Social Media Policy Guidelines

April 2011

government communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

TABLE OF CONTENTS

1.   BACKGROUND

The phenomenal growth in digital technology and the rise of social media platforms over the past few years have revolutionised the way in which people communicate and share information.

The use of social media tools in government around the world has been gaining acceptance in all spheres of government. This provides an opportunity for two-way communication between government and citizens, partners and stakeholders thereby increasing the frequency and speed of engagement. At the same time social media presents new challenges to governments who must address resulting citizen expectations and the differences in communication culture while navigating the blurry line between official and personal use.

All around the world, including South Africa, people are embracing digital technology to communicate in ways that could never have been imagined just a few years ago.

With this in mind, governments across the world have begun to recognise the need to embrace social media, but are generally still finding their feet in terms of the most effective use of these new communication tools.

1.1   Purpose

The purpose of these guidelines are to create awareness of some of the opportunities that social media presents for government, as well as making government agencies and staff aware of how to manage the risks associated with the use of this kind of technology.

The guidelines focus on guidance in the use of social media within the South African government communications environment, in order to improve government transparency, participation and interaction with the public.

These policy guidelines establish the principles for:

- government employees using social media for official government communication purposes; and
- personal use of social media by government employees, when the employee's government affiliation is identified, known, or presumed.

The intention is to provide:

- a standard personal responsibility for government employees
- an introductory overview of the social media tools that are most likely to be relevant in a South African environment;
- the potential benefits and risks associated with these tools;
- guidance in best-practice use of social media; brief examples of where such social media tools have been used in government; and

- general advocacy applications.

These guidelines are not an exhaustive user manual or instruction guide on social media or specific social media tools.

Government departments or agencies differ when it comes to communication objectives, audience profiles, availability of human and technical resources, Internet use policies and other factors that will dictate if, what, when and how social media is used.

Also, the social media environment is an extremely fluid one, and the available tools and applications are constantly evolving to address evolving user needs. An exhaustive user manual would run into hundreds of pages, and generally be redundant before it is published, in terms of accuracy of information.

While governments around the world may face some challenges in adopting social media tools, we are convinced that the potential benefits of using selected social media tools far outweigh any risks, and these benefits will continue to grow as more and more South Africans bridge the digital divide.

As public servants we have a unique opportunity to step out and be part of the digital revolution, joining a historical transition that allows conversations **with** the public, rather than simply communicating **to** them.

South African government employees have the same rights of free speech as other citizens when it comes to the use of, and participation in online social media platforms.

As public servants, however, government employees have some additional obligations when it comes to sustaining, building and defending the reputation of government through social media.

Social media are powerful communication tools that have a significant impact on institutional and professional reputations. Because they blur the lines between personal voice and institutional voice, the Government Communication and Information System (GCIS) has produced the following policy guidelines to help clarify how best to enhance and protect institutional and personal reputations when participating in social media.

The use of social media in a government department will also be governed by the department's Internet and email policies, which sets out unacceptable behaviour while using the Internet.

As technology and social media platforms evolve, this policy and its accompanying handbook of resources will also evolve as our collective experience in the use of social media evolves.

1.2 Scope

These guidelines serve to provide standards of professional practice and conduct when using social media as with other standards applied to any other area within the public service.

Limitations to the scope of these guidelines

Related areas that fall outside the scope of these guidelines include:
- Internet and e-mail use and policy
- Internet search engine optimisation
- technical implementation of social media platforms i.e. a focus on the hardware, software, technical protocols and human resource issues relating to the actual implementation of social media tools within a department
- comprehensive "How to…" guides to set up social media accounts and participate online – social media applications regularly change their protocols, and may have different tools and channels for different user needs.

Note to the reader

Every government department or agency has different communication, information technology, information management structures and approval processes. This reality presents a challenge for these guidelines to specify a common departmental approval and permission process for social media applications across whole-of-government.

We have accordingly used the term **'obtain the necessary approvals from the designated authority'** as the standard reference in these guidelines, and government employees should consult with their line managers to establish the relevant authority within their department.

2. WHAT IS SOCIAL MEDIA – A BRAVE NEW WORLD FOR GOVERNMENT COMMUNICATION

Social media is the platforms that can be used by the general public using highly accessible digital technologies such as blogs, podcasts, social networks, wikis, micro-blogs and message boards.

The following are some benefits to government of using social media:

- increasing government's access to its audiences
- improving the accessibility of government communication;
- allowing government to adjust or refocus communications quickly, where necessary;
- improving the long-term cost effectiveness of government communication;
- increasing the speed of constituent feedback and input;
- reaching specific audiences on specific issues; and
- reducing government's dependence on traditional media channels to communicate with constituents.

As a government communicator, the measure of success for any social media tool or application should be: does it allow you to engage with your internal and external stakeholders by facilitating one or more of the following:

- communication
- disseminating information;
- interaction; and/or
- education

The use of social media in itself does not make for good practice. In order to be effective, initiatives must form part of a wider communications strategy – supplementing rather than replacing traditional communication platforms – and deliver at least some of the tangible benefits listed above.

"I think we've reached the tipping point when the question is not whether government should embrace social networking technologies, but how most productively to use them."

Dr. Steve Kelman,
Harvard University John F. Kennedy School of Government

3.   SOCIAL MEDIA POLICY GUIDELINES

The following policy guidelines prescribe acceptable behaviour for:

- government employees using social media for official government communication purposes; and
- personal use of social media by government employees

However, there are some generic guidelines that government departments need to adhere to in order to direct their efforts in social media use.

3.1   General guidelines

There are some guidelines that can be applied across all forms of social media. Knowing these basic guidelines of engagement will help you, whether you are fully responsible for establishing and hosting an on-line community, or if you are just a contributor in an existing community.

- **When using any type of social media, you must:**

    o   be credible – accurate, fair, thorough and transparent.
    o   be respectful – encourage constructive criticism and deliberation.
    o   be cordial, honest and professional at all times.
    o   listen before you talk – before entering any conversation you need to understand the context,
        - who is the potential audience?
        - is there a good reason to place a comment or respond?
    o   write what you know – you have to know your facts and cite credible sources.
    o   acknowledge if a mistake is made through your comment or response and respond to it immediately.
    o   be both reactive and responsive – when you gain insight share it where appropriate.

3.2   Social media guidelines for official government communication

The protocols that apply when you are acting as an official representative of government and/or government department should be the same whether you are talking to the media, speaking at a conference or using social media.

Note: The government employees making comments or contributions on behalf of government and/or government departments should only do so with express approval or authority.

3.2.1 When contributing on behalf of government and/or a department, government employees should consider the following:

3.2.1.1 Keep your postings legal, ethical and respectful

Before engaging with a specific social media channel ensure you understand its terms of reference, conventions and etiquette. Employees may not engage in online communication activities which could bring the government into disrepute. Personal details of yourself or other government employees should not be given out – only the official contact details (official cellphone number, office telephone, e-mail or fax) for reference purposes

3.2.1.2 Respect copyright laws

An official may not post any material that is protected by copyright. When posting text and/or images, you must respect the corporate identity of your department and government as a whole. If you are unsure about the use of the National Coat of Arms, please consult with your departmental branding manager or with the Government Communication and Information System.

3.2.1.3 Ensure that information published on-line is accurate and approved

In official social media online postings, all reasonable efforts must be made to publish only facts and statements that can be verified - not personal opinions or speculations. You should identify and correct any incorrect information relating to government policy and services. People should be referred to government websites, where appropriate, for more detailed information.

Where users ask questions about policy or published information with which you are familiar, ensure that any comment or response you make on matters of government policy is accurate, appropriate to the government/departmental role you hold, and remains politically neutral.

3.2.1.4 Comply with your department's spokesperson policy

Only authorised spokespeople or duly delegated officials may provide comment to the media on government-related issues. If you are contacted by the media about posts on an official government or any social media site, you must refer all media enquiries to the designated government or departmental spokesperson.

3.3 Social media guidelines for personal use of social media

When it comes to personal use of social media by government employees, the code of conduct for public servants should be respected and considered as the guiding rule. The code of conduct for public servants allows government employees to act in a private capacity to influence public opinion or promote issues of public interest. Personal use of social media implies that the employees are using social media for personal interest, which have nothing to do with their duties for government and/or

their departments. However, there are specific aspects that they must pay attention to when using social media in a personal capacity.

Note: All government employees should always think before they post, and they should use their common sense. Government employees should remember that even if they act or speak in a personal capacity, their position as government employees may be known to anyone in the potential audience and may be misunderstood or misrepresented as an official position.

3.3.1 When using social media at personal capacity, employees should consider the following:

3.3.1.1 Keep government-confidential information confidential

Government employees may not use personal social media platforms to post any confidential or proprietary information of their department or the government as a whole.

Government employees may only use personal social media platforms to share government news if that information has already been officially published in the public domain.

Government employees must familiarise themselves with the content of any non-disclosure agreement they signed when joining government, and ensure that all personal social media activities are in alignment and compliance with this policy and all other applicable regulations, acts and policies.

3.3.1.2 Keep personal social media activities distinct from government communication

Government logos and other government branding symbols may not be used in personal social media posts without explicit permission in writing from the designated departmental authority.

Government employees can be held legally responsible for all comments that they post on their personal social media platforms.

3.3.1.3 Respect government time and property

Government computers, other resources (including stationery and computer consumables) and time at work are reserved for government-related business.

Government employees must ensure that their personal online activities do not interfere with their work duties and performance.

