Social Networking & Social Media in Government

City of Salem

October 29, 2009

Andrew R. Bonamici, UO Libraries

http://uoregon.edu/~bonamici/socialmedia_Salem/

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 use
  (Nielsen, Global Faces & Networked Places, 2009)
- <u>Gary Hayes's Social Media Counter</u> (fasten seat belts)

Evolution of the online ecosystem, Web 1.0

Web 1.0
~2000
The first Web was "IT"

Most knowledge
about an organization
was on "the" Web site.

Web media
and content
hosted locally

e
Enterprise
data

Phone   Television

Email

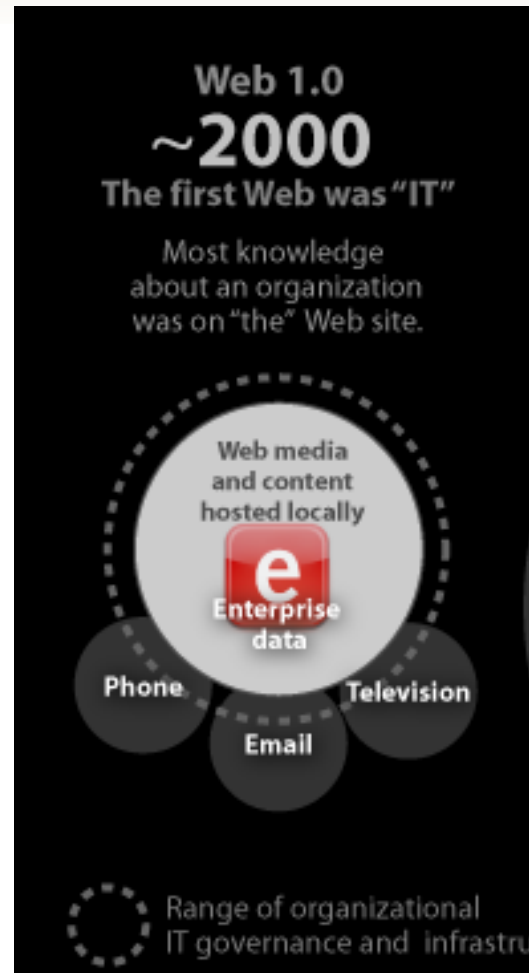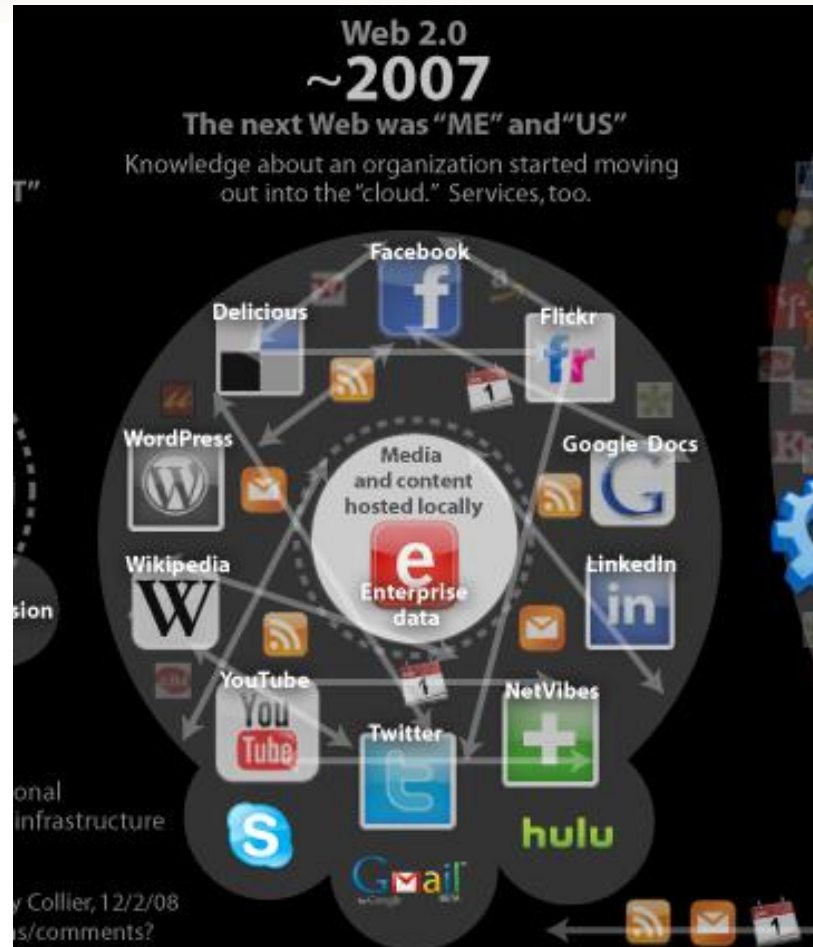Range of organizational
IT governance and infrastruc

Image courtesy of Jay Collier, Bates College. Source:
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

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
    - Supervisors and employees

