

# Social Networking and Social Media in Government

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presented by  
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[http://uoregon.edu/~bonamici/socialmedia\\_lane/](http://uoregon.edu/~bonamici/socialmedia_lane/)

# 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)
- [Gary Hayes's Social Media Counter](#) (fasten seat belts)

# Evolution of the online ecosystem

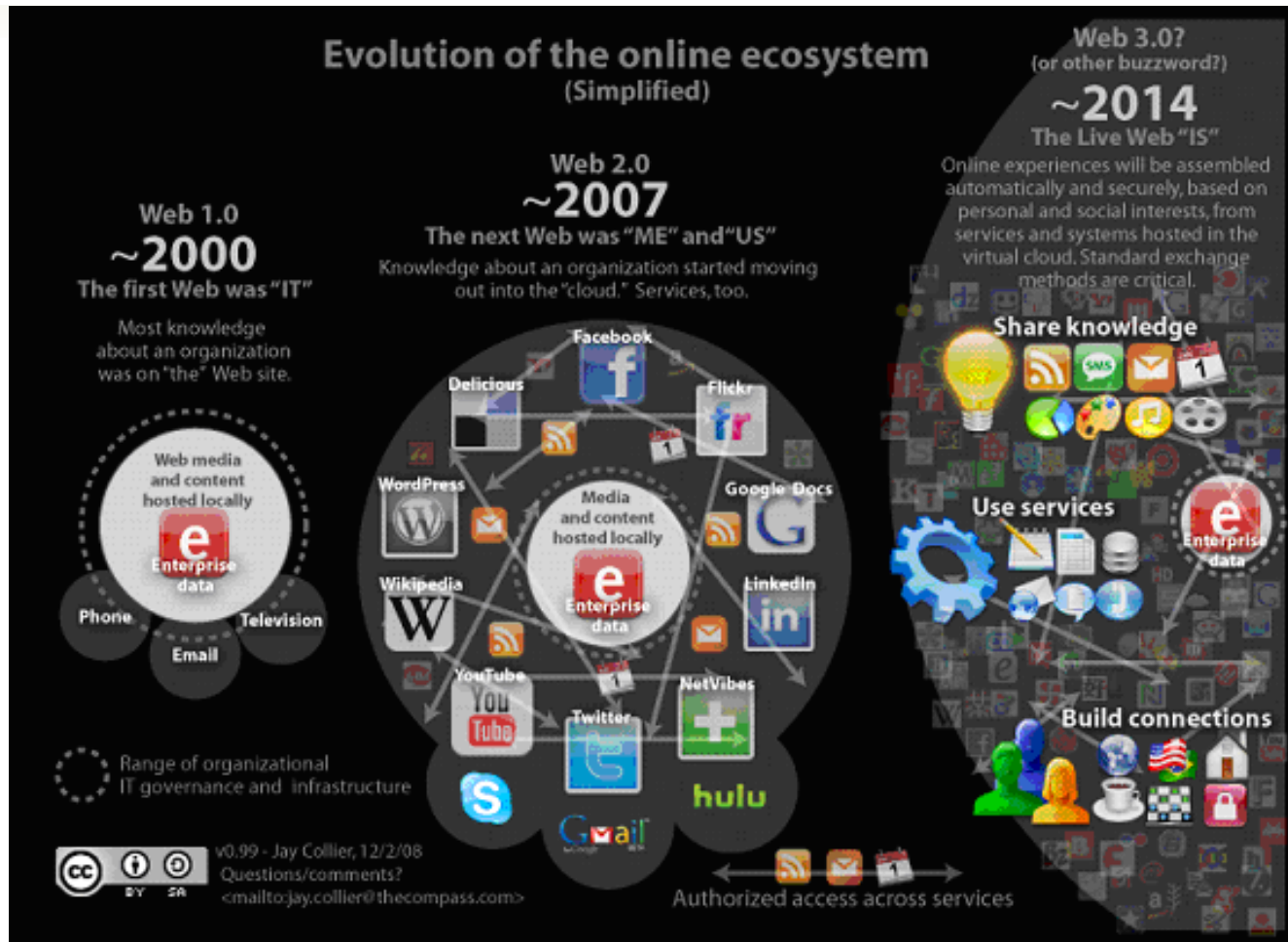


Image courtesy of Jay Collier, Bates College. Source: [http://net.educause.edu/apps/er/erm09/ERM0930\\_fig2.png](http://net.educause.edu/apps/er/erm09/ERM0930_fig2.png)  
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## What is a social network?

- “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
  - 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/>

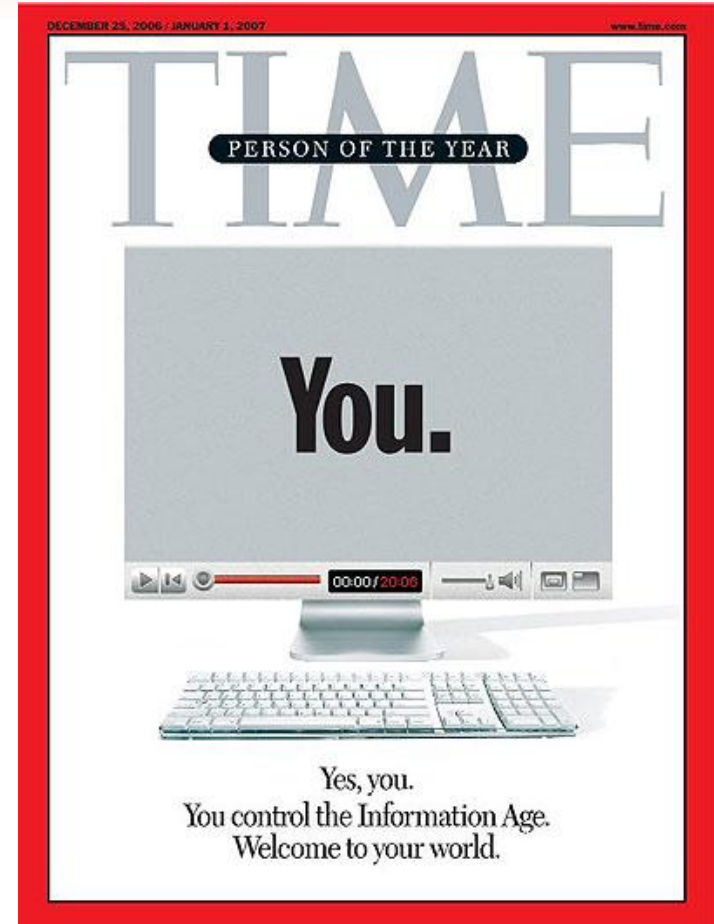
# What is social media?