Government owns any employee communication sent using government computers or that is stored on government equipment. As stipulated in your department's

internal policies and related regulations, acts and other legislation, authorised officials have the right to access any material on your official computer at any time.

3.4 Considerations before implementing social media platforms

Planning to use social media platforms should be done as part of a wider effort to develop the department's communications strategy. Once a department understands the objectives of its communications strategy, it can then determine which social media tools will meet its needs.

- **Departments should consider the following before making use of social media tools:**

a.   Set clear, achievable, and measurable goals at the beginning

Clearly defined objectives for the use of social media platforms will allow for the planning of appropriate strategies and enable accurate measurement of success. Are you trying to raise awareness and understanding for a new service or campaign, generally promote your department, communicate with constituents, correct misperceptions fuelled by media coverage, etc?

b.   Employ an integrated campaign that utilizes the full potential of both traditional and social media platforms

Identify traditional communication and community engagement activities that could be enhanced by social media. An effective and meaningful marketing mix of various platforms, including traditional media, will help to reach a much wider audience and will take into account the needs of those who do not have access to these new platforms.

c.   Identify your target audiences

Identifying your constituents by segments will help you tailor your content and also choose the right social media tool. Some audiences will be poorly reached or remain unreached by social media tools, while other demographic groupings may be prime targets for new technologies.

d.   Use the right channels

Consider which social media channels are most suitable both for the departmental needs and resources as well as the needs of the target audience. Different groups of people use different types of social media and have different kinds of online behaviour. Matching the social media strategy and tools to their behaviour increases the chances of reaching the specific audiences.

e.   Identify   the   ICT   requirements   for   specific   platforms

Consult with the department's information technology division to ensure that a strategy for the use and maintenance of necessary technological resources is developed.

f.   Develop a risk management strategy

Consult with the department's risk management team to develop an appropriate risk management strategy.

g.   Assign a social media communications team

Obtain the appropriate level of authority and approval for setting up the structure for using social media platforms. Identify the person or persons who will have primary responsibility for populating, maintaining and monitoring your social media platforms. Ensure they have the time and enthusiasm to devote to this project. List the team members.

h.   Put guidelines for use into place

It is important to allow the audiences a high level of freedom while maintaining a reasonable level of censorship/moderation to prevent PR disasters. The key here is balance!

i.   Be transparent about your intent and deliver on promises

Showing people that their inputs and comments are sincerely and earnestly valued and desired is very important. If people are not convinced, they may not participate, or at worst, they may use the platforms for negative criticism and draw attention away from the original issues or messages.

j.   Allow for several trustworthy people to respond to user comments promptly

Without government responses to public comments, the audience does not feel that they are engaged in a conversation, that there is little or no interaction. A team of trustworthy people, who are authorised and competent to respond within departmental policy guidelines, is needed to ensure that a flow of conversation is maintained. The team should develop an approach for responding to negative criticism, so that serious issues can be properly escalated and are not ignored or forgotten.

k.   Create engaging content using interactive channels

Content is king! Interesting and engaging content that draws positive attention is critical to the successful use of social media. Messages that inform and invite comment should be prepared as part of the general communication strategy.

l.   Inform people whenever new content is posted

To ensure that departmental social media platforms are visited often, updates on issues and new content should be provided regularly. Audiences should be informed

when there is new information on the platform. This will create long-term interest and regular contributions from the public.

m.   Determine success criteria and Key Performance Indicators (KPIs)

Ensure the KPIs directly measure the goals and objectives you set out to achieve. Different metrics measure different things, for example:
- the number of page views and mentions are good indicators of awareness
- the number of comments could be a good gauge of participation in initiatives to gather feedback
- the number of social networking fans and positive comments are possible signs of strong support

n.   Evaluation

Set a timeline for when you will conduct an evaluation of your social media success, using the goals and measures identified above. At that time, be prepared to realign your site's content. Ongoing evaluation should also be part of your strategy.

4.   [1]CHOOSING THE APPROPRIATE SOCIAL MEDIA TOOLS : THE SOCIAL MEDIA MENU

These guidelines and learning resources are not intended to dictate or recommend exactly which social media tools should be used by a particular department or agency. Departments who wish to use social media platforms should always first visit the Internet site of the intended social media tool e.g. www.facebook.com or www.youtube.com and familiarise themselves with the current terms of use, opportunities and learning resources available on these sites, in order to select the most appropriate tools for their needs.

There are a great variety of social media tools available today, but with no universally accepted classification system for these tools and applications.

For purposes of this resource, GCIS has categorised the different social media tools that may be relevant and useful in the South African environment into the following applications (overleaf) based on their general features and functions.

> *A more detailed overview of what GCIS regards as the most important social media tools for potential use in the government communicator's toolkit, their potential benefits, possible risks, and real-world examples of their use by government is included as an Appendix in the Social Media Policy Guidelines: Resources.*
>
> *The Social Media Policy Guidelines: Resources pack has been developed for all government communicators, and can be obtained from the GCIS by government officials on request.*

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[1] *See Appendix 2: Resources – The social media menu and associated risks pp 6-17*

**Social media menu and associated risks**						
NO.	**CATEGORY**	**EXAMPLES**	**DESCRIPTION**	**ASSOCIATED RISKS AND IMPACT**	**FAST FACTS**
1	Social networking	• Facebook • LinkedIn • Plaxo	Social networking tools allow you to share information about your department and its activities, and/or your interests with friends, professional colleagues and other communities and individuals	• Privacy issues: significant sensitive and personally identifiable information is maintained on, for example, Facebook and is relatively easily accessible • Copyright issues: departments should ensure that copyrighted material, such as photos and videos, are not uploaded to their official Facebook profile.	• As of July 2010,Facebook boasts 500 million active users – 50% of them logging in on a daily basis • Facebook is second only to Google in terms of Internet traffic • The fastest growing Facebook demographic is those 35 years old and older • LinkedIn has an online network of more than 70 million individuals which the site describes as experienced professionals
2	Blogs	• blogger.com • WordPress	Essentially an online journal. Allows anyone to be an online publisher. Typically involves an individual or group of individuals sharing a running log of events and personal insights with other online audiences on a regular basis. Blogs provide commentary or news on a particular subject. The ability for readers to leave comments in an interactive format is an important part of many blogs.	• Inadvertent or intentional disclosure of sensitive or inappropriate information • Quality control issues: material that is posted without the necessary quality controls can damage government's reputation • Copyright issues if material is plagiarised from another source	• There are over 110 million blogs in the world today • More than 120,000 new blogs appear every day
3	Micro-blogging	• Twitter	A short-message (typically less than 140 characters) mobile broadcast service that allows people to keep their communities (their 'followers') up to date on their events, thoughts, activities, etc.	• Privacy issues: e.g. all your followers could see everything you tweet • Inadvertent or intentional disclosure of sensitive or	• There are more than 44 million Twitter users • Every day more people create accounts on Twitter than they do on any other social media platform. • 93.6% of Twitter users have less

			Social media menu and associated risks		
				inappropriate information • Content limits (140 characters) has potential for user misinterpretation or distortion of the 'full story' • Potential service provider costs if tweets tracked on mobile phones	than 100 followers • 80% percent of Twitter users are over 25 years of age
4	Video	• YouTube • Google Video	Allow organisations and individuals to distribute, share and stream video content and other audio visual material online	• Privacy issues: YouTube keeps track of personally identifiable information • Copyright issues: Government departments should be careful not to upload copyrighted materials to their official government YouTube channel • Unintended association with, or implied endorsement of commercial products, inappropriate or potentially offensive video clips	• YouTube has more than 80 million visitors per month • More than 150,000 video clips are uploaded on YouTube daily • More than 50% of users go to YouTube weekly or more often
5	Podcasts		A podcast is a digital audio file that is made available via Web syndication technologies such as Really simple syndication or reach site summary (RSS). You can use podcasts to share information with your audiences. People who like your podcasts and want to share them and be alerted when you've created more content can be informed every time you publish a new podcast.	• Inadvertent or intentional disclosure of sensitive or inappropriate information • Quality control issues: material that is posted without the necessary quality controls can damage government's reputation • Copyright issues if material is plagiarised from another	

Social media menu and associated risks							
				source		
6	Photo	• Flickr • Picasa	Tools that allow organisations and individuals to archive and share photos online	• Copyright issues: Government departments should be careful not to upload copyrighted materials • Uncontrolled access to your image collections. Without restricted access and comment features, anyone can access and make comments, blog, etc. about government images	• Flickr averages over 5,000 photograph uploads every minute • Flickr boasts an online collection of more than 5 billion images	
7	Wikis	• Wikipedia	Wikis are web sites that allow people to collect and edit their intelligence in one place at any time using a web browser. Volunteers contribute information based on their expertise and knowledge. Together this material creates an encyclopaedic type knowledge base that is founded on the integrity of the contributors' additions.	• Duplication of effort (e.g. multiple pages created on the same topic) • Inconsistent quality of contributions • User-generated errors and vandalism (deliberately and maliciously deleting and/or changing content on the page)	• Wikipedia is the world's largest online user-generated content encyclopaedia, containing more than 10 million articles	
8	Productivity tools	• Google Docs • SlideShare • SurveyMonkey • Google Alerts	Tools to enhance business and organisational productivity – whether it be through increased collaboration and content sharing in private or public networks, online research templates and tools, online keyword monitoring services, off-site storage of content that can be accessed from any computer by registered users, etc.	• Duplication of effort (e.g. multiple pages created on the same topic) • Copyright issues: Government departments should be careful not to upload copyrighted materials to sites such as SlideShare • Quality control: official government material that is	• SlideShare is the world's largest community for sharing presentations, with more than 25 million monthly visitors • Google Docs allows a private network of registered users to view and make changes to a document, spreadsheet, presentation, etc. at the same time, but allowing you to see exactly who changed what, and	

