team approach and collaboration are critical for alignment
- Key stakeholders may include executives, Media Relations/PR, IT, HR, General Counsel, records managers, department heads, staff, elected officials, boards, general public



[Image credit: flickr user Renan Birck, http://www.flickr.com/photos/renanbirck/1555585903/](http://www.flickr.com/photos/renanbirck/1555585903/)



# Management and Policy Considerations

- Roles/Responsibilities
  - account administration
  - interface design (both IA and graphics)
  - Messaging and editorial oversight
- Decisions may vary depending on purpose of the service and intended audience (e.g., internal vs. public)

# Management and Policy Considerations

- Privacy
  - Must comply with existing laws protecting privacy and confidentiality of records (HIPAA, FERPA)
  - Laws cover electronic records



Image: flickr user mynameisharsha, <http://www.flickr.com/photos/mynameisharsha/2898168390/>





# Management and Policy Considerations

- Intellectual Property and Ownership of Content
  - Seek guidance from legal counsel
  - Conform to your organization's existing policies to the extent possible
  - Your users are government employees, so presumably most work will be in the public domain
  - What about user comments and contributions?

# Management and Policy Considerations

- Records Management, Retention, and Preservation
  - Workflows need to ensure that social media transactions are recoverable if they constitute a public record
  - Consult your agency's records manager or archivist for guidance



Image: flickr user dolescum <http://www.flickr.com/photos/dolescum/3567689465/>

# Management and Policy Considerations

- Network and Data Security
  - Be sure that social media implementations conform to your AUP
  - Develop staff trainings on network and data risks associated with individual social networking activities (Facebook 3<sup>rd</sup> party apps, for example)

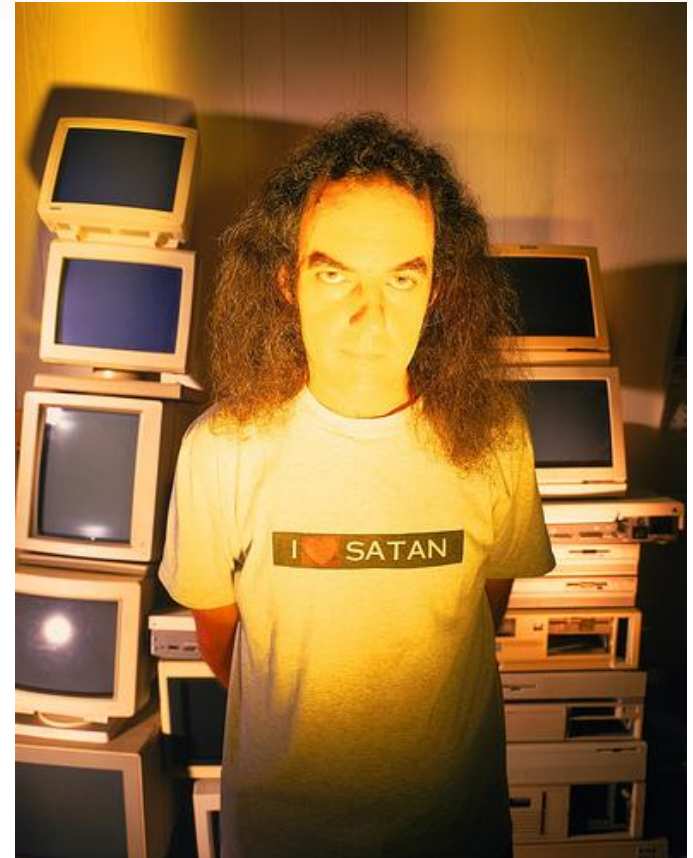


Image: flickr user benrussell, <http://www.flickr.com/photos/benrussell/1477893597/>

# Management and Policy Considerations

Working draft policy from Health & Human Services serves as a good model

<http://www.newmedia.hhs.gov/standards/general/>

- Introduction
- Scope
- Licensing
- Approvals and Notifications
- Branding
- Comments & Commenting
- Applicable Policies



## Conclusion

Social media and social networking services.....

- Can be used to support and maintain personal and professional networks
- Can be effective tools for team-building, collaboration, and partnerships (intranet and extranet functions)
- Need to be addressed in the context of your agency's strategic communications program
- Will challenge existing legal and policy frameworks

## Selected Resources

*Social Networking on Intranets.* Jakob Nielsen's Alertbox, August 3, 2009  
(<http://www.useit.com/alertbox/social-intranet-features.html>)

[GovLoop.ning.com](http://GovLoop.ning.com)

*Global Faces & Networked Places.* Nielsen Company, 2009.  
([http://blog.nielsen.com/nielsenwire/wp-content/uploads/2009/03/nielsen\\_globalfaces\\_mar09.pdf](http://blog.nielsen.com/nielsenwire/wp-content/uploads/2009/03/nielsen_globalfaces_mar09.pdf))

*Audience Segments in a Changing News Environment .* Pew Center for People and the Press, 2009. <http://people-press.org/reports/pdf/444.pdf>

*HHS General Guidance for Utilization of New and/or Social Media.* US Department of Health & Human Services, 2009.  
<http://www.newmedia.hhs.gov/standards/general/>

## Selected Resources

*Oregon State Archives Records Management - Retention Schedule*

<http://arcweb.sos.state.or.us/recmgmt/sched/index.html>

*Things You Should Know About....* EDUCAUSE Learning Initiative.

<http://www.educause.edu/ELI/ELIResources/7ThingsYouShouldKnowAbout/7495>

## Contact

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[linkedin.com/pub/andrew-bonamici/2/a13/14a](https://linkedin.com/pub/andrew-bonamici/2/a13/14a)