Top: flickr user BLSCI, 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
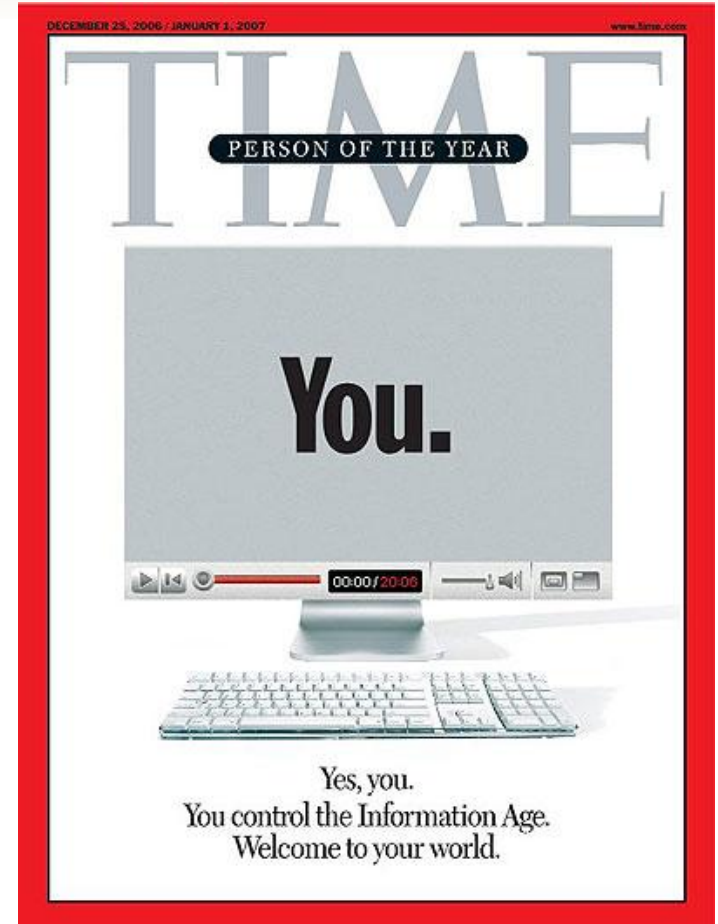
Social Media & Networking

- 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"
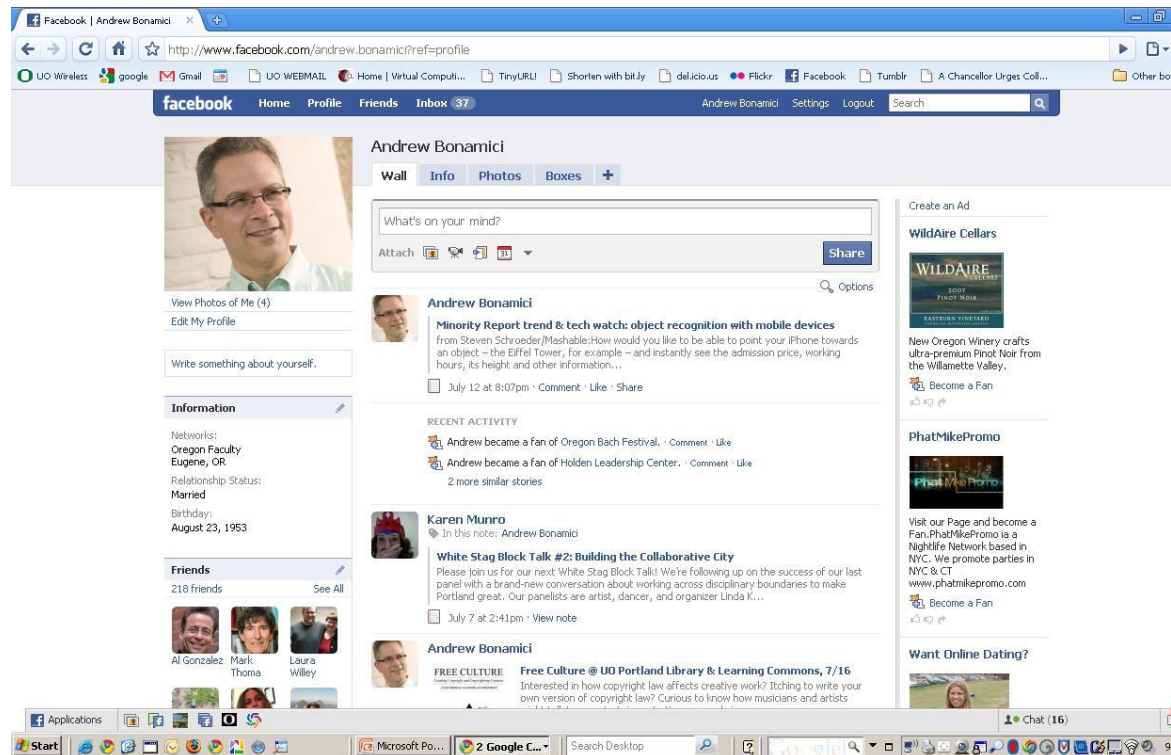
Online Communities: Facebook