- 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

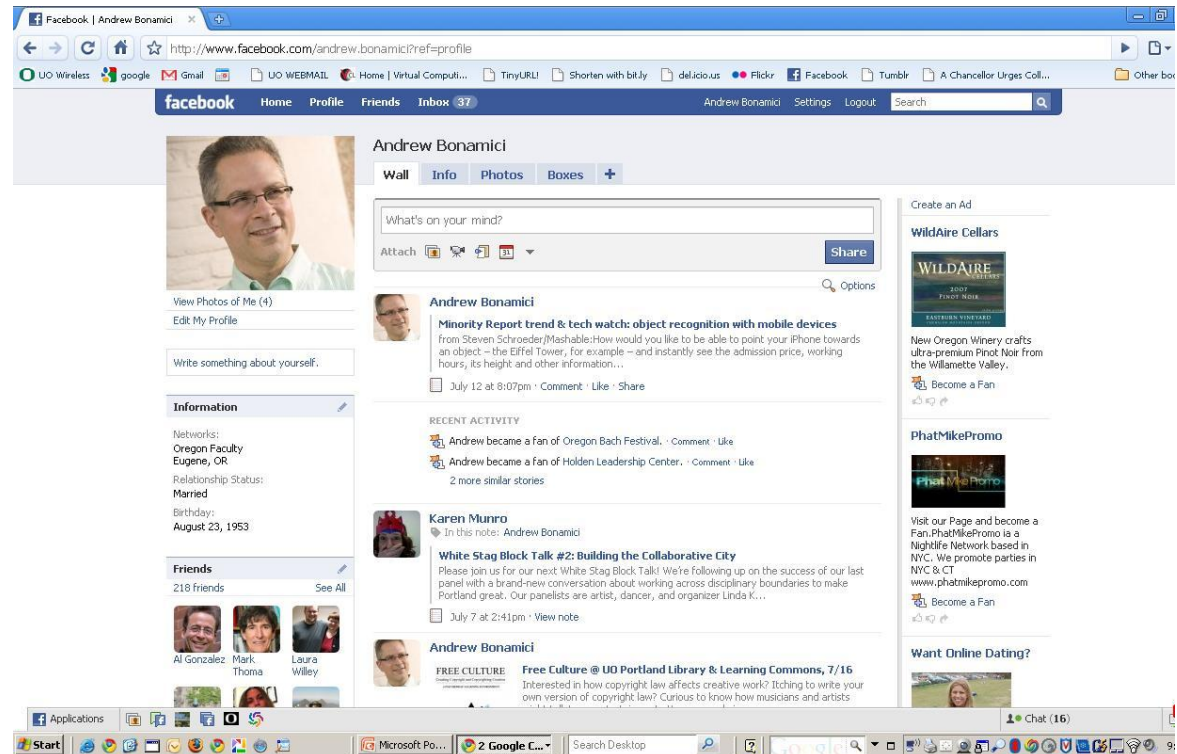
- Online communities -- large, small, & in-between
- Blogs -- easy web authoring & publishing
- Wikis -- collaborative editing of online documents
- Media sharing -- images and video
- Shared bookmarks and bibliographies
- Putting it all together -- syndication & “mashups”