				Social media menu and associated risks		
				posted without the necessary quality controls can damage government's reputation		when.
9	RSS Aggregators	• Digg • Reddit	A reader or aggregator is a programme or web site that will check and continuously search all the blogs, news sites or other web sites to which you have subscribed for new content. If fresh content is identified, the reader page will show a summary of that information with a link to that page – the newest content comes to you, and is aggregated – or summarised – in one reader page. Additionally, some aggregators leverage the wisdom of a community and tell you what people are saying about a particular product or service i.e. they allow you to capture market intelligence	• No substantive reputational risks • Information technology system risks associated with volume of potential feeds coming into government servers, e-mail addresses		
10	Social bookmarking	• delicious • StumbleUpon • Ma.gnolia	Social bookmarking is the process that allows you to save and share links to your favourite websites, blogs etc. on the Internet. Via a social bookmarking service you set up a personal or departmental profile online, and save your favourite links with tagged keywords to that profile – which can then be accessed from any computer or browser,	• No substantive reputational risks		

5. CONCLUSION

Social media tools present opportunities for collaborative government—but implementing these tools in government comes with unique challenges. Familiarising one with relevant policies and taking advantage of good examples across government will help in implementing these tools successfully. Government and/or departments are increasingly looking to leverage social media to improve the quality of government services and enable greater public engagement. Publicly available social media sites, such as Face book or Twitter, are providing governments with attractive options for meeting these new objectives. These sites are widely available to government employees and citizens with Internet access; they have established communities and networks. These platforms provide a wide range of audio, video, and interactive capabilities with/without substantial costs.

Developing a social media policy is an important first step for government and/or departments considering using social media and can ultimately serve as a key enabler for responsibly and effectively leveraging social media tools.

Yet, many governments are struggling with what such a policy should encompass and convey. Not surprisingly, given the emergent nature of social media, no South African Government department actually have a formalized set of policies to guide their own efforts, as well as for others to draw on or learn from. As a result GCIS has taken a lead in developing these guidelines for uniformity in the use of social media tools in government as a whole.

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communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Glossary of abbreviations and acronyms

- GCIS – Government Communication and Information System
- IP – Internet Protocol
- IT – Information Technology
- RSS – Really Simple Syndication or Rich Site Summary
- SEO – Search Engine Optimisation (the process of trying to get websites listed prominently within the search results on a search engine e.g. Google
- UGC – User Generated Content
- URL – Uniform Resource Locator (the technical term for the web address of an Internet site)
- WYSIWYG – "What You See Is What You Get" editing format

APPENDIX 1 – Online fast facts

South Africa

- The number of South Africans accessing the Internet via broadband connections grew by more than 50 percent in 2009
- Wireless broadband subscriptions grew by 88% in 2009, against 21% for ADSL
- Most of the growth in fixed line broadband comes from small and medium enterprises (SMEs) upgrading to ADSL
- Wireless broadband growth is mainly a result of large organisations giving 3G cards to employees who need to be connected while out of the office
- If all current undersea cable projects are completed, by 2011 the total capacity of undersea cables connecting Africa to the rest of the world will have increased 150-fold over 2008.
- At the end of 2009, the capacity of undersea cables connecting Africa to the rest of the world was 1 690 Gbps. At the end of 2010 it will be 5 410 Gbps, and at the end of 2011 it will be 14 770 Gbps
- From a data perspective, there has been a significant increase in the number of South African consumers who are using the internet to create blogs and personal WebPages with text, pictures and video
- Less than half of urban cellphone users who have Internet-capable phones use the Internet
- Use of mobile instant messaging (IM) applications such as MXit and Facebook Mobile far outpace Internet browsing on the phone, even though both functions are available on almost two-thirds of the phones used by SA's urban cellular users
- Though 28% of the urban cellular market is using mobile instant messaging (IM), as many as 65% of this market have the capacity on their phones, meaning that only 4,5m of 10,5m potential mobile IM users actually use it
- While 60% of users in this market have phones that can browse the Internet, only 21% report that they use this form of mobile Internet access – many people not using the features out of ignorance or because of cost concerns
- If all South Africans with Internet capabilities on their cellular phones actually used these features, they could transform the SA Internet user base from the 5,3m people reported by World Wide Worx at the end of 2009 to 9,6m users.

Fast Facts extracted from the Internet Access in South Africa 2010 study conducted by World Wide Worx in collaboration with Cisco.

Global

- Social networks (e.g. Facebook, Twitter) and blogs are the most popular online category globally when ranked by average time spent on these sites, followed by online games and instant messaging.

- With 206.9 million unique visitors, Facebook was the No. 1 global social networking destination in December 2009 and 67% of global social media users visited the site during the month.

- Time on site for Facebook has also been on the rise, with global users spending on average nearly <u>six hours</u> per month on the site.

- When narrowed by individual country, with 142.1 million unique visitors the United States had the largest number of social media and blog users in December 2009, followed by Japan, which had 46.6 million unique visitors during the month.

- Australia led in average time per person spent, with the average Australian spending nearly 7 hours on social media sites in December. The United States and the United Kingdom came in a close second and third, with 6 hours and 9 minutes and 6 hours and 8 minutes, respectively.

Nielsen research published January 2010

- 61% of all American adults looked for information or completed a transaction on a government website in 2009. Some of the specific government website activities in which Americans take part include:
    - o 48% of internet users have *looked for information about a public policy or issue* online with their local, state or federal government
    - o 41% have *downloaded government forms*
    - o 35% have *researched official government documents or statistics*
    - o 25% have gotten advice or information from a government agency about a *health or safety issue*
    - o 19% have gotten information about how to *apply for a government job*

- 31% of online adults in the USA used online platforms such as blogs, social networking sites, email, online video or text messaging to get government information in 2009.

Pew Internet and American Life Project survey (December 2009)

- The top 40 US Government Facebook Pages each have more than 1.5 million supporters

- The Australian government has more than 155 Twitter accounts (April 2010)

- Global Twitter use grew 3,700% in 2009

- Of 50 Asian governments reviewed in 2009:

    - 38 percent use Twitter

    - 52 percent have a presence on Facebook

    - 34 percent use YouTube

APPENDIX 2 – The social media menu and associated risks

"The Singapore government, as a whole, is not averse to using new media. We're not ruling out the opportunities it presents us.
But we're not completely sure how to use it yet."

Goh Yam Song, Deputy Director, Land Transport Authority, Singapore

IF you are going to use social media in an official capacity for your department or agency, it is advisable to first observe and begin to understand the culture, tone, best practices, and protocol of the particular social media platform.

A key lesson is to focus on the **value** social media tools can deliver rather than the **risks**. If you dwell too much on the risks, you may never leave the starting gates. There are some risks, but the potential benefits may be significant.

The first and most obvious step for the social media novice is to simply start watching, listening and monitoring what is going on in the social media sphere. You don't need to have an account on YouTube, for example, to get on YouTube and start searching and watching videos. Use the YouTube search feature and search for videos using the keyword phrases that your targeted audience would most likely use in their quest for videos and information. Look at the various dedicated government channels on YouTube. Review the latest tips and recommendations under the resource section at YouTube.

Get a feel for the conversations on social networking sites. You will see that people who come on too strong with marketing messages or who misrepresent themselves are not treated too well by the community. What is interesting? Boring? Overbearing? Sincere?

After you have listened and observed you can be more effective in your social media participation.

Here are some potential benefits, possible risks and very brief real-life examples of the way governments around the world are using some of the most dominant social media tools and applications – tools and applications that we consider to have the best chance of successful use in the South African environment.

Social media menu and associated risks			

FACEBOOK www.facebook.com

Potential government applications include:	Risks to consider include:	'How to' guide:	Mini-case studies:
• Departmental outreach programmes that target segmented audiences • Public service announcements • Publicising events and soliciting RSVPs • Constituent feedback – using free applications hosted by Facebook e.g. Facebook polls • Inter-departmental communications and updates • Emergency broadcasts • Department profiles and information • Business networking • Promotion of a new product or service • A channel to monitor what constituents think of your department	• Terms of Use: Current Facebook Terms of Use implies that all content uploaded to Facebook becomes the property of Facebook. • Privacy issues: significant sensitive and personally identifiable information is maintained on Facebook and is relatively easily accessible. It is important to be sensitive to privacy issues, particularly of third parties such as colleagues, members of the public, etc. • Copyright issues: departments should ensure that copyrighted material, such as photos and videos, are not uploaded to their official Facebook profile. Risks can be mitigated by using only photos and videos produced by the government or contractors working directly on behalf of the government. • Agencies should use their official seal and a link back to their .gov website to promote the authenticity of their Facebook page	**How to create a Facebook Fan Page:** 1. To set up a Facebook fan page for your department or programme, first secure the approval of the designated departmental authority. 2. To create a fan page, you'll need to have a Facebook account. You can set up this account with your personal departmental e-mail account (fan pages keep your personal account information private) or you can set up the account with a group mail account e.g. info@dti.gov.za). 3. Go to www.facebook.com and fill out the form on the homepage to set up a new account. 4. Once you've set up your Facebook account, go to www.facebook.com and log in with your user name and password. 5. Go to www.facebook.com/pages/create.php 6. For "Name of Page," choose something that will clearly identify	• One of the most popular features on the US government's White House Facebook Page is the "Photo of the Day" from the White House photographer. • Government ministers in the UK are using Facebook ask British citizens for ideas on spending cuts. The site will invite people to submit their ideas for where public money might be saved via a "Spending Challenge Channel" on its Democracy UK page. • The City of Boston has a free iPhone application on its Facebook Page called "Citizens Connect." The app lets Boston residents to make various service requests, such as fixing a street light or removing graffiti. http://www.facebook.com/cityofboston • White House Press Secretary Robert Gibbs used Facebook to answer the public's questions about the Gulf Coast oil spill in a live online Q & A session. • The Mexican Secretary of

Social media menu and associated risks			
		your department or programme. 7. Click on the "Create Page" button. 8. You are now ready to start adding items to your fan page.	Agriculture has a Facebook book which promotes debate on business opportunities in the agriculture sector. • The CIA is recruiting new employees via a page on Facebook • The US National Weather Service is using its Facebook page to keep people informed about what precautions they should take to avoid heat related illnesses.