- Members can see who else is connected to their friends, and request their own connection ("friend" them)
- Friends can send messages, share photos, etc.
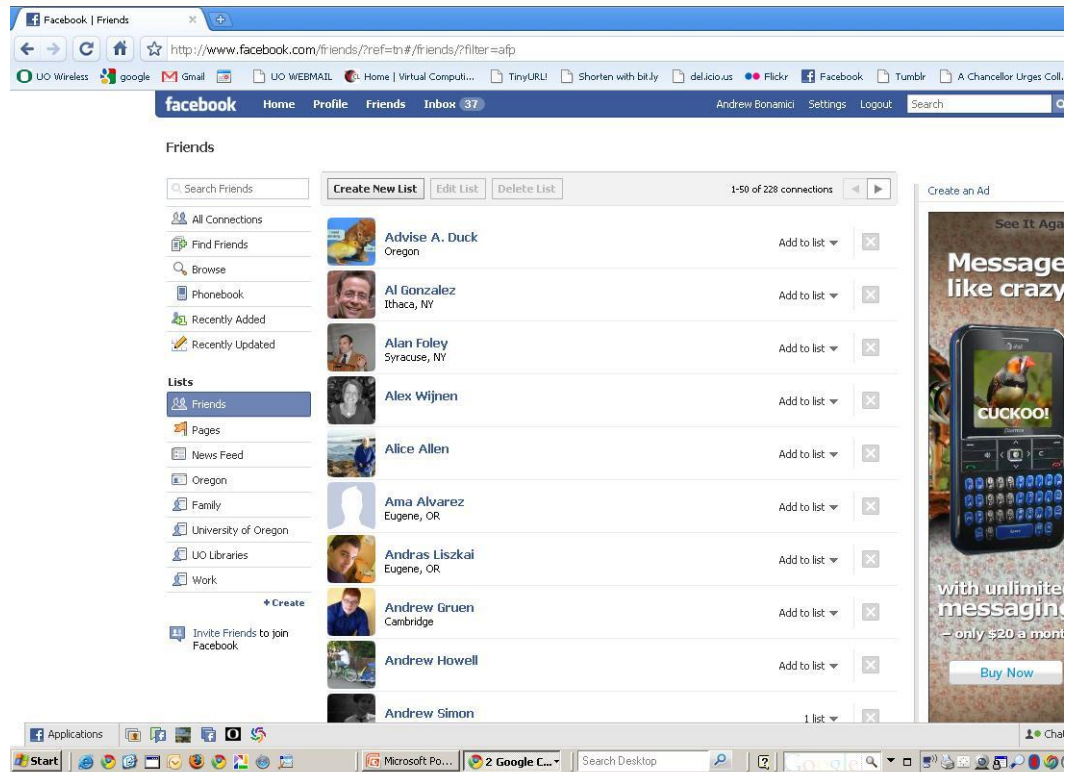
Online Communities: Facebook

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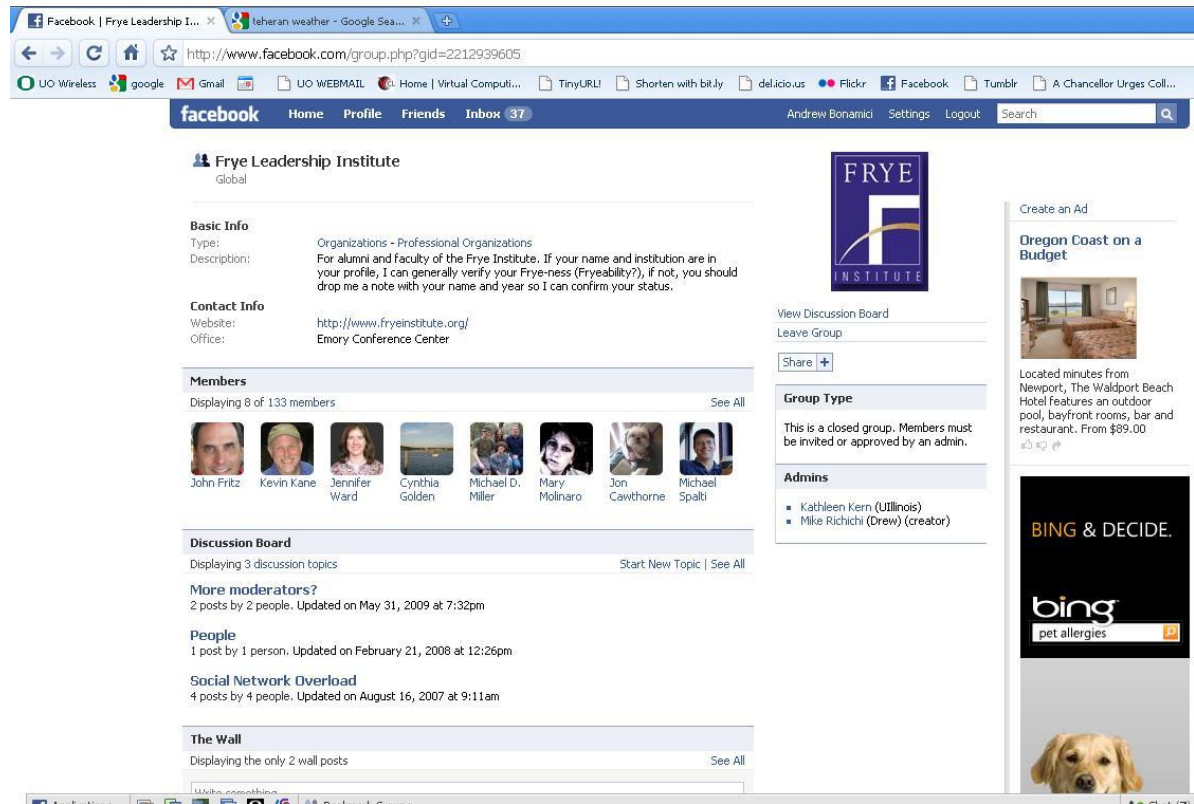
Online Communities: Facebook