## 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

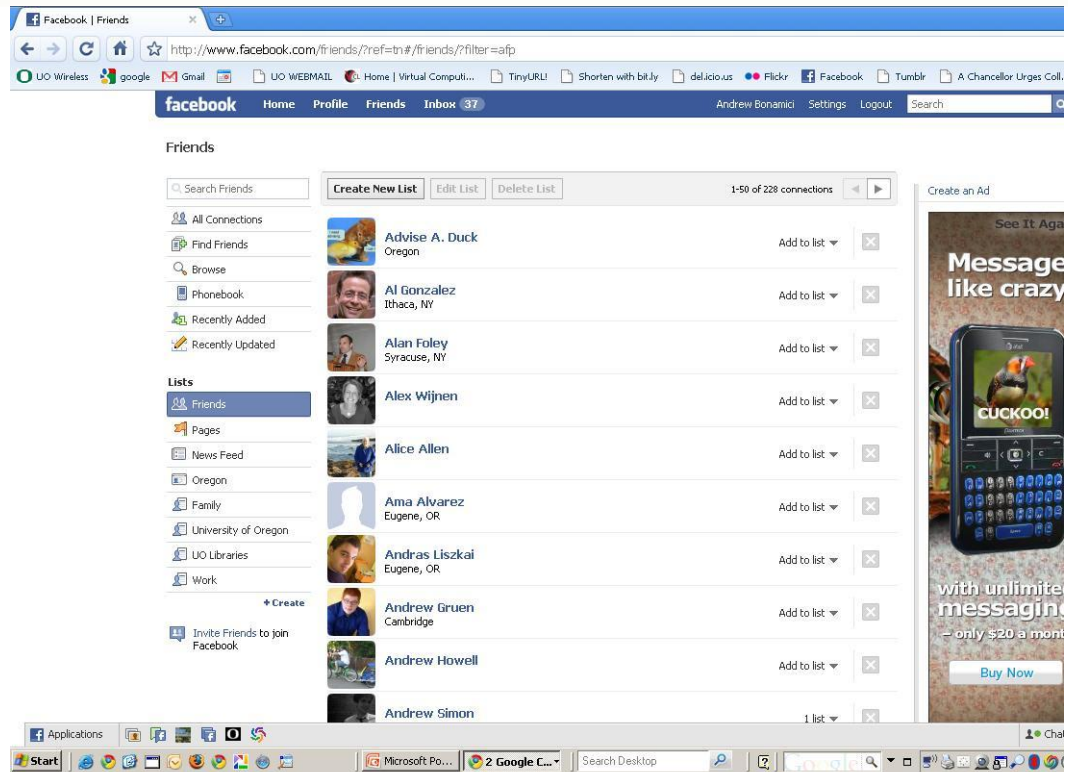
# Online Communities: Facebook

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



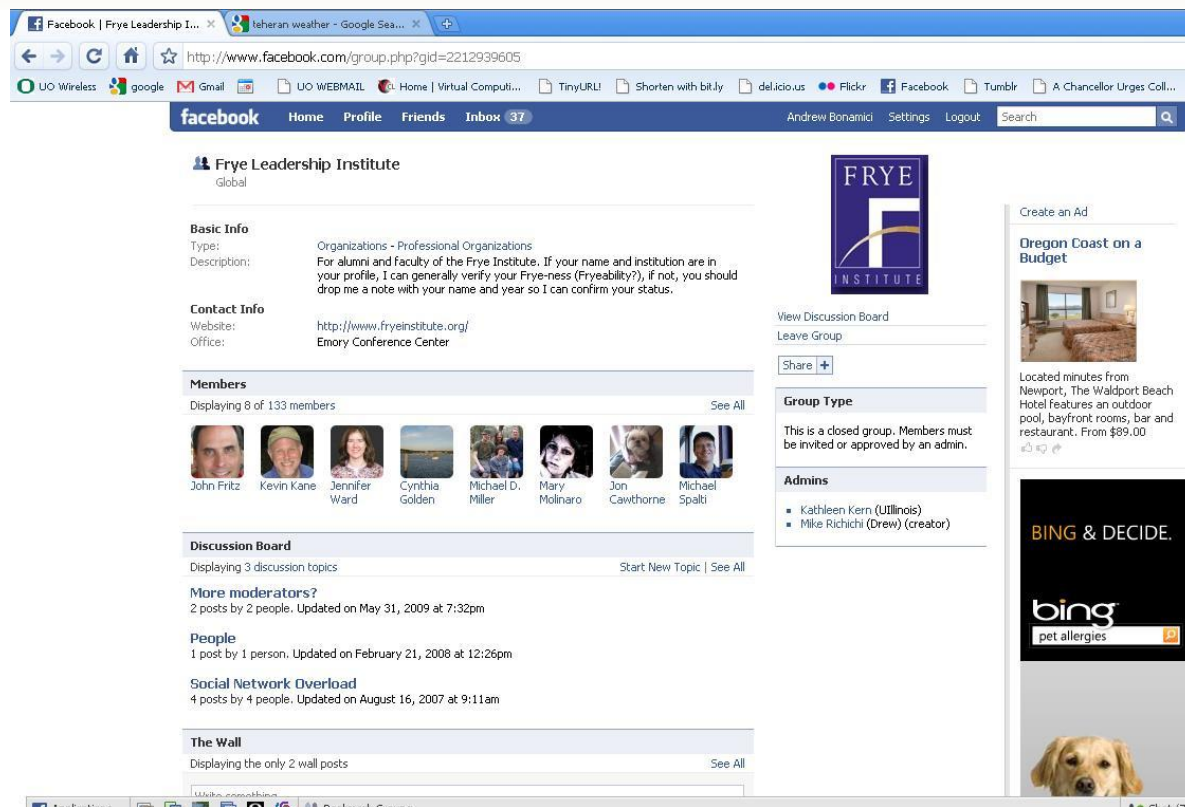
# Online Communities: Facebook

- 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



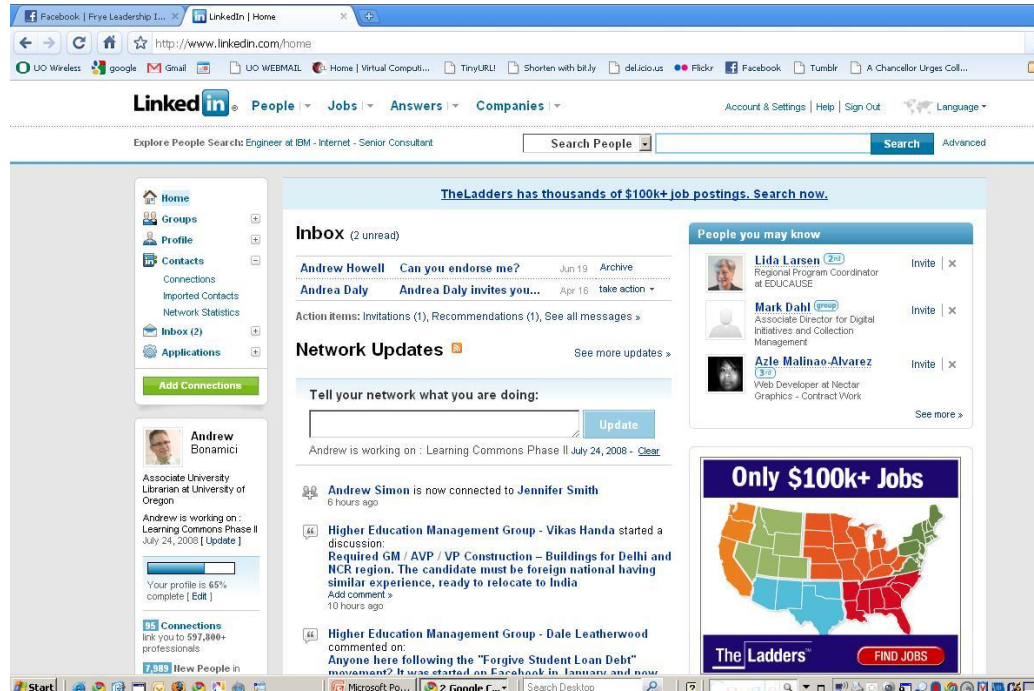