Social media menu and associated risks			

YOUTUBE www.youtube.com

Potential government applications include:	Risks to consider include:	'How to' guide:	Mini-case studies:
• Public service announcements • Departmental announcements, speeches etc. that can be viewed across South Africa or the globe e.g. by SA mission and embassy staff • Employee training material • Recruiting videos • Animated instructions and 'How to..' guides or user's manuals • B-roll (supplemental or alternate footage available to be intercut with the main shot in an interview or documentary, footage provided free of charge to broadcast news organisations as a means of gaining free publicity)	• Privacy issues: YouTube keeps track of personally identifiable information associated with members and that information could be used to monitor member activities. • Copyright issues: Government departments should be careful not to upload copyrighted materials to their official government YouTube channel. • By submitting a YouTube video government automatically grants a broad licence to YouTube and YouTube users to reproduce, distribute and prepare derivative works of and display the video. YouTube can use any submitted video in anyway whether commercial or non-commercial. • Terms of use: departments should also identify their channel as an official government channel because YouTube has a separate Terms of Use policy for government accounts. • Implied commercial endorsement of YouTube: embedded YouTube players incorporate prominent YouTube branding and link to the YouTube website, of which the removal is prohibited. The issue for Government may be an implied endorsement of a	Users can either elect to use YouTube's own website as the destination place for their video (providing links to it from their own websites) or they can use YouTube's embedded video player to embed a YouTube branded 'skin' on their own website which plays their nominated video. Terms of Use are different for government channels and personal use. The general process involves: 1. Choose a username and password. 2. Visit the YouTube sign-up page to fill out the form in the blue box under "Create Your YouTube Account." 3. Enter the text for the image provided in the "Verification" box. 4. Check the box that confirms your acceptance of the terms of use. Click "Sign Up." 5. Open the email you receive from YouTube	• The government of Iraq has started its own YouTube channel in an attempt to show the world what the administration is trying to accomplish in the war-torn country. http://www.youtube.com/iraqigov • The UK Treasury used Youtube to help explain the Budget, feature Q&A sessions from the G20 summit and highlight ministerial activities. • To both increase transparency and save money on video hosting and streaming, the Office of the Governor of Massachusetts publishes all of its video content to its YouTube channel and embeds the videos back on their official website. The Governor encourages people to submit questions for him and his administration via video. He periodically and publicly responds to some of these user-generated videos, while members of his administration and staff respond to the balance.

Social media menu and associated risks		
	commercial third party. • Embedded YouTube players include links to and advertising of other videos at the conclusion of each video's content, this 'banner' of content represents advertising on the part of YouTube and cannot be controlled or removed and it may include irrelevant, inappropriate and potentially offensive video clips.	and click on "Confirm Your Email Address" at the top of the message. Verifying your email address automatically signs in with your account and sends you back to the YouTube page. 6. Click on "Account" at the top of the page and select "My Videos" to download your own videos to YouTube.	

EXAMPLE: GOVERNMENT OF SCOTLAND YOUTUBE PRESENCE: http://www.youtube.com/user/scottishgovernment

scottishgovernment

Subscribe

Add as Friend |
Block User | Send Message

Profile

Name:	Scottish Government
Channel Views:	277,547
Total Upload Views:	306,786
Joined:	October 28, 2008
Last Sign In:	2 days ago
Subscribers:	441
Website:	http://www.scotland.gov.uk

The Scottish Government is responsible for most of the issues of day-to-day concern to the people of Scotland, including health, education, justice, rural affairs, and transport.

Scottish Government

Images: http://www.flickr.com/scottishgovernment
Podcasts: http://www.scotland.gov.uk/podcasts
Twitter: http://www.twitter.com/scotgovweb

Recent Activity

scottishgovernment uploaded a new video (2 days ago)

Young people scale new heights
Hundreds of 'hard-to-reach' care leavers and young carers are having their life prospects turned around thanks to a new initiative that takes them ... *more*

scottishgovernment uploaded a new video (4 days ago)

Crime super campus
Work to build Scotland's first ever crime super campus at Gartcosh, North Lanarkshire, started today.

Justice Secretary Kenny MacAskill visited the ... *more*

scottishgovernment uploaded a new video (6 days ago)

Housing policy reform
Housing Minister Alex Neil launched the first in a series of nationwide events to discuss the future of housing policy in Scotland. More info: http:... *more*

scottishgovernment uploaded a new video (1 week ago)

Low Carbon Economy
Finance Secretary John Swinney talks about a Low Carbon Economy.

scottishgovernment uploaded a new video (1 week ago)

Launch of Creative Scotland
Scotland's new cultural development body is formally established.

Social media menu and associated risks

TWITTER www.twitter.com

Potential government applications include:	Risks to consider include:	'How to' guide:	Mini-case studies:
- News management e.g. promoting your press releases, communicating government news, public service announcements - Emergency management – real-time updates providing up to the minute guidance and advice in the event of a major incident. - As a point of customer service e.g. taking questions from constituents and providing answers e.g. about tax return issues - Feedback mechanism – many departments use Twitter to obtain instant feedback from constituents on, for example, new products and services, and can use the feedback results to make any necessary changes before the formal launch of these products/services - Online reputation management – departments can use Twitter to monitor in virtual real-time public sentiment and what is being said online about their 'brand'. This allows departments greater early warning of issues, with the ability to address them more quickly. "Insights from ministers" and "updates on their movements" – without compromising classified information – in a light or humanised style - Internal communications tool - Recruitment tool e.g. tweeting about your HR	- Twitter users can be hostile to the "over-use of automation" - such as RSS feeds – and to the regurgitation of press release headlines: The UK government says that: "While corporate in message, the tone of our Twitter channel must therefore be informal spoken English, human-edited and for the most part written/paraphrased for the channel." - The possibility for any person with a Twitter account to impersonate a government agency in an effort to mislead the public. The risks can be mitigated by government agencies using their official seal as their logo and including the URL to their .gov website in their Twitter profile. - Leaking of classified information e.g. a US Republican senator tweeted that he was in Iraq when the trip was classified and his location was not to be known. - The privacy of members that follow government Twitter accounts. If government departments start following individual users on Twitter	**How to Create a Twitter account:** 1. Go to http://www.twitter.com and click on "Sign up now." 2. For "Name," give the name of your department or programme. 3. Choose your Username – this will become part of your Twitter address and also will be how you are identified when tweeting and responding to tweets. Choose a username that clearly identifies your department or programme. 4. For e-mail, use a group mailbox that several members of your department or programme can check if possible, rather than your personal email address. 5. Next, click "Settings" and fill out that information.	- U.S. Geological Survey (USGS) are using Twitter to monitor earthquakes as they occur - an early detection system that is proving to be much faster than seismic instruments in populated areas. They are simply monitoring tweets for mentions of earthquake related words and using them to map the extent of human-felt earth tremors. - NASA promotes press releases and YouTube videos via Twitter, with over 12,500 followers. 10 Downing Street – the office of the UK prime minister – spends 20 minutes on its Twitter stream with two-three tweets a day plus a few replies, five to six tweets a day in total. - India's and Kuwait's governments have set up site on Twitter to help prevent fatal road accidents - The UK Treasury has a Twitter account which is used to, inter alia, post the highlights of the Budget and announce website updates.

Social media menu and associated risks

needs, and links to relevant job postings on in the media and on your web site • Drive traffic to your website e.g. a tweet with the URL can help drive additional traffic to a preferred landing page on your site • Promote blog content e.g. if your department has a blog or various blogs, you can use Twitter to promote your blog content, and automatically post your blog post URLs directly to Twitter.	uninvited, this may well be interpreted as "interfering 'Big Brother'-like behaviour". • All your followers see everything you tweet • These risks can be mitigated by restricting Settings and use of Follow ability. • Costs - users can send and receive tweets via the Twitter website, as well as via a cellular Short Message Service (which may incur phone service provider fees)	Under the one-line bio, include brief descriptive text about your department or programme, and a link to your Web site. 6. Before you start tweeting, build the list of those you will be following. Use the online Twitter user guide to find other government accounts, other accounts for people and programmes in your field, and others who are tweeting about keywords that are relevant to your department. Read, retweet and respond to these tweets to begin building your online network. 7. Start tweeting!	• Commuters in Santa Clara, California have signed up for tweets that give them up-to-date municipal information that is relevant to their commute e.g. accidents, roadworks etc. This allows commuters to make informed decisions about alternate routes or transportation. • The Los Angeles fire department used Tweeter during the 2007 California wild fires to get up-to-the-second information of where the fires were breaking out, where people were trapped and where help was needed most • The University of Texas is using Twitter to relay information to students such as homework and reading assignments, last-minute schedule changes, and even when a professor is running late.