- 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
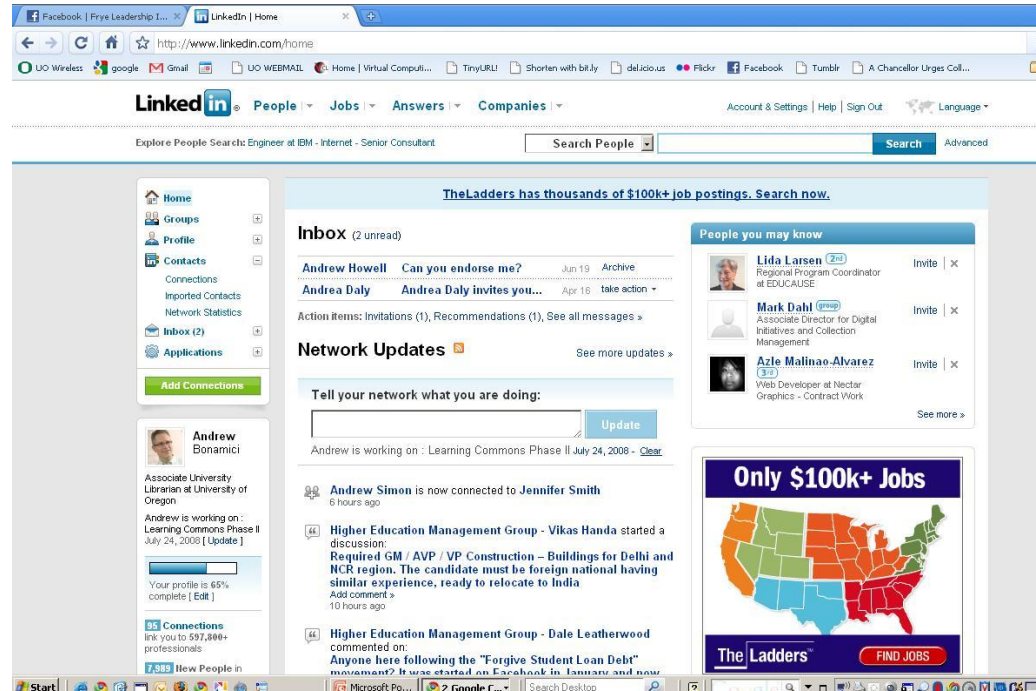
Online Communities: LinkedIn

- People in your network are "contacts," not "friends"
- Method for building network is similar to facebook
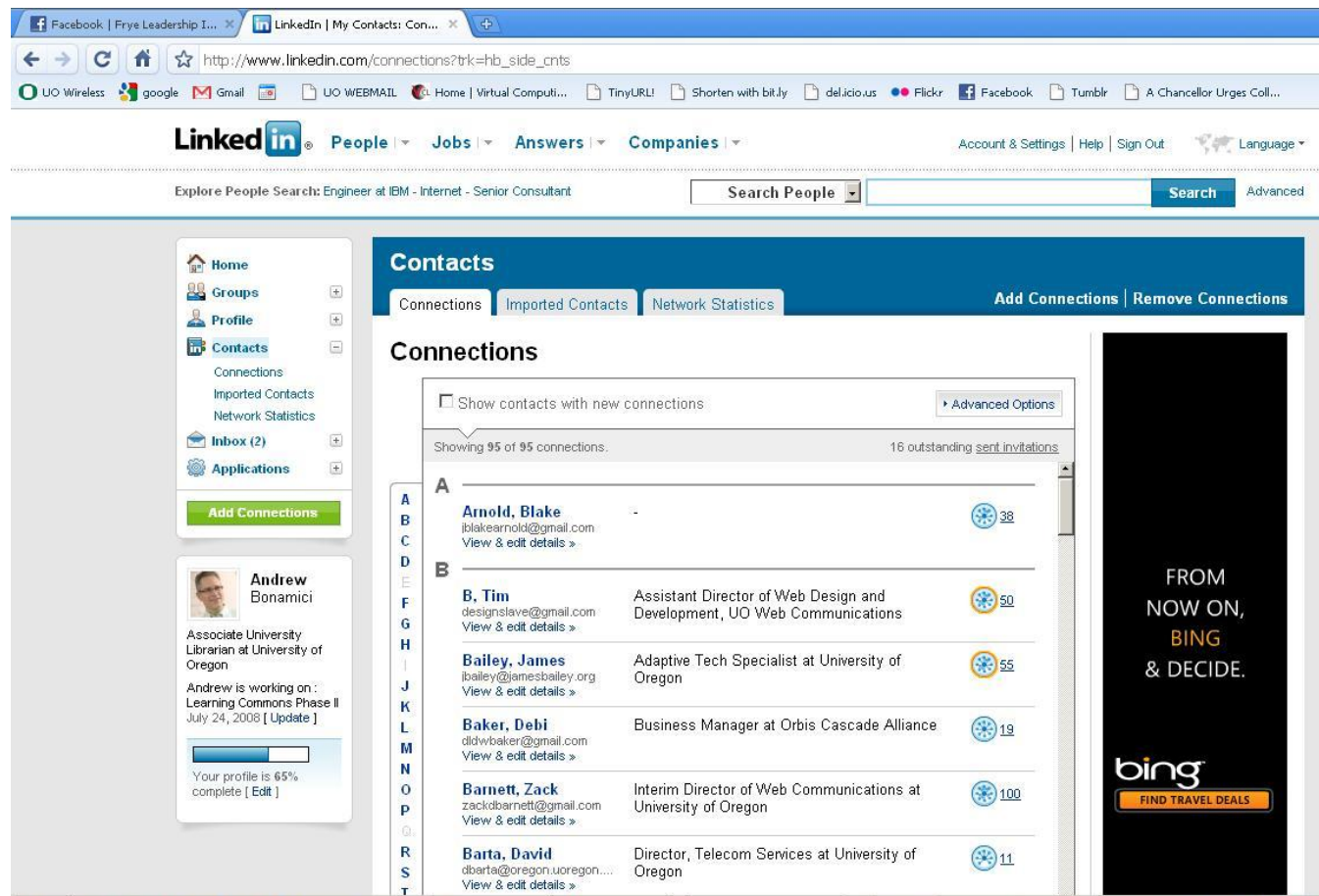
Online Communities: LinkedIn

