

Social Media and Government



What is social media/networking?

- ◆ A **social network service** focuses on building online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services – Wikipedia

- ◆ Blogs
- ◆ MicroBlogs
- ◆ Social Networks
- ◆ Video
- ◆ Photos

Who is social networking?

- ◆ Me, You, and millions of other people
- ◆ KAPIO
- ◆ KCK Police
- ◆ Home Depot
- ◆ PetSmart
- ◆ Discover
- ◆ Johnson County
- ◆ Overland Park Fire
- ◆ One KC
- ◆ ICMA



Why is government interested?

- ◆ No or low cost alternative.
- ◆ A fast information vehicle.
- ◆ Community opinion monitoring.
- ◆ Broader audience reach.
- ◆ Word of mouth reach.

Who are you targeting?

◆ Residents

◆ Future Employees

◆ Media Outlets



What can it do for ME?

✦ Blogging

- Push message to a secondary source.
- Link information to outside sources.
- Easily used with high speed or dial-up.
- Mostly text based.



What can it do for ME

- ◆ Twitter is the largest MicroBlog.
- ◆ 140 characters max.
- ◆ Add-ons allow you to:
 - Send tweets to cell phones as text messages.
 - Monitor what is being said about you or any subject.
 - Get information to a large group instantly.
 - Operate remotely from a cell phone.

What can it do for ME?

- ✦ Social networks.
- ✦ Largest – MySpace and Facebook.
 - Vehicle to post your information, photos, video, blog.
 - Connect to community members, businesses and governments.
 - Recruit for events and employment.

What can it do for ME?

- ✦ Video and photos.
- ✦ Flickr and YouTube:
 - Post and share video or photos.
 - Educational videos, PSAs, etc.
 - Recruiting opportunity.



What is the downside?

- ◆ Employee time to create and post.
 - The only expense is staff time.
- ◆ Negative or untrue comments.
 - Don't they already? Do you have any newspapers in your area? Do they always say things that are complimentary?
- ◆ Ads, adult sites, etc.
 - The reputable sites have filters built in and they also monitor for these activities.
- ◆ Organization policy does not allow for unofficial sites.