Social media menu and associated risks			
FLICKR www.flickr.com			
Potential government applications include:	**Risks to consider include:**	**'How to' guide:**	**Mini-case studies:**

• Flickr allows departments to make relevant images available to constituents who are physically removed from a physical display or archive of those images – either through open public access or through restricted access to selected constituents
 	
• Flickr enables new ways of organising collections of digital images, with searchable tags that makes the collections easier to find and navigate.
 	
• Helps government get visual content out to media via the Internet, mobile devices, RSS feeds, e-mail, the Flickr website etc.
 	
• Can reduce the number of public requests, and the time taken to process these requests, for government photos – by directing to a central online archive
 	
• Linking your Flickr account to a Facebook and Twitter account – followers and friends are informed anytime you've posted new images to Flickr
 	
• Upgrading to a Pro account for US$24.95 a year allows for:
  • **Unlimited** photo uploads (20MB per photo)
  • **Unlimited** video uploads (90 seconds max, 500MB per video)
  • The ability to show **HD Video**
	• Copyright issues: Government departments should be careful not to upload copyrighted materials to their official government Flickr page
	
	• Uncontrolled access to your image and video collections. Without restricted access and comment features, anyone can access and make comments, blog, etc. about your image collections
	
	• Free Flickr accounts are limited 100Mb of image uploads a month; fee-based accounts are unlimited.
	
	• Quality control – ensuring images are presented at the relevant resolution for the relevant end use of the images
	
	• Uncontrolled end use of images by constituents
	
	• Investment in time and human resources: You need to use metatags and descriptions for each photo, taking time to think about the words that your stakeholders would likely use to search for your images.
	
	• Privacy and access risks can be mitigated by creating a private group to share photos and videos with selected constituents, and by hiding the blog features. Only people you've invited will be able to view the group
		How to set up a Flickr account
		
		1. Before you create a new Flickr account, ensure that there isn't already a Flickr account in use by your department
		
		2. Secure the approval of the designated departmental authority
		
		3. Go to **www.flickr.com** and click on the button CREATE YOUR ACCOUNT.
		
		4. Flickr requires a free Yahoo! E-mail address (flickr is owned by Yahoo!).
		
		5. Once you've set up your flickr account, go to www.flickr.com and log in with your user name and password.
		
		6. For the screenname of your account, choose something that will
			• The UK Treasury uses Flickr to share images of the Treasury for those who require them – this has helped to cut down on the number of individual requests they receive for generic images.
			
			• The US Library of Congress has collaborated with Flickr to increase awareness of the Library's special materials collections by sharing photos from the collections with people who enjoy images but might not visit the Library or the Library's website. To date there have been over 11 million views of the images after allowingthe world to use the library's holdings by bringing the holdings to where users are.
			
			http://www.flickr.com/photos/library_of_congress
			
			• The UK government uses Flickr (http://www.flickr.com/photos/diusgovuk/) to promote new events, visits and press notices and provide multimedia materials for journalists and bloggers.
			
			• The UK Foreign Office now directs journalists to flickr to download images rather than distributing the

- **Unlimited** storage - **Unlimited** bandwidth - **Archiving** of high-resolution original images - The ability to **replace a photo** - View count and referrer statistics	page.	**clearly** identify your department. This is what will display at the top of the page when visitors go to your Flickr page. 7. You are now ready to start adding photos to your Flickr account.	images via email. - The Office of the Governor of Massachusetts posts all of its official photos to Flickr at www.flickr.com/photos/massgovernor. Users are encouraged to use any of these photos for a story, blog post, printing, etc., but are asked to credit, "Photo Courtesy of Gov. Deval Patrick's Office" and include the photographer's name when available. - An international organization sends volunteer doctors to developing countries around the world to perform medical services. The physicians document the impact of their work through photos that they upload to the organization's private Flickr group. Not only does Flickr help the volunteers exchange photos and information, it also creates an image bank from which the organization can select photos for its Web site and blog.

Social media menu and associated risks			
WIKIS			
Potential government applications include:	**Risks to consider include:**	**'How to' guide:**	**Mini-case studies:**
• Collating the collective knowledge and experience of employees and external stakeholders e.g. retired educators, health professionals to create and build knowledge management systems e.g. policy, user guides, etc. • Retaining organisation information for collaboration and training • Harnessing the collective wisdom of external experts and interested parties to help shape a marketing campaign, service delivery roll out, define a more efficient business process • Editing or building Wikipedia (www.wikipedia.org) content on a specific subject area	When managing a wiki site, you may need to watch for, inter alia: • duplication of effort (e.g., multiple pages created on the same topic) • inconsistent quality of contributions • neglect in terms of editorial oversight • user-generated errors and vandalism (deliberately and maliciously deleting and/or changing content on the page) • uncontrolled access to confidential information. These risks can be mitigated by: • the wiki being designed to keep track of who made edits and versions of the content, so as to help prevent mistakes and vandalism • "banning" (by IP address) someone from editing the wiki • wiki access being set to be either open to the public or restricted to designated members or employees.	Consult your IT department for appropriate wiki approach and/or application. The system for creating and editing a wiki page is called SML – Simple Markup Language) or simply wikitext. SML is simple to use and has the WYSIWYG editing features of most common word processing software, such as bold, italics, centre, underline etc.	• Civil Wiki (http://wiki.gsi.gov.uk) is a knowledge-sharing and collaboration tool for civil servants. As it is hosted on the Government Secure Intranet (GSI), it can only be viewed by those working within government. All content is generated and moderated by users, of which there are currently around 900. • British Telecoms (BT) launched a company-wide wiki called BTpedia which allows any BT person to publish articles or edit articles published by others. Within a matter of weeks the company had several hundred articles in BTpedia. • The US Department of Defence and a dozen intelligence agencies have launched Intellipedia, a wiki that is open to 12 intelligence agencies with the goal of improving intelligence by sharing information.

Social media menu and associated risks			
BLOGS			
Potential government applications include:	**Risks to consider include:**	**'How to' guide:**	**Mini-case studies:**
• Sharing information with internal and external constituents through a relatively inexpensive medium • Receiving feedback and ideas from constituents • Presenting a more human face to a government department, talking in a more conversational and accessible informal style • Tracking the number and location of blog readers to learn more about a department's constituents • Initiating collaboration with other bloggers in the same specialist sphere of interest, to grow knowledge and enhance dialogue • Developing global exposure of a department's news and views, if the blog is picked up and shared by prominent bloggers • Feedback from conferences, seminars and other forums for exchange of knowledge • Allowing political principals and department leadership to get their perspectives across directly to constituents, rather than relying on the media to interpret and distribute that message	• Reputational risk. Employees might make personal disclosures about other employees/stakeholders that degrade the overall public perception of the department • Disclosure of confidential, non-public information. There are several ways that employees could convert non-public information into public information in ways that have legal and reputational significance. • Publication of unauthorised or poor quality content as a result of lack of adequate control processes • Dependence on one individual to regularly produce content • Lack of resources and skills to professionally monitor and moderate blog comments by external stakeholders, leading to reputational and legal risks, such as defamation	Consult your IT department for appropriate blogging approach and/or application. The most popular tools are: www.blogger.com Blogger.com is one of the largest free blogging sites on the Internet. It enables people of skill levels to become their own publishers via the Internet. You can generate and publish virtually instantaneously with the ability to post pictures and videos. **WordPress** www.wordpress.com A high-end, open source blog-hosting service, the options range from a basic free blog account to a fee-based premium blog account, with additional set-up costs. WordPress offers variety of templates for account holders to choose from.	• Five employees of Australian Transportation Security Administration – one of 35 federal agencies with an official blog – regularly blog to facilitate an ongoing public dialogue on innovations in airport security, technology, and checkpoint screening processes. They get lots of complaints, post them, and use them to make improvements to airport security. • The Listening to Students blog (http://talk.dius.gov.uk/blogs/studentlistening/) provides the UK's Department for Innovation, Universities and Skills with an opportunity to post information that will engage university students in government decisions. The Department's dedicated social media unit creates technical solutions, policy and communications. • The UK Health Services had a temporary five week blog to involve the public in a discussion around the allocation of vaccine in a flu pandemic e.g. if there's not enough vaccine to go around, who gets first crack at what's available.

APPENDIX 3 – Additional social media tools

Social Networking

LinkedIn
www.linkedin.com

LinkedIn is a social networking platform geared towards professionals in any industry. It provides an online professional contact database of its members and allows them to link their profiles with those of people whom they know and trust – their 'connections'. A LinkedIn user can invite anyone who is a LinkedIn member to connect with them.

Primary or first connections – people whom the user knows directly and to whom they are immediately linked – can be viewed and contacted at any time. Second-degree connections are the contacts that the people you know, know; third-degree connections are the contacts that they know.

LinkedIn's free features include:
- Answers, where users get to pose a question to the entire community
- searchable Groups where a member can create a group about a particular topic, and other members can join the group to discuss a common industry or interest
- the facility for members to conduct free surveys within their own network of contacts

Confidentiality is a major attraction of using LinkedIn. As a professional you can set your privacy settings to different levels – ranging from receiving no requests at all from unknown users to being completely open to connection requests.