- Groups in LinkedIn are also similar to facebook
- Easy to join and establish
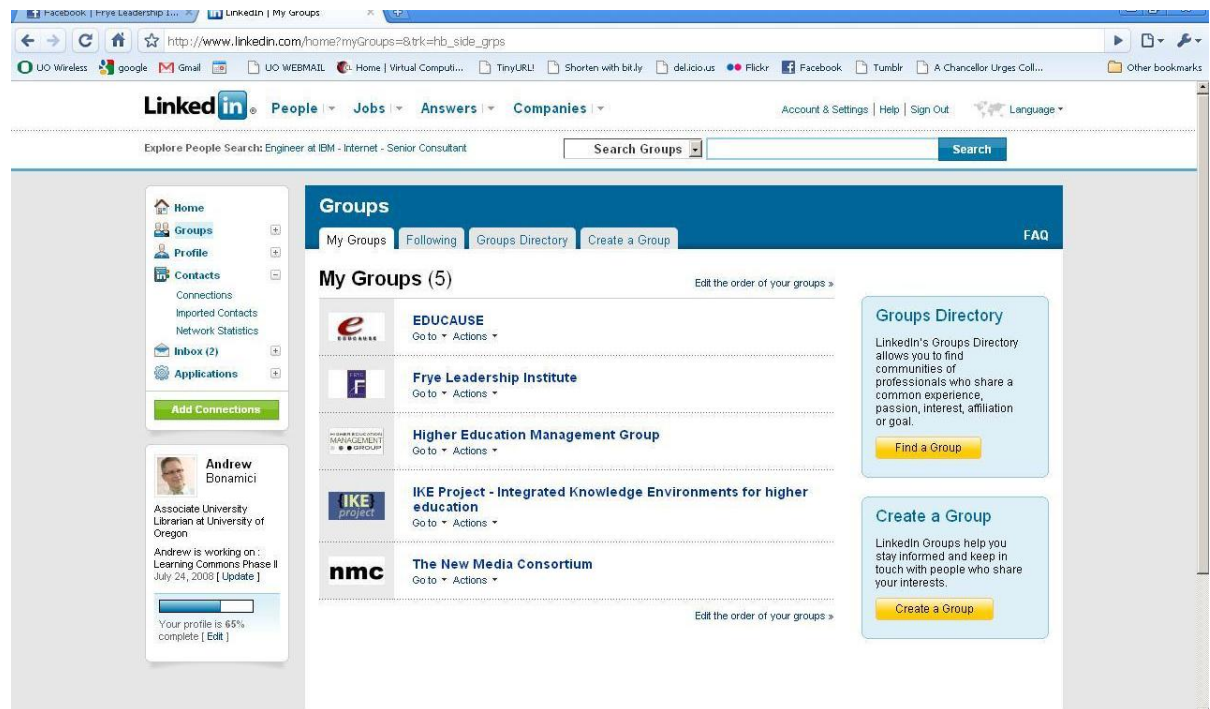
Online Communities: Ning.com

- 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
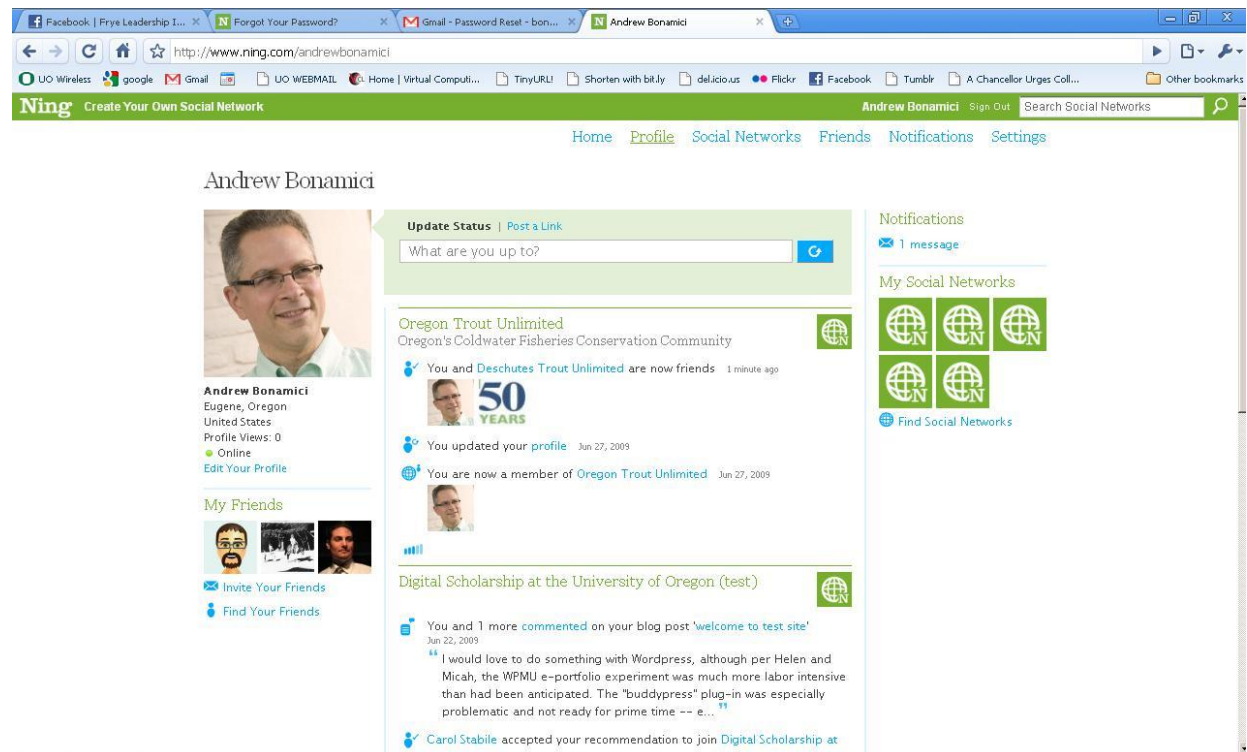
Online Communities: Ning.com