# Online Communities: Facebook

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



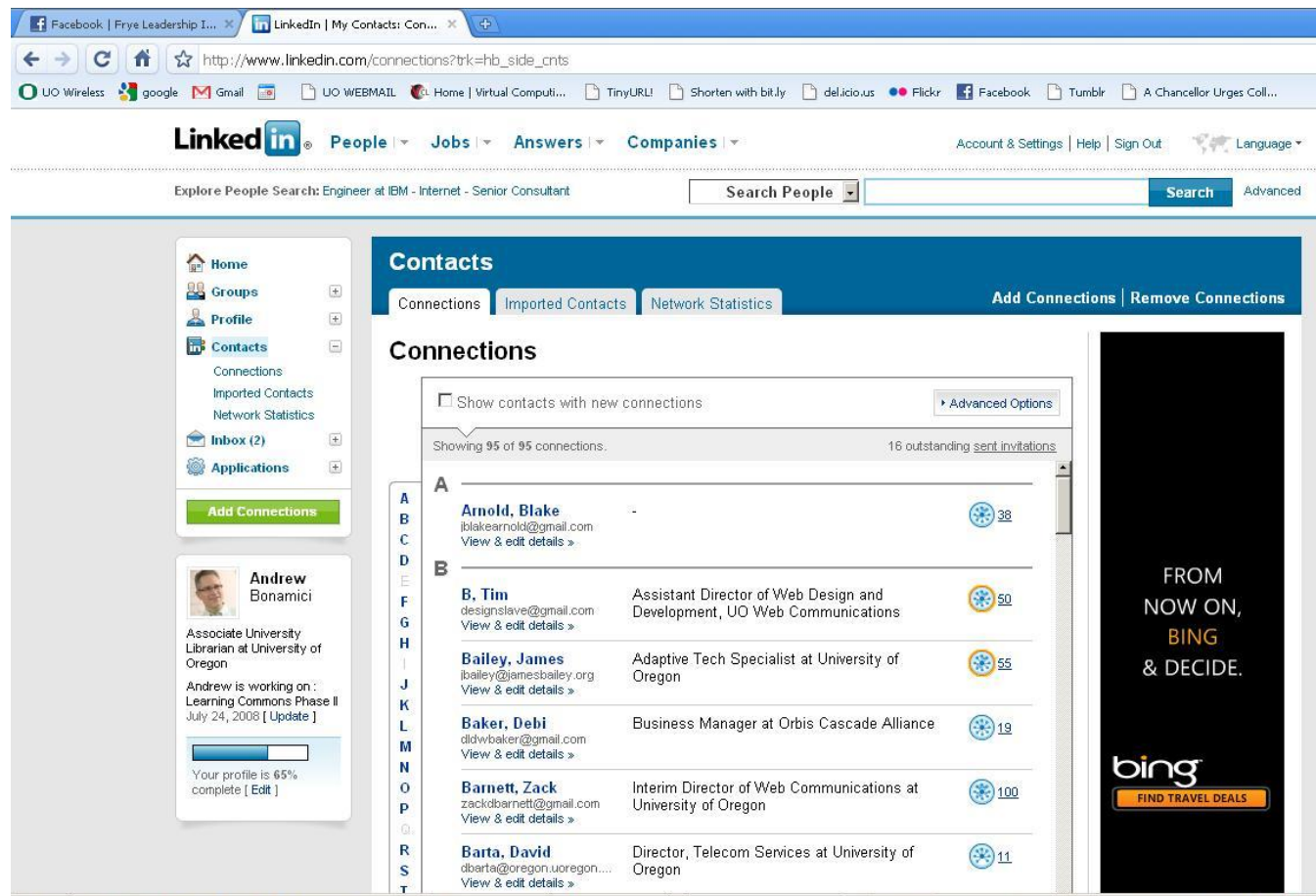
# Online Communities: LinkedIn

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



# Online Communities: LinkedIn

- “Contacts,” not “friends”
- Network building and Group features similar to FB