Potential applications for government use of LinkedIn could include:
- departmental outreach programmes that target segmented audiences
- senior management profiles and information
- business networking and maintenance of professional relationships
- channel to monitor what stakeholders think of your department
- recruitment of professional candidates
- the exchange of solutions to business problems
- niche perception research applications among connections

Plaxo
www.plaxo.com

Plaxo is a social network application that is focused on staying in touch with your contacts better. It positions itself as "Your address book for life."

Through Plaxo you can synchronise contact information from several different sources e.g Outlook contacts, and then store that information in your Plaxo Address

book. When one of your contacts changes his or her information in Plaxo, that change is reflected in your own address book.

Potential applications for government use of Plaxo could include:
- senior management profiles and information
- business networking and maintenance of professional relationships
- a tool to keep all employees up to date with each other's contact information. For example, if one employee changed a phone number on her Plaxo profile, all employees who are connected to her on Plaxo would have that change automatically updated in their own address book.

Video Sharing

Google Video
www.video.google.com

One of a number of video-sharing websites, Google Video has a reporting tool that logs and stores to details on the number of times your uploaded videos have been viewed and downloaded within a specific time frame.

Videos can be kept secure and private without the need to e-mail or download large files. Since Google Video only requires a standard browser, virtually any department with broadband internet access can use it.

Podcasts

Podcasts are like blogs in that they can be RSS-fed (Really Simple Syndication) i.e. distributed or made available worldwide over the Internet for free, for playback at the user's leisure. In many ways podcasts are the multimedia form of blogs.

Because of the growing popularity of podcasting, a lot of new software now has podcast wizards built into it. This software fully automates your podcast tags or key words and RSS feed creation. You simple click to publish and you're immediately able to share your material.

Be conscious of file size and try and keep finished podcast files in the single-digit megabyte range, as well as in the right file format – most people want to download in MP3 format.

Effective applications for government use of podcasts could include:
- internal sharing of leadership speeches and presentations
- how-to user guides for departmental products and services, in the mother tongue of constituents
- soundbites to amplify traditional media releases and announcements
- public service announcements in mother tongue for constituents
- allowing learners on government training programmes to download podcasts of training material to play back at their convenience

Productivity tools

Google Docs
www.docs.google.com

This free service allows users to upload documents so that they are available on the Internet for use , collaboration and travel. You can upload, for example, Word documents, Excel spreadsheets and PowerPoint presentations – as well as other formats of documents.

Google Docs allows you to organise your data, control access, and publish the document to a web page, a blog or just within a specific group or organisation. Up to 10 people can edit the document at the same time.

Google Docs can also be used as a backup server as well as a central location point when employees travel. While Google Docs are viewable on mobile devices, they are not editable on these devices.

The applications offers limited storage e.g. Word documents limited to 500kb; spreadsheets up to 10,000 rows, 256 columns or 40 sheets, whichever comes first.

Survey Monkey
www.surveymonkey.com

Survey Monkey offers users a tool for creating online surveys. It allows users have creative control over the appearance of the survey tool, to upload departmental logos for brand recognition, determine the collection method, send a survey invitation, track and manage results, and download summaries of the survey response.

Users create a link to the survey, and either post this link to a website or e-mail it to potential respondents.

The fee structure ranges from no-charge solutions to around $20 per month.

Possible government uses for Survey Monkey could include:
• communicating with your online audience and obtain constituent feedback regarding government products and services

SlideShare
www.slideshare.net

SlideShare allows you to upload a PowerPoint, Keynote (the Apple equivalent of this software), OpenOffice and other presentations on the Internet – and share the presentation with just a few selected people, or the general public.

 You might want to show the presentation to a designated audience for a training application, or show it to the world as a way to promote your department and its products and services.

You can tag your presentations, embed them into your blog or website, browse others' presentations, and comment on individual slides. The maximum allowed space per user account is 100Mb.

1. Once you have a presentation already created that you want to share, go to www.slideshare.net and sign up for a free account. You will be sent a confirmation link to your email address to verify your account. Once the initial signup is complete you are ready to upload your presentation.

2. Click on the Start Uploading link on the main page. Browse your computer for your file, and click on it when you find it. Your file will immediately start uploading, with its upload progress showing until it is complete.

3. Once it is uploaded, you have some settings and information to complete. Under PRIVACY, you can choose to share it with EVERYONE, ONLY ME, or ALL MY CONTACTS. You can also select CREATE A NEW CONTACT LIST where you can enter the email addresses of the select people you want to view your presentation. There are eleven choices under LANGUAGE that you can choose. Create a TITLE, add TAGS, and fill in the DESCRIPTION box. You can also choose the CATEGORY it most closely fits in and select to allow download of your file by viewers. Once you have filled in all the information about your presentation, click on PUBLISH, and SlideShare will convert your file for online viewing

4. Your PowerPoint presentation can now be viewed online by you and anyone else you have authorised. If you decided to share with a few select others, a link to your slide show is sent in an email to just those people. If you selected to make it completely public, it is available to anyone who is browsing on the SlideShare site or to anyone who happens to be doing a Google search and finds it.

5. You also have the option of sharing your presentation through many social networking sites such as Facebook, Blogger, and the like. You can also embed your presentation into departmental website.

APPENDIX 4 – Reputation monitoring tools for social media

Google Alerts

www.google.com/alerts

This is a free service that alerts you when someone links to your website, quotes you or uses a designated name, keeps track of new web pages on a website, and tracks news about a specific company or topic.

Users are allowed a maximum of 1,000 different alerts. Searches last for six months, after which you can renew the alert.

Google Alerts are based on the six categories of Google information: news, Web, blogs, images, videos and Google Groups.

You can set up these free alerts for keywords related to the activities and focus areas of your agency or department. Every day you receive a Google Alert in your e-mail inbox with summaries of news stories and blog posts that include these keywords.

To set up a Google Alert:

1. Go to www.google.com/alerts
2. Enter the search term for which you want alerts
3. From the Type drop-down list, choose what type of content you want Google to search – recommend the Comprehensive option
4. From the How Often drop-down list, choose the frequency you want the alerts delivered to you.
5. Enter the e-mail address to which you want the alerts to be sent
6. Click the Create Alert bullet

Twitter alerts

You can create Twitter alerts that track keywords related to the activities and focus areas of your agency or department. Services such as Twilert let you follow keywords and observe all the microblogging posts in which these words appear.

You can also monitor conversations about your department or agency on Twitter, using a variety of applications, or simply the Twitter search engine at http://search.twitter.com

To set up a Twitter alert:

1. Go to www.twilert.com
2. (in order to set a Twitter alert you have to be signed in to your Twitter account. If you don't have a Twitter account you can sign up at www.twitter.com)
3. Type the keyword that you want the alert set up for.
4. Click the Create a Twilert button

YouTube Insight

YouTube Insight (www.youtube.com/my_videos_insight) allows you to access data on the video clips you publish and who views them. The data includes:

- **Views:** total number of views of your videos by week, number of unique views, and number of views from South African audiences
- **Demographics:** categorisation of viewing data by age group
- **Community:** data relating to comments and ratings of your video material

Facebook – measure engagement, not membership

The number of Facebook friends that your organisation has means nothing if those people aren't engaged with your community. The value generated from your social media presence is the barometer for success, not the volume. When entering a new online space, define how your organisation will measure engagement:

- by the quality of comments on the wall?
- by the number of returning visitors?
- by the length of time they spend on a page?

Such metrics will give you better insight into your performance within that space than the number of members.

Other social media monitoring tools include:

- Twitter Search (http://search.twitter.com) lets you scan all published tweets for mentions of your 'brand'

- TweetVolume (www.tweetvolume.com) can help with understanding the volume of tweets about your 'brand'

- Tweetdeck (www.tweetdeck.com) – a Twitter monitoring tool

- Technorati (www.technorati.com) – an engine for searching blogs

- BlogPulse (www.blogpulse.com) – an engine for searching blogs

- Google Blog Search (blogsearch.google.com) – an engine for searching blogs

- www.crowdeye.com – a new generation of search engine that can track discussions on Twitter

- www.oneriot.com – a realtime search engine that crawls the links people share on Twitter, Digg and other social sharing services, then indexes the content on those pages in seconds

APPENDIX 5 – Examples of integrated social media campaigns

5.1   The Barack Obama presidential election campaign

- Any student in Indiana who registered at least 20 of their friends to vote, qualified to be chosen by the campaign to play a game of 3-on-3 basketball with two of their friends against Barack Obama.

  Highlights of the game were videotaped and uploaded on the blog and social network sites. Obama's team defeated his opponents 15-5. The voter registration drive was a success, adding 150,000 new voters to Indiana.

- In June 2008, the campaign launched a new site called **fightthesmears.com** that armed supporters with the information they needed to debunk some of the rumours and smears that had been circulating online.

  The site provided an e-mail address for supporters to report any smears they had received. It also invited them to join the Action Wire, a mailing list where subscribers could register breaking news and urgent calls to action to address some of the smears. The Action Wire had a presence on MySpace and Facebook, and blog badges were available as well.

- The Barack Obama **blog** was the glue that held relationships with supporters together. It was the hub that captured all activities in the Obamaverse and shared them with the world. The blog was the campaign's content repository, where stories, videos, news and pictures were captured and pushed out to many social network profiles.