- List of networks

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
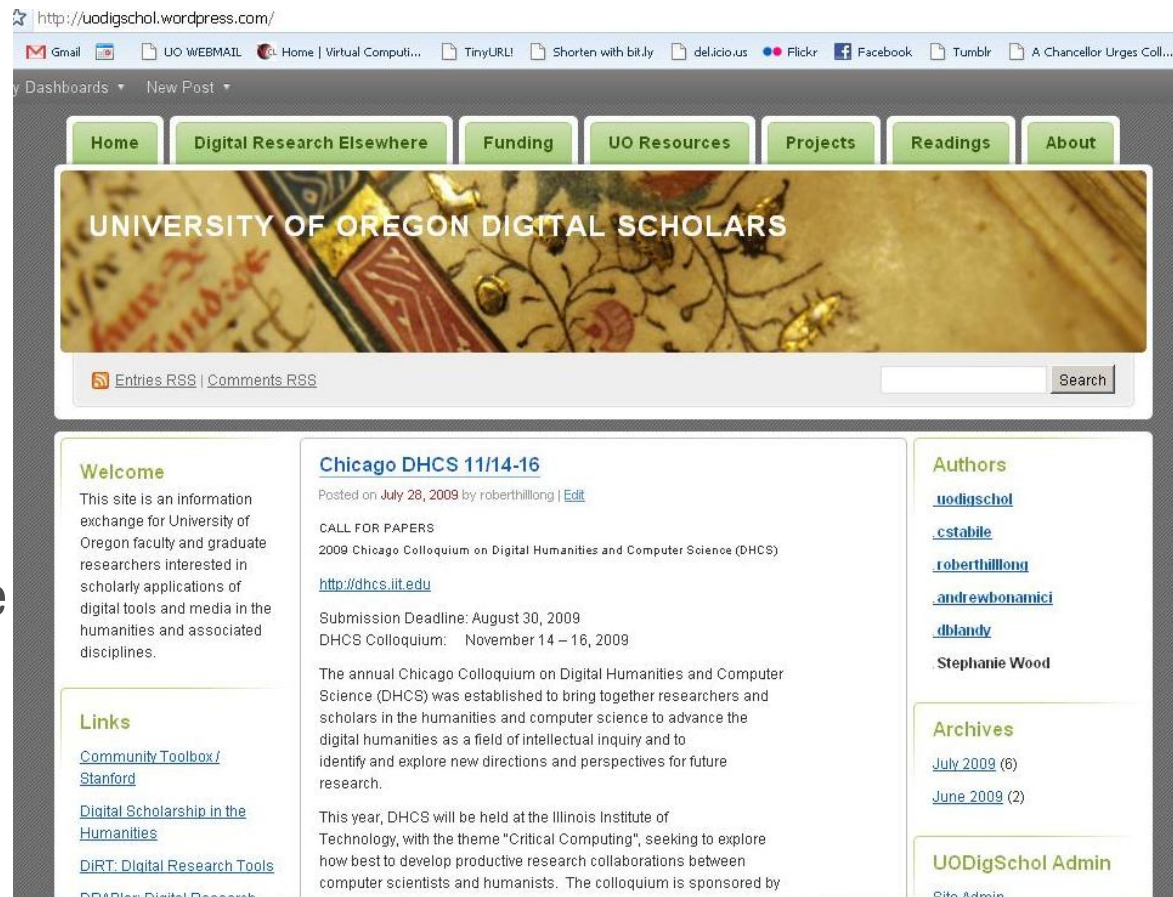
Blogs & Microblogs

- Wordpress is Open Source
- Code can be downloaded for free and maintained and hosted on a local server
- WordPressMU (multiuser): many blogs under one installation