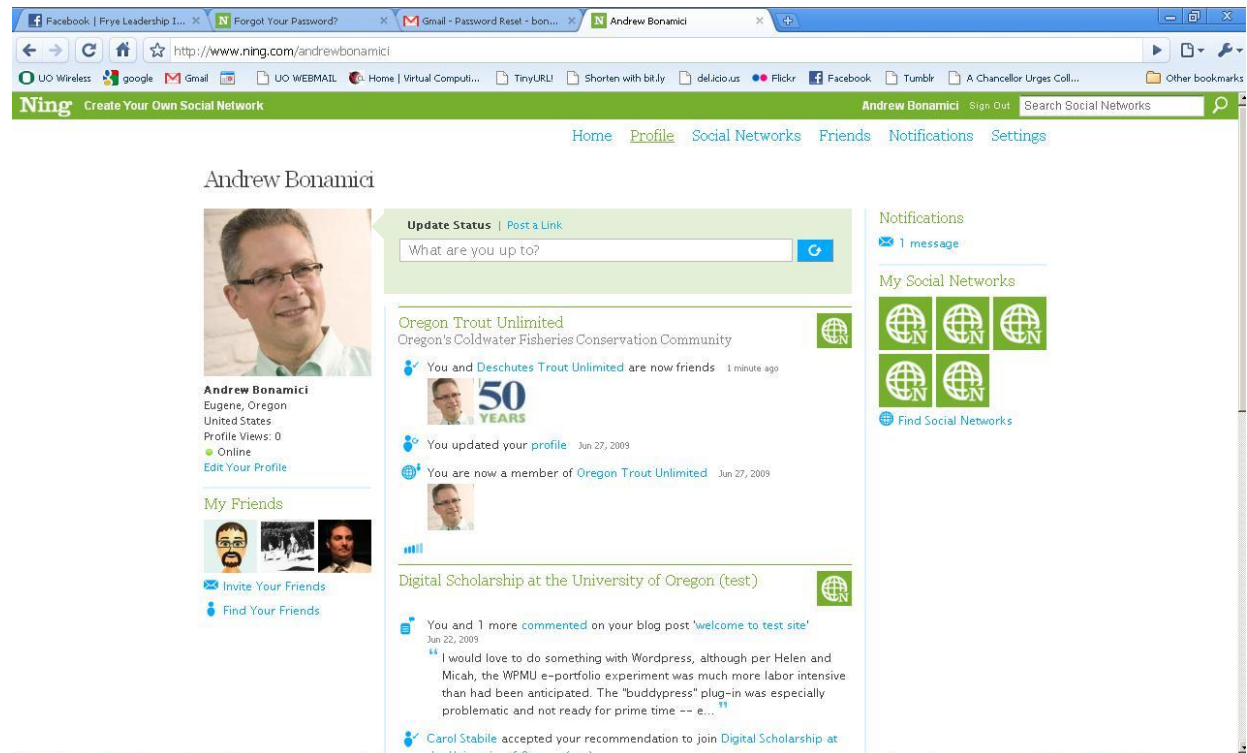
# Online Communities: Ning.com

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



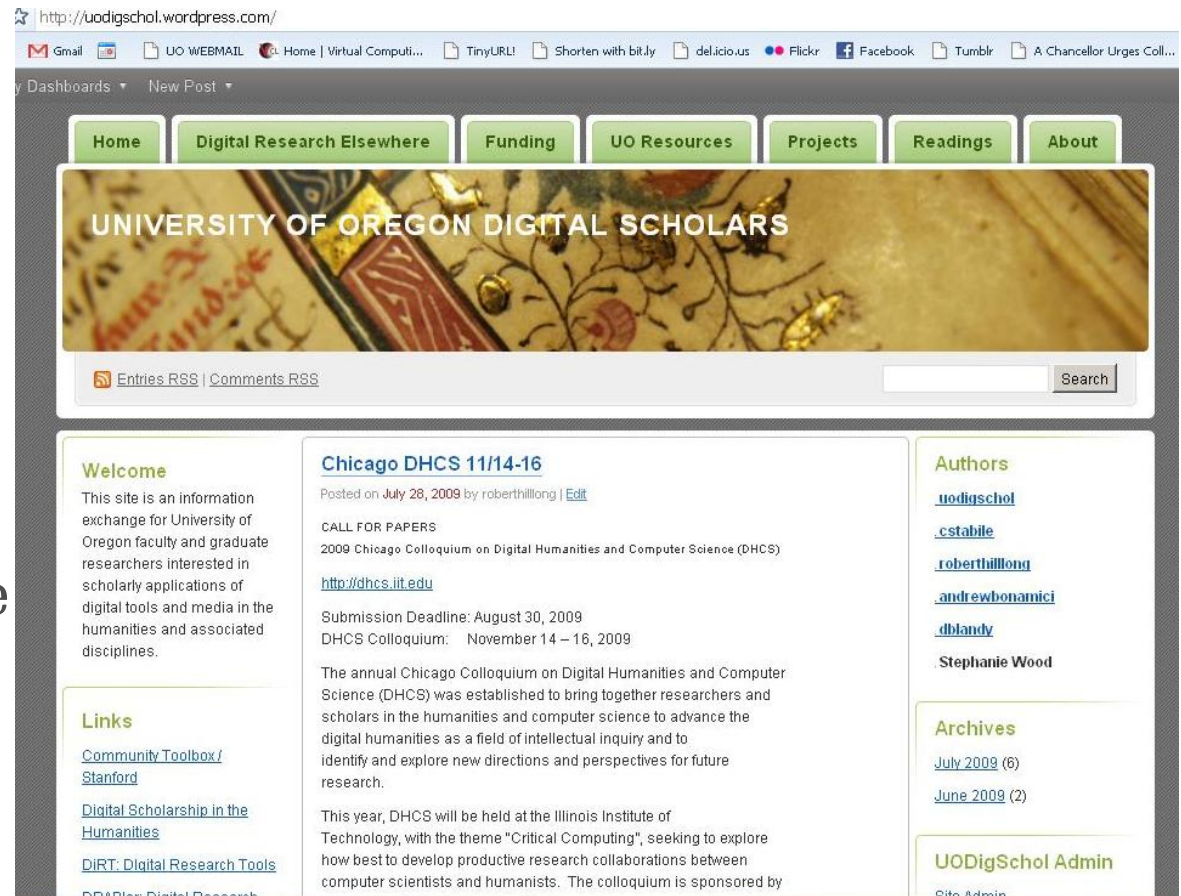
# Online Communities: Ning.com

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



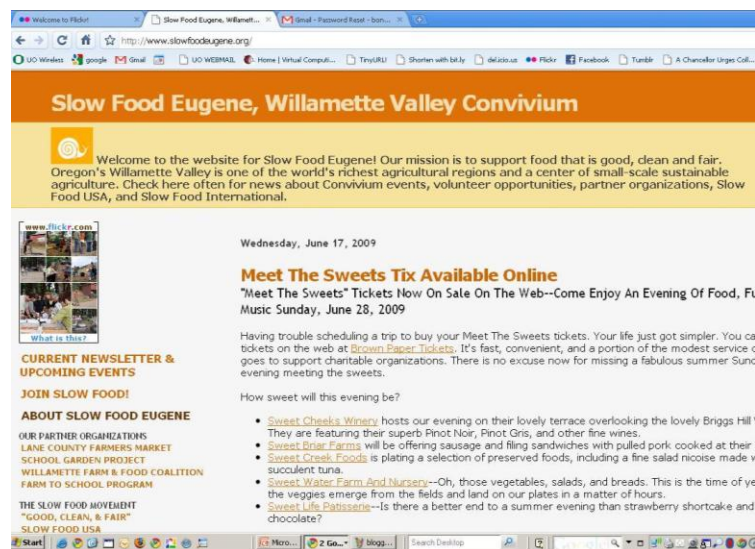
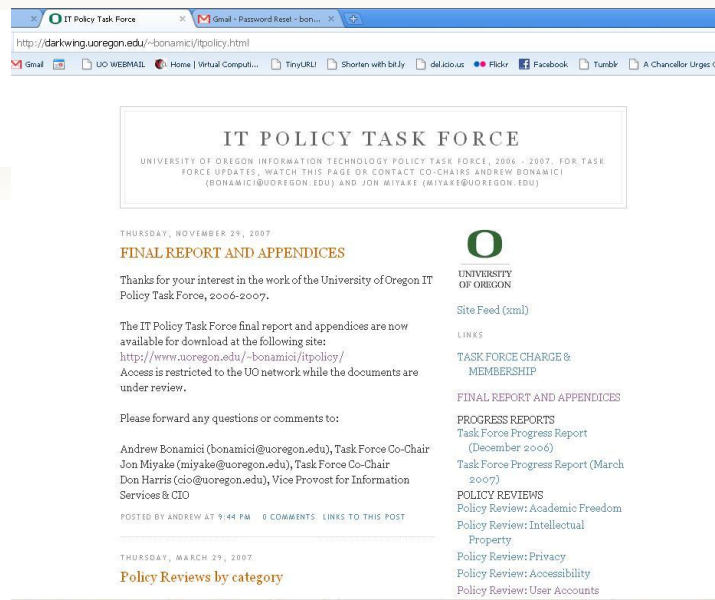
# Blogs & Microblogs

