Social Media in Government

Alex Howard
Government 2.0 Correspondent
O’Reilly Media
Agenda

• A brief history of social media
• e-government, open government & “We government”
• The growth and future of “Gov 2.0”
What is social media?

Try today’s Wikipedia entry:

social media is media for social interaction, using highly accessible and scalable publishing techniques
A read-write Web

Think of it another way:

Social media are messages, text, video or audio published on digital platforms that the community to create the content
Social media isn’t new

- Consider the Internet before the Web (1969-1991)
- Used by military, academia and hackers
- Unix-to-Unix Copy (UUCP), Telnet, e-mail
Bulletin Board Services (BBS) (1979)

Ward Christensen and the First BBS
Usenet (1979)

• First conceived of by Tom Truscott and Jim Ellis.
• Usenet let users post articles or posts to newsgroups.
Commercial online services (1979)
LAST NIGHT WE EXCHANGED LETTERS WITH MOM, THEN HAD A PARTY FOR ELEVEN PEOPLE IN NINE DIFFERENT STATES AND ONLY HAD TO WASH ONE GLASS...

That's CompuServe, The Personal Communications Network For Every Computer Owner

And it doesn't matter what kind of computer you own. You'll use CompuServe's Electronic Mail system (we call it Email*) to compose, edit and send letters to friends or business associates. The system delivers any number of messages to other users anywhere in North America.

CompuServe's multi-channel CB simulator brings distant friends together and gets new friendships started. You can even use a scrambler if you have a secret you don't want to share. Special interest groups meet regularly to trade information on hardware, software and hobbies from photography to cooking and you can sell, swap and post personal notices on the bulletin board.

There's all this and much more on the CompuServe Information Service. All you need is a computer, a modem, and CompuServe. CompuServe connects with almost any type or brand of personal computer or terminal and many communicating word processors.

To receive an illustrated guide to CompuServe and learn how you can subscribe, contact or call:

CompuServe
Information Service Division. P.O. Box 20212
5000 Arlington Centre Blvd., Columbus, OH 43220
800-848-8990
In Ohio call 614-467-9850

An H&R Block Company

Circle 98 on inquiry card.
Online chat rooms (1980)

THANKS TO COMPU SERVE'S CB SIMULATOR, "DIGITAL FOX" ACCESSED "DATA HARI" AND PROCEEDED TO AN "ALTARED" STATE.

The CB Simulator, where CompuServe Subscribers can Access Friends and Influence People on 72 Different Channels.

Just pick your handle and get on line. From math to matrimony, there's always someone out there who speaks your language. Friends from all over the U.S. and Canada are at it 24 hours a day. Talking tech or just having fun. And if you've got a secret, just use the CB Scrambler.

That'll fool the "lurkers," those CB "see it alls" who get their kicks by watching. Or you can always use the private talk mode for guaranteed one-to-one conversation.

The CB Simulator is just one of CompuServe's many electronic communications options that include a National Bulletin Board, Professional Forums and Electronic Mail. Plus, there's a world of on-line information and entertainment all for the price of a local phone call plus connect time.

You can access CompuServe with almost any computer and modern, terminal or communicating word processor.

To receive your illustrated guide to the CompuServe Information Service and learn how to subscribe, call or contact:

CompuServe

Online chat rooms (1980)
Internet Relay Chat (1988)

- IRC was followed by ICQ in the mid-90s.
- First IM program for PCs.

I hear you haz a RepRap IRC log.
World Wide Web (1991)
Blogs (1994)

Wikis (1994)

• Ward Cunningham started development on the first wiki in 1994 and installed it on c2.om in 1995.
• Cunningham was in part inspired by Apple’s Hypercard
• Cunningham developed Vannevar Bush’s ideas of “allowing users to comment on and change one another’s text”
Welcome to 1995.
Do you have a 14.4 or 28.8 modem?