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
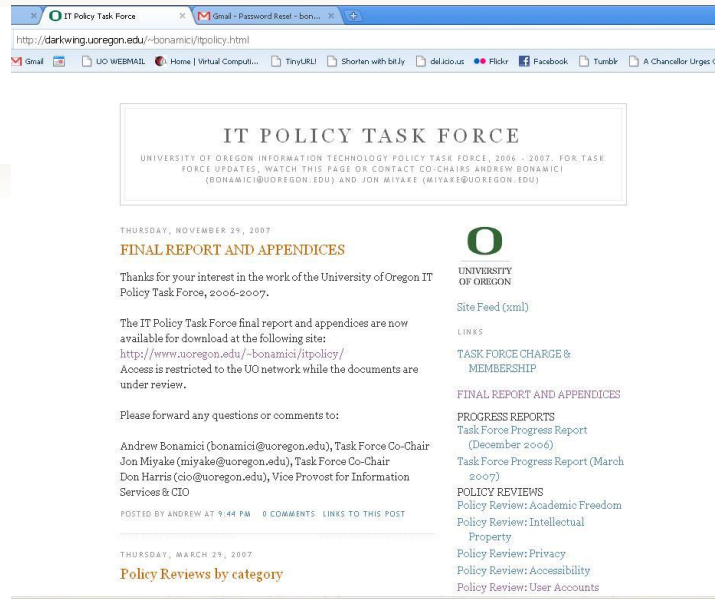
Microblogging

- 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
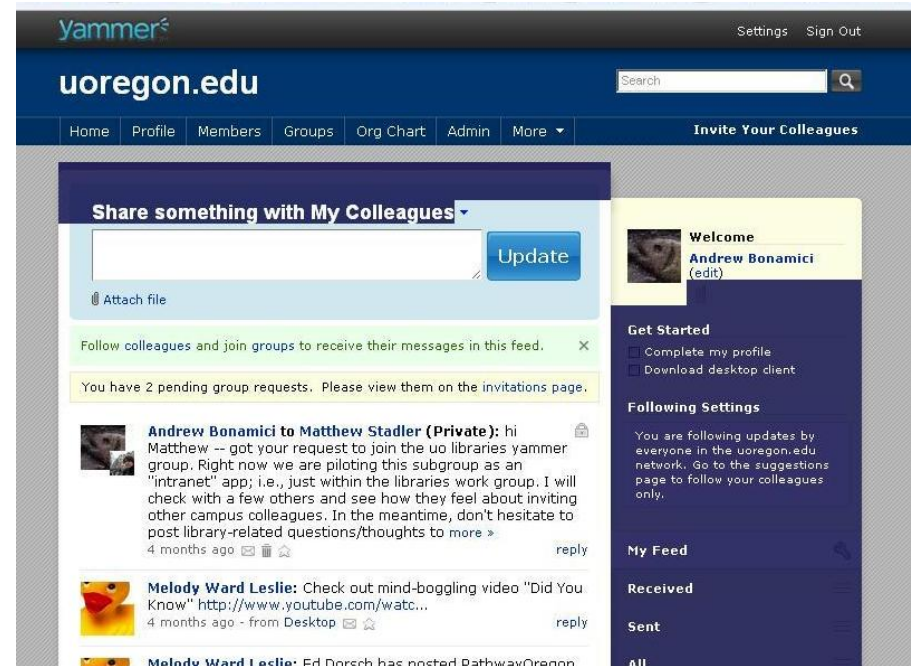
Wikis & Collaborative Editing Tools

- 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

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!
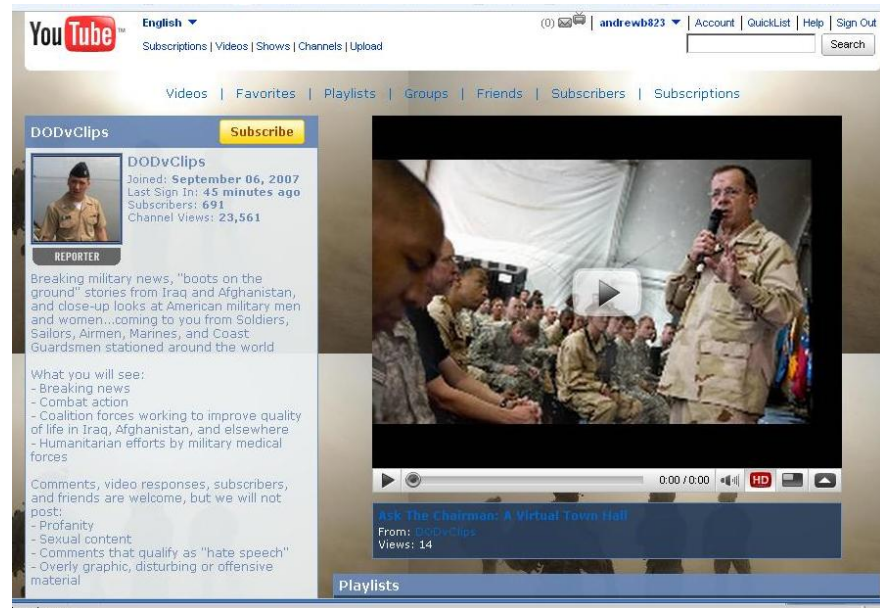
Media Sharing: Video

- Youtube partner program allows enhanced channels for educational institutions and non-profits