- 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



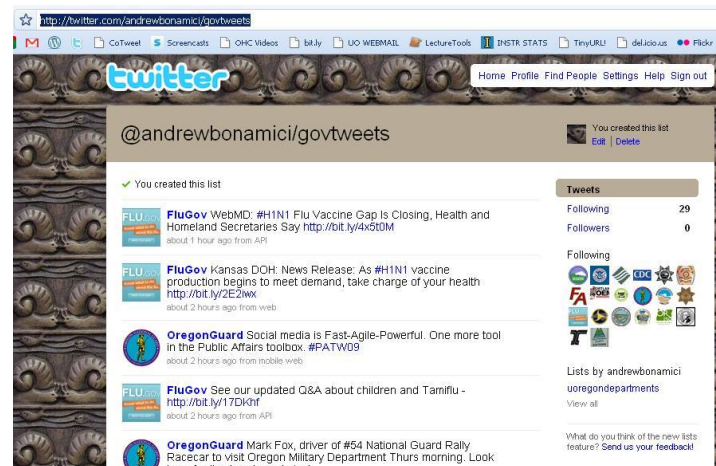
# Blogs & Microblogs

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



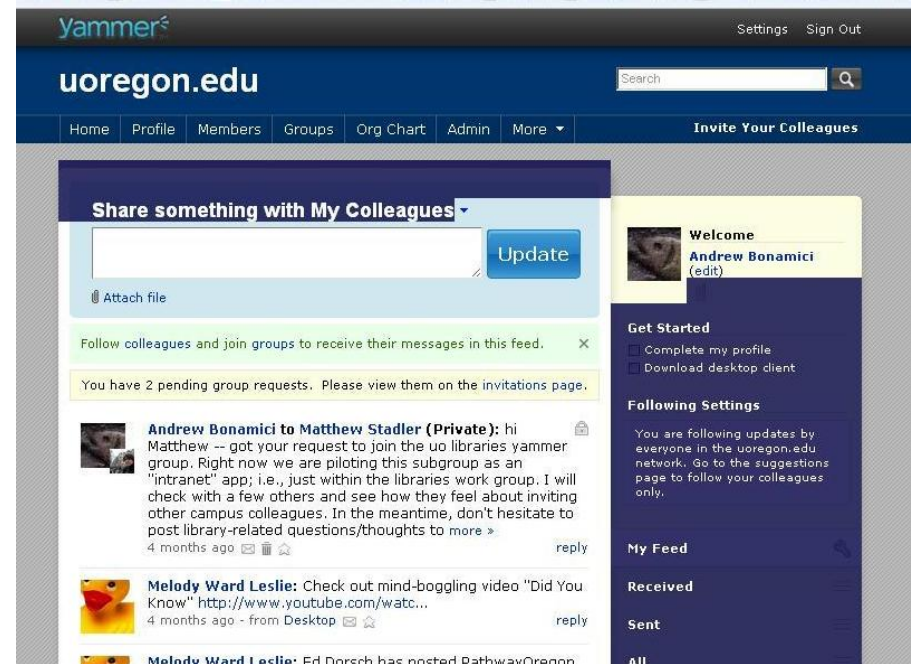
# Microblogging

- 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



## Intranet functions

- Wikis and collaborative editing tools
- Integrated collaboration platforms

# 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

**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**

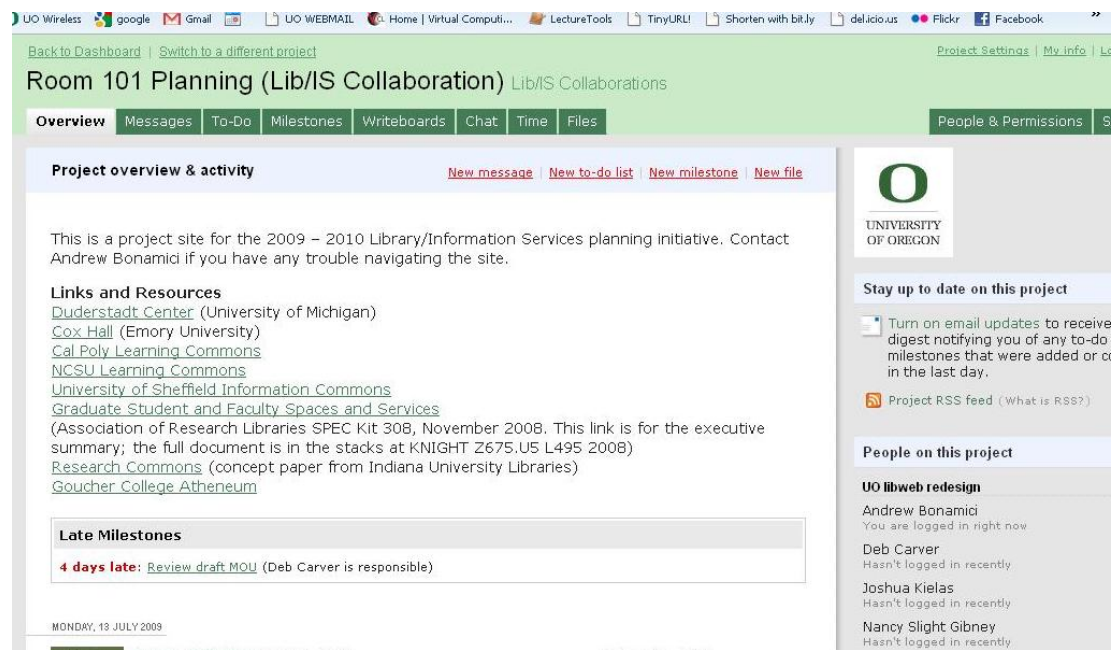
Scholarly habits of thought and research are not created in a single moment of learning, but through many experiences over a course of study. We propose to teach the foundational skills of critical thinking and "information fluency" to UO undergraduates using a tiered, three-step approach that engages 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 and Public Policy, University of Michigan. "The Future of Learning in the Research No Brief Candle, CLR, 2008."