Select Screen Name:
Existing Member

Select Location:
ISP/LAN Connection
Social networks (1997)
From one to hundreds of millions

- Six Degrees was the first modern social network.
- Friendster followed in 2002.
- Facebook, Digg, Flickr and LinkedIn in 2004.
P2P/ Social filesharing (1999)
RSS (2002)
YouTube (2005)
Real-time status updates (2006)

Welcome to @ twitter President Medvedev! RT @ KremlinRussia_E: Hello everyone! I'm on Twitter, and this is my first tweet.
Livestreaming (2006)

- uStream.tv
- Justin.tv
- Livestream.com
First YouTube Presidential Debate (2007)
Tumblr (2007)

- Lifestreaming + microblogging platform

- 2 million members
- Most contributed to the nearly half a billion dollars the candidate raised online.
President Obama's first order on January 21, 2009 is to issue the “Memorandum for the Heads of Executive Departments and Agencies on Transparency and Open Government”
#IranElection (2009)

- #IranElection on Twitter + YouTube opened the world's eyes to events on the ground in Iran
Foursquare (2009)
Posterous (2009)

Stonington Farmers Market in Deer Isle, Maine

July 2, 2010

Editor, blogger, savvy raconteur. Intrigued by technological change, taken with ideas, cooking, the great outdoors, books, dogs, and media, in all forms.

Alexander Howard's profile »

Tags
Earth Day (1)

Subscribe to this posterous »
Real-time social productivity (2009)
Secure use of Social Media (2009)

Guidelines for Secure Use of Social Media by Federal Departments and Agencies

Information Security and Identity Management Committee (ISIMC)
Network and Infrastructure Security Subcommittee (NISSC)
Web 2.0 Security Working Group (W20SWG)

Version 1.0

September 2009

This document is publicly releasable
MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Directive-Type Memorandum (DTM) 09-026 - Responsible and Effective Use of Internet-based Capabilities

This Memorandum establishes Department of Defense (DoD) policy regarding the responsible and effective use of DoD Internet-based capabilities. For the purpose of this policy, an Internet-based capability is any DoD Internet-based capability, including social media and related services, applications, and websites that are accessible electronically within DoD networks.

DoD components shall use Internet-based capabilities to:

- Enhance communication and collaboration within DoD and between DoD and the public.
- Support mission accomplishment.
- Provide information to the American people.

DoD Internet-based capabilities are classified and include workspaces, collaboration tools, websites, and other resources.

Applicability. This DTM applies to:

- OSD, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the Department of Defense (hereafter referred to collectively as the “DoD Components”).

- All authorized users of the Non-Classified Internet Protocol Router Network (NIPRNET).

The purpose of this policy is to ensure:
Future?

• Augmented reality
• Mobile
• Virtual
• Geolocation
• Mashups
Why is using social important?

“The use of government websites for information and transactions is nearly ubiquitous among Internet users.”

-Pew Internet and Life Project
Consumption of government social media growing

Nearly one third of U.S. Internet users are using social media and new tools to access government services and information.
Social media and the digital divide

Embrace of social media by government has particular appeal for minorities

Younger adults, minority Americans and those at lower levels of income all use the tools at the same rate as other citizens.
For online users, government is increasingly participatory

“Nearly one-quarter of online Americans have participated in the broader online debate over government issues by publishing their own commentary or media”

-Pew Internet and Life Project
No avoiding death and taxes

Federal agencies lead the most-visited .gov sites.

The top two sites?
The Social Security Administration and the Internal Revenue Service.
Higher use of government websites led to more trust

“Heavy government data users have different attitudes about government in terms of it being more open and accountable”

-Pew Internet and Life Project
Government uses for social media?
Communicating Info About the Gulf of Mexico Oil Spill

- EPA Administrator tweeted @LisaPJackson and used Facebook.

- deepwaterhorizonresponse.com

- @Oil_Spill_2010

- Open oil spill data
Using Twitter for Storm Reporting

CC_WxWitch #wxreport WW 48.38, 114.19 WW Columbia Falls, MT. 12:15 MDT. T-Strm w/ strng outflow moving SW to Kalispell. New T-Strms approaching fr. SE.
about 21 hours ago from Twitter for BlackBerry®

wingland Light rain and 50 in the KS Flint Hills. #wxreport
about 23 hours ago from twidroid

jefflast Hard freeze: 27 deg at 6am in Ledgeview. #wxreport #Wlwx
1 day ago from Echofon

http://www.weather.gov/stormreports/
Helping Kids Get Up and Move

- LetsMove.gov

**Let’s Move!** for the

**Apps for Healthy Kids** competition.

$60,000 in prizes to create innovative, fun and engaging software tools and games that encourage children directly or through their parents to make more nutritious food choices and be more physically active.
What is Gov 2.0?

• The analogue of Web 2.0, in terms of tech

• “Government as a platform”

• Technology that enables more efficient or productive delivery of e-services, open government or “We-government”
Open questions

• What are the risks, rewards and potential that different tools that constitute social media hold for open government?

• How does social media change the relationship of citizens to government? And within government?