  The blog profiled highly active Barack Obama social media supporters, featured the latest campaign-made and user-generated videos, and provided a steady stream of Obama's campaign stories, speeches and interviews.

  The blog was used to drive readers to the campaign's other online properties such as the YouTube channel, Twitter stream, or Flickr page.

  In addition to the official Obama HQ national blog, there were geographic-specific blogs and stakeholder-specific blogs such as Students for Obama, Women for Obama, Environmentalists for Obama, etc.

- The campaign's **Facebook** presence included official profiles for Barack Obama, Michelle Obama, Joe Biden as well as ten additional profiles targeting specific demographic groups such as Veterans for Obama, Women for Obama, and African Americans for Obama.

A small widget was added to a user's Facebook profile page, and contained a stream of the campaign's most recent videos and the latest news items.

Overall, the Obama campaign had a presence on sixteen social networks, including Facebook, MySpace, LinkedIn, Twitter, Eventful, BlackPlanet, FaithBase, YouTube

- On **LinkedIn**, the campaign asked business professionals: How can the next president better help small business and entrepreneurs thrive? The campaign received over 1 500 answrs, the most replies ever on LinkedIn

- The Obama election campaign amassed an **e-mail database** of more than 10 million names, all of whom he could address by their first name. His supporters were encouraged to add comments, refer content to friends and generally get involved. More than 3 million of them donated money to his campaign.

- On election day, Barack Obama had 115,000 followers on **Twitter**. As of March 2009, he was the most followed person on Twitter with over 420,000 followers

- In January 2009, after Obama had won the presidential race but prior to his inauguration, the campaign unveiled a new way for Americans to get involved in the political process: **The Citizen's Briefing Book**.

  The initiative invited supporters to make their recommendations and ideas known via the official transition website change.gov. Users also had the ability to vote and comment on other people's suggestions. The best-rated ideas were compiled into a book format and presented to the president after the inauguration on 20 January 2009.
  - 44,000 ideas and recommendations were submitted
  - 500,000 people voted on one or more submissions
  - 1.4 million total votes were cast

- Over 7.7 million people watched **online video streams** of the inauguration event. Cnn.com alone streamed video to 1.3 million people simultaneously at its peak.

- The campaign launched its own **official inauguration blog** that included information about the event, real-time updates from staff, and the opportunity for people to submit their inauguration photos to be included in the Official Inauguration Book.

  More than 14,000 pictures were uploaded to Flickr's official Inauguration 2009 group. During the President's speech, over 35,000 tweets per hour were posted containing the word Obama.

5.2   The Singapore "Think Family Campaign"

- The programme created a high-quality television commercial to promote family values that was also uploaded onto its YouTube page

- In addition to the English language version of the commercial, the YouTube page showed Mandarin, Malay, and Tamil language versions

- The YouTube page contained a link to the campaign's Facebook page

- Both the YouTube and Facebook pages allowed people to comment on the commercial

- The Facebook page invited people to upload a photo of themselves with their partners and to share what makes them a beautifully imperfect couple

- The 10 couples with the most votes would win cash prizes

- The YouTube video generated over 720,000 views

- The public copied the video and re-posted it on their own YouTube pages

- Facebook page saw around 100,000 unique visitors, 14,000 fans, and 370 contest submissions

- The Facebook page received 5,000 comments from the public on "how the film moved them and reminded them not to take relationships for granted"

5.3   The Singapore Feedback Unit's REACH Initiative

- The unit used social media to reach out to and connect with the youth and young professionals who are active in, and comfortable with these channels

- The programme used a website, a Facebook page, an online forum and a user-generated blog to reach its target audience

- The campaign saw significant activity on the discussion board about issues ranging from transportation to the environment

- Till date, thousands of user inputs have been gathered

- Most recently, the programme generated more than 21,000 Facebook page views and 200 feedback inputs in the two days following the Ministry of Finance's Budget 2010 announcement

- Programme staff monitored the postings for compilation and sorting and sent all feedback to the relevant ministries for their consideration

- The initiative accelerated the bureaucratic process to allow for quicker government responses

- Relevant ministries' responses were posted in a dedicated online page: "Your Feedback, Our Response".

APPENDIX 6 – Glossary of basic social media terms

A

Aggregation: the process of collecting and packaging content relating to a particular keyword from multiple websites that provide RSS feeds. The results may be shown in an aggregator website such as *Google Reader*, or directly on your desktop

Alerts: search engines that allow you to specify words, phrases or tags that you want regularly searched on the Internet, with the results of those searches typically sent to you by email alerts or by RSS feed. Alerts allow you to check, for example, whether your department has been written about in a social media posting, or whether a new page has been published on the web which includes your specific keyword.

Archive: typically an index page that organises earlier posts or entries by either category or date, and saves them for later reference. You may still be able to comment on archived items.

Avatar: graphical image or likeness used instead of a photo by the author or commentator on a blog or other Internet posting

Above the fold: the section of a web page that is visible to a visitor without the need to scroll down.

Anonoblog: A blog site authored by a person or persons who don't publish their name.

Access: The ability to see what you are trying to view e.g. you may be able to access a friend's photo but not their full profile.

App: an abbreviation for application, which is a piece of software that performs a specific function on your computer or mobile device.

B

Blog: originally short for "weblog", a blog is a self-published web page generated by an individual(s) – bloggers – in order to report local news, offer their opinions, vent their frustrations, and generally comment on any content in which they are interested. Blogs contains entries or 'posts' in reverse chronological order, with the most recent entry on top. Bloggers may use traditional text, photo, video or audio material to get across their point of view, and can offer readers the opportunity to comment on, and link to items. Because blog items can be made available from the site in a stream of content – known as an RSS feed – you can subscribe to them and read them through a newsreader or aggregator. That means you don't have to visit a blog site to read it - you can pull the content to your desktop or a single website aggregator.

Blogroll: is a list of recommended sites displayed in the sidebar of a blog, showing who the blogger reads regularly or other sites on similar topics.

Blogosphere: a general term used to describe the totality of blogs on the Internet, and the conversations taking place within that sphere.

Blog storm: when bloggers in the blogosphere write thousands of posts about a subject which then tips or forces the story into the mainstream media.

Blog digest: a site that reports on, and summarises, other related blogs on a daily basis.

Bliki: a blog that can be edited by readers or an agreed group of collaborators – a combination of a blog and a wiki.

Bulletin boards: the early vehicles for online collaboration, where users connected with a central computer to post and read email-like messages. They were the electronic equivalent of public notice boards. The term is still used for forums.

Back channel: private e-mails or other messages sent by the facilitator, author or moderator of an online conversation, or between individuals during online public commenting, that can significantly shape and influence the subsequent conversation on that online forum.

Bookmarking: the process of saving the address of a website or online item of content, either in your browser, or on a social media bookmarking site like *del.icio.us*.

Browser: the tool used to view websites, and access all online content. Browsers may also have features such as the ability to read online news feeds, write blog items, and view and upload photos to photo-sharing sites.

C

Cyberspace: a general term for the Internet or World Wide Web

Content: text, pictures, video and any other meaningful material that is on the Internet.

Chat: interaction on a web site, with a number of people adding text items one after the other into the same space at (almost) the same time.

Collaboration: one of the higher goals of social media, online collaboration or co-authoring is being able to discuss and work with people across boundaries of organisation, time and space. In a department, online collaboration may involve a group of government employees collectively building and editing a policy or protocol, through to collectively building a departmental pool of knowledge on a particular subject or issue.

Champions: a group of enthusiasts willing and confident to get conversations started and flowing within an online community by posting messages, responding, and helping others in that community.

Comments: readers' replies or opinions in reference to the topic at hand, usually left on blog posts, and which all other readers of content can then also see. Comments are typically moderated by the author of the content or other designated agents in order to ensure that they comply with prevailing legal and ethical standards.

Communities: groups of people communicating mainly through the Internet. They may have a shared interest to talk about a particular content area, or more formally learn from each other and find solutions to a common challenge.

Community building: the process of actively recruiting potential online community or network participants, helping them to find shared interests and goals, and to develop meaningful conversations.

Crowdsourcing: harnessing the skills and enthusiasm of people outside an organisation who are prepared to volunteer their time contributing content and solving problems.

Cloud computing: the growing phenomenon of users who can access their data from anywhere rather than being tied to a particular computer.

Creative Commons: a not-for-profit organisation and licensing system that offers creators the ability to fine-tune their copyright, spelling out the ways in which others may use their works on the Internet.

D

Download: to retrieve a file or other content from an Internet site to your computer or other device.

Delicious: A social bookmarking site and a property of Yahoo! Allows users to quickly store, organise (by tags) and share their favourite web pages. You can also subscribe to RSS feeds of other users and share a page specifically with another user.

Digital inclusion (or e-inclusion): the effort to help people who are not online gain access with affordable hardware, software, tech support/information and broadband Internet service, so they can begin to use this technology to improve their lives.

Domain Name: the identifying name of an internet site e.g. www.socialmedia.co.za

Digg: a popular social news site that lets people discover and share content from anywhere on the Internet. Users submit links and stories and the community votes

them up or down and comments on them. Users can "digg" stories they like or "bury" others they don't.

E

Edublog: a blog site focused on education, be it teacher, administrator, consultant or student.

Entry: An individual post or article published on a blog. Each of these entries, while appearing in an index, are also web pages unto themselves.

eBook: an electronic version of a traditional printed book that can be downloaded from the Internet and read on your computer or handheld device.