# Integrated Collaboration Platforms

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



## Extranet Functions

- Interagency & Intergovernmental Partners
- Citizen Boards
- Advisory Committees
- Vendors and contractors

# Extranet Functions, continued

- Same tools as intranet (wikis; integrated collaboration platforms)
- Resolve firewalls and authentication barriers with offsite “cloud” hosting

The screenshot shows the UO Libraries website interface. At the top, there is a navigation bar with the University of Oregon logo and the text 'UO Libraries'. Below this is a green banner with 'UO Libraries' in white. The main content area is titled 'DIGITALCOLLECTIONS' and features a sub-header 'Oregon Percent for Art'. A search bar is located on the left, with a 'Go' button and a link to 'Advanced Search'. Below the search bar is a 'Browse' section with a list of categories: All, Artwork Images, Textual Documents, Award Year, Creator, Medium, Subject, Site, County, Coastal Map, Eastern Oregon Map, Salem Area Map, and Portland Area Map. The main content area displays a large photograph of a coastal landscape with a prominent rock formation. To the right of the photograph is a text block describing the collection, mentioning that it was passed in 1975 and contains over 5200 items. Below the text is a section titled 'Other collections of interest:' with three small thumbnail images.

# PR and Outreach

- Blogs
- Microblogging (twitter.com)
- Media Sharing

The screenshot shows the website for the Oregon Secretary of State, Kate Brown. At the top, there is a navigation bar with links for Home, Executive, Archives, Audits, Corporation, and Elections. A search bar is located below the navigation, with a magnifying glass icon and the text '> Searching all of SOS'. Below the navigation bar, there is a section titled 'Keeping up with Kate' with a right-pointing arrow. Underneath this is a 'Stay Connected:' section with icons for Facebook and Twitter. A red circle highlights the social media icons, and an arrow points from this circle to the 'Executive' link in the navigation bar. Below the social media icons is a 'Recent Blog Entries' section with a '> view blog' link. The list of entries includes: 'Secretary of State Brown at KOBL in Medford ... more', 'From The Ballot Box to The Scanner ... more', 'Breaking Down Silos ... more', 'Scams ... more', 'Secretary of State Brown ? 20 Push-ups ... more', 'Election Day ... more', 'Stories from the Road ? October ... more', and 'October is Archives Month ? Oregon Post-WAMI ... more'. To the right of the 'Recent Blog Entries' section is a 'Secretary of State Divisions' section with links and descriptions for Executive, Archives, Audits, Corporation, and Elections.

# Media Sharing: Images & Video

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

The screenshot shows a Flickr page for a photo titled "Fishing for salmon at Celilo Falls". The photo is a black and white historical image of people fishing at a dam. The page includes a navigation bar with "flickr from YAHOO!" and "Signed in as andrewb823". Below the photo, there are options to "ADD TO FAVES", "ADD NOTE", "BLOG THIS", "ALL SIZES", and "ADD TO GALLERY". The photo title is "Fishing for salmon at Celilo Falls". Below the photo, the image title is "Indians fishing for salmon" and the date is "1936-09-13". On the right side, there is a "Share This" button and a "OSU" logo with the text "Uploaded on November 18, 2009 by Oregon State University Archives". Below this, there is a "Oregon State University Archives' photostream" link. There are also two "browse" buttons and a "Part of: Western Waters!" link. At the bottom, it says "2 people call this photo a favorite".