- Allows posting videos beyond 10 minute limit for individual accounts
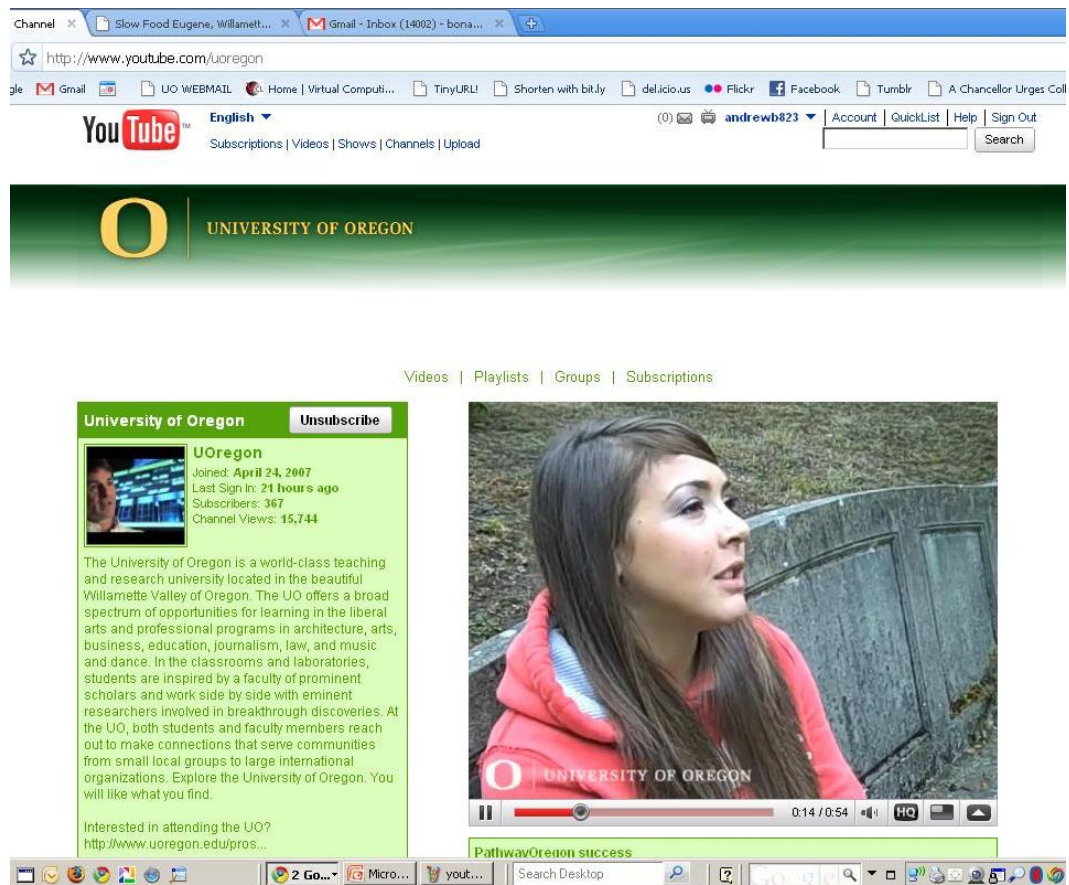
Shared Bookmarks and Recommendations

- 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/

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 3rd party apps, for example)

Image: flickr user benrussell, http://www.flickr.com/photos/benrussell/1477893597/
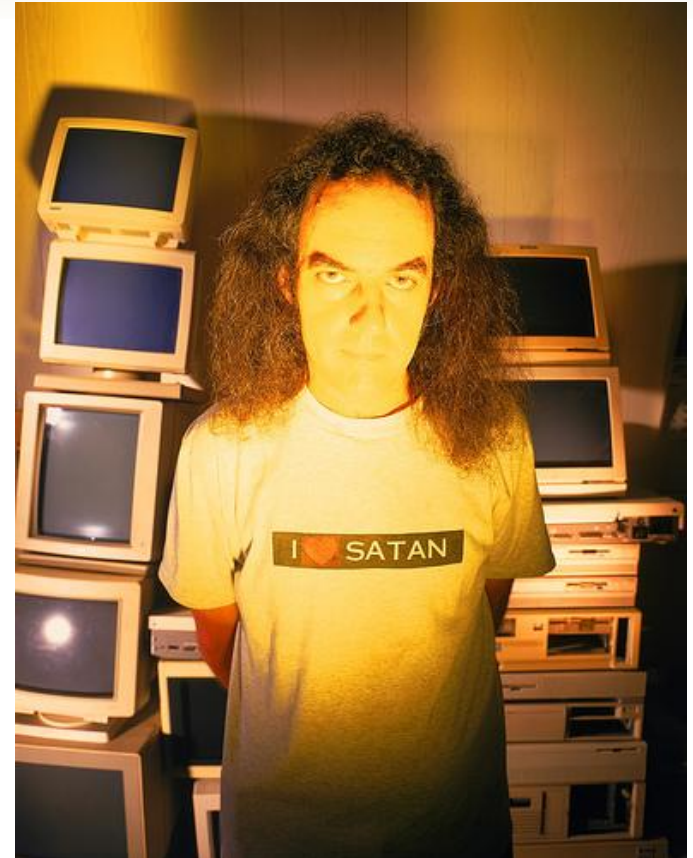
Management and Policy Considerations

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

Global Faces & Networked Places. Nielsen Company, 2009. (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

"Town Hall 2.0," *Think Out Loud* ,Oregon Public Broadcasting. Air date October 6, 2009. http://www.opb.org/thinkoutloud/shows/town-hall-20/

Contact

Andrew R. Bonamici
Associate University Librarian, Media & Instructional Services
University of Oregon Libraries
Eugene OR 9703-1299 USA
bonamici@uoregon.edu
O 541.346.2682 M 541.206.9840 F 541.346.3485

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