Embedding: the act of adding code to a website so that a video or photo can be displayed while it's being hosted at another site. Many users now watch embedded YouTube videos or see Flickr photos on blogs rather than on the site where those videos or photos were originally posted.

F

Feeds: allow you to read, view or listen to items from blogs and other RSS-enabled sites without visiting the site, by subscribing and using an aggregator or newsreader. Feeds contain the content of an item and any associated tags without the design or structure of a web page.

Friends: your contacts on social networking sites whose profile you link to in your profile. On some social media sites people have to accept the link, in others, not.

Friend (verb): The act of adding a person to your contacts on a particular social network e.g. "friend me on Facebook"

Facilitator: someone who helps people in an online group or forum manage their conversations. They may help agree a set of rules, draw out topics for discussion, gently keep people on topic, and summarise inputs.

Findability: refers to having an easily locatable and navigable presence on and across the web and social networking.

Flash mob: is a group of individuals who gather and disperse online content with little notice for a specific purpose, using text messages, social media or viral emails.

Flickr: the world's premier photo sharing and hosting site.

Forums: discussion areas on websites, where people can post messages or comment on existing messages asynchronously i.e. independently of time or place.

G

Geotagging: the process of adding location-based metadata to media such as photos, video or online maps. Geotagging can help users find a wide variety of businesses and services based on their location.

Groundswell: a social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like government departments or business institutions.

H

Hyperlink: a navigational reference to another document or page on the Internet.

HTML: the abbreviation for HyperText Markup Language – the coding language used to create and link together documents and files on the Web. The code is embedded in and around text and multimedia files in order to define layout, font, colours, and graphics.

Hyper-local community: a group of people from a specific geographic location who interact in online communities and use social media tools.

Haloscan: a free, easy to use commenting, ratings and trackback service for weblogs and websites, allowing visitors to leave instant feedback.

Hits: a measurement used in online analytics, often defined as *any request* for a file from a Web server. In one web page, there could be several files embedded in it. If on one page you have four images, two JavaScript items and you use an auxiliary CSS file, you'd have eight hits on one page.

Hat Tip: A hat tip is a public acknowledgment to someone (or a website) for bringing something to the blogger's attention. Also known as H/T.

Hashtags: a community-driven method of allowing Twitter users to sort topics into categories, and add context and other relevant information to their tweets. The basic structure of a hashtag is the # sign followed by a word or acronym. Hashtags can serve as a visual indicator to others following a Twitter stream that they're tweeting about a specific subject.

Internet newsroom: an area of a corporate website that communicates corporate messages and makes content available to the news media and the public.

Influencer: a specialist on a specific subject matter and highly recognised in an online community that has the ability to influence and shape other people's thoughts.

Instant messaging: (IM) is chat with one other person, using an IM tool like Microsoft Live Messenger or – especially in South Africa – mobile applications such

as MXit. The tools allow you to indicate whether or not you are available for a chat, and can be an alternative to e-mail for a rapid exchange of communication.

L

Links: the highlighted text or images that, when clicked, take you from one web page or item of content to another. Bloggers use links a lot when writing, to reference their own or other content.

Listening: the process of monitoring feeds in the blogosphere to see what topics are being discussed, and also setting up searches that monitor when you or your organisation is mentioned.

Logging in: the process to gaining access to a website that restricts access to content, and requires registration. This usually involves typing in a username and password.

Lurkers: the estimated 89% of people who read but don't contribute or add comments to forums.

M

MicroBlogging: a form of blogging allowing users to compose brief text updates e.g. limited to a certain amount of characters or words, and publish them. These messages can be submitted and received by a variety of means and devices, including text messaging, instant messaging, email, mobile device, MP3 or the web.

Moblog: a blog published directly to the web from a phone or other mobile device.

Mashup: a web service or software tool that combines two or more tools to create a whole new service e.g. ChicagoCrime, which merges Google Maps with the Chicago police department's crime tracking web site to offer a map of crime in different parts of Chicago.

Message Boards/Forums: an online site where people looking to discuss particular issues or needing support post threads (a message) on the forum or message board in the hope that they will get a response to their comment or question, or start an online conversation.

Metadata: information – including titles, descriptions, tags and captions – that describes a media item such as a video, photo or blog post.

Meme: in the context of blogs and other kinds of personal web sites, a meme is a response to a list of questions that you saw somewhere else and which you decided to answer.

N

News reader (sometimes called a feed reader, RSS reader or news aggregator)**:** a website or desktop tool that acts as an aggregator, gathering content from multiple blogs, news sites and other web pages using RSS feeds so you can read the content in one place, instead of having to visit different sites.

Navigation: a menu of links or buttons allowing users to move from one web page to another within a site.

NoFollow: an HTML attribute instructing search engines to not allow a hyperlink to a web page to be influenced in ranking by that link. Originally implemented to combat certain types of search-engine spam.

O

Online: connected to the Internet, and also being there in the sense of reading or producing content.

Online community: group of people using social media tools and sites on the Internet.

Open media: video, audio, text and other media that can be freely shared.

Open-source software: refers to any computer software whose source code is available under a license that permits users to study, change, and improve the software, and to redistribute it in modified or unmodified form.

OpenID: a single sign-on system that allows Internet users to log on to many different sites using a single digital identity, eliminating the need for a different user name and password for each site.

P

Post: an item on a blog or forum.

Platform: the framework or system within which tools work. A platform may be as broad as mobile telephony, or as narrow as a piece of computer software that has different modules like blogs, forums, and wikis in a suite of tools.

Podcast: online audio or visual recordings that are available to download to desktop and portable media players such as an iPod or other mp3 players.

Profiles: the information that you provide about yourself when joining a social networking site. This information may include a photo, your personal and business interests, a short description of yourself, and tags to help people search for like-minded people.

Proprietary software: unlike open-source software, proprietary software is owned by an individual or enterprise. Some proprietary software may be available free of charge, and some open-source software may be sold – the distinguishing feature is the terms of use for the underlying code for the software.

Photo-sharing: the process of uploading your images to a website like Flickr, where you can add tags and offer people the opportunity to comment or even re-use your photos.

Participation/participatory culture: a way of doing things in which people use social media to share and collaborate.

Permalinks: the permanent URLs to your individual weblog posts, as well as categories and other lists of weblog postings. A permalink – often found at the end of a blog post – is what another weblogger may use to link to your article (or section), or how you might send a link to your story in an e-mail message.

Public domain: a work enters the public domain when it is donated by its creator or when its copyright expires. A work in the public domain can be freely used in any way, including commercial uses.

Q

Quantcast: a process used to measure the amount of traffic a URL receives, as well as data about the readership (demographics, psychographics, etc.).

R

RSS (Really Simple Syndication): a Web standard for the delivery of content that allows you to subscribe to content on blogs and other social media and have it regularly delivered to you through a feed. RSS enables readers to stay current with the content of their favourite publications or producers without having to browse from site to site. RSS feeds let users subscribe to content automatically and read or listen to the material on a computer or a portable device in their own time.

Reader: an application that aggregates information from various sites, via an RSS Feed, into one site.

Registration: the process of providing a username, password and other details when seeking to access a website that has restricted access.

S

Subscribing: the process of adding an RSS feed to your aggregator or newsreader. It's the online equivalent of signing up for a magazine subscription, but is usually free.

Social media: the tools and platforms people use to publish, converse and share content online. The tools include social networking sites, blogs, micro-blogs, wikis,

podcasts, and sites to share photos and videos, and allow anyone to publish content to the web.

Social networking: the act of socialising in an online community. Online sites such as Facebook and LinkedIn allow users to create a profile for themselves, and then socialise with others using a range of social media tools and media.

Social Bookmarks: a tool for Internet users to store, search, organise, and share Web pages by using the page's URL and without being tied to a particular machine. Popular bookmarking tools include *Delicious* and *StumbleUpon*.

Sharing: offering other people the use of your text, images, video, bookmarks or other content by adding tags, and applying copyright licenses that encourage use of the content by other parties.

Search engine optimisation (SEO): the process of organising your website content to give it the best chance of appearing near the top of search engine rankings e.g. in the first page or pages of a Google search. SEO *improves the volume and quality of traffic to a web site from search engines.*

Synchronous communications: online communication which happens in real time, just like face-to-face communication or a telephone conversation.

Streaming media: unlike downloadable podcasts or video, streaming media refers to video or audio that can be watched or listened to online but cannot be stored permanently by the user.

Sidebar: a column (or multiple columns) along either or both sides of a blog site's main content area. The sidebar often includes contact information of the author, the blog's purpose and categories, links to archives, and other widgets the author includes on the site.

Share: the act of sharing a piece of content with specific friends or contacts so that those friends/contacts particularly interested in you will read it.

Syndication: the process that allows blog content to be distributed online.

Spambot: automatic software robots that post spam on a blog.

Splogs (short for spam blogs): blogs not providing their own or real content. Unscrupulous publishers may use automated tools to create fake blogs full of links or content from other sites in order to falsely boost search engine results.

T

Tags: keywords assigned to an item of content e.g. a blog post, bookmark, photo to enhance search engine optimisation i.e. to make it easier to find online content through searches and aggregation. You can assign multiple tags to the same online

resource and tags can usually be freely chosen – and so form part of a folksonomy – while categories are predetermined and are part of a taxonomy.

Tag cloud: a visual representation of the popularity of the tags or descriptions that people are using on a blog or website. Popular tags are often shown in a large type and less popular tags in smaller type.

Tool: a shorthand term for a software applications on your computer