# 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



# 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

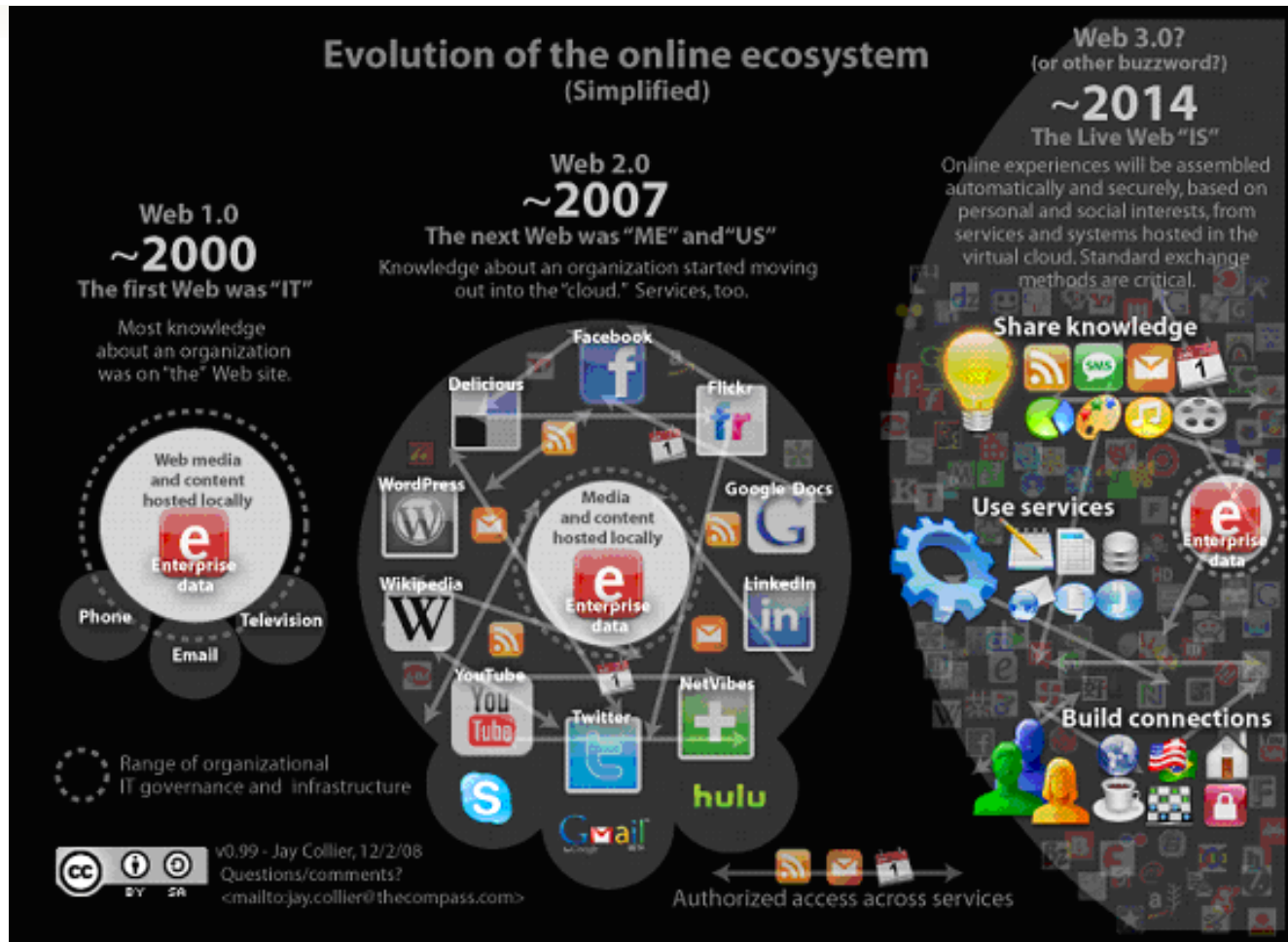


Image courtesy of Jay Collier, Bates College. Source: [http://net.educause.edu/apps/er/erm09/ERM0930\\_fig2.png](http://net.educause.edu/apps/er/erm09/ERM0930_fig2.png)  
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# Management and Policy Considerations

- Part of strategic communications program
- Team approach and collaboration critical for alignment
- Key stakeholders 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

- Team Roles and 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
  - Most work contributed by government employees 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)

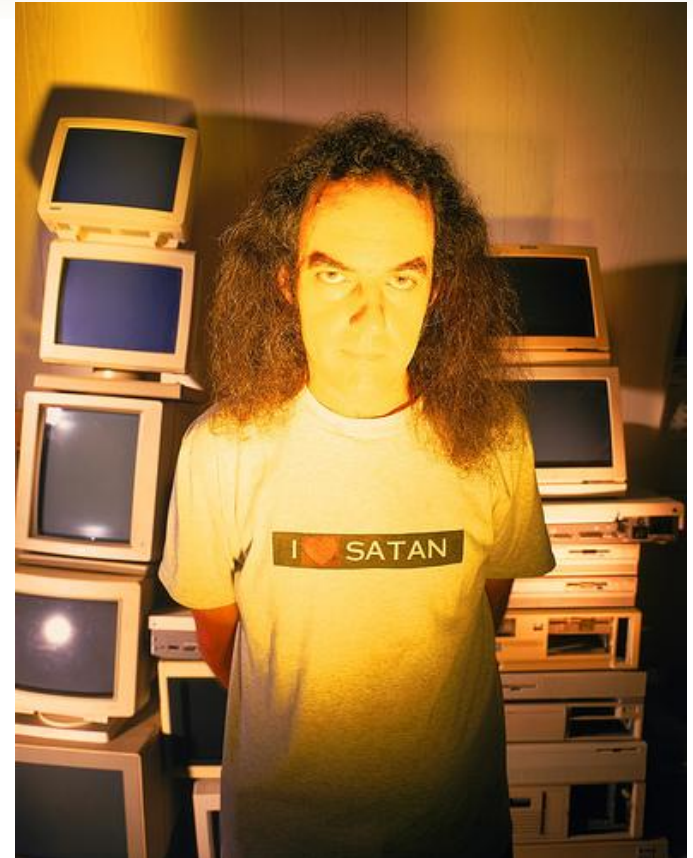


Image: flickr user benrussell, <http://www.flickr.com/photos/benrussell/1477893597/>

# 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



*The wisdom of the HHS crowd!*

## 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

## Last but not least...

- Facebook

OSU has 33 departmental pages; 12,882 fans of main page

UO: not sure but at least 20; 8,956 fans of main page

Advantage Beavers

- Youtube

OSU 26,762 views; 486 subscribers

UO 25,150 views; 544 subscribers

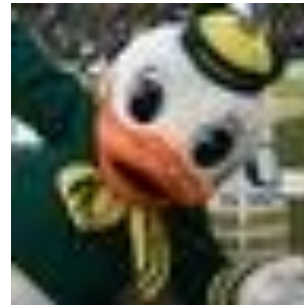
Call it a tie

- Twitter

OSU has 9 departmental feeds

UO has at least 25

Advantage Ducks



**PREDICTION: IT WILL BE A CLOSE GAME!!**

## 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>

“Town Hall 2.0,” *Think Out Loud*, Oregon Public Broadcasting. Air date

October 6, 2009. <http://www.opb.org/thinkoutloud/shows/town-hall-20/>

Andrew’s list of gov-related twitter feeds (please suggest others):

<http://twitter.com/andrewbonamici/govtweets>

<http://twitter.com/Bureaupat> (twitter feed from <http://ohmygov.com/>)

## Contact

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facebook.com/andrew.bonamici

linkedin.com/pub/andrew-bonamici/2/a13/14a

**Presentation download site:**

**[http://uoregon.edu/~bonamici/socialmedia\\_lane/](http://uoregon.edu/~bonamici/socialmedia_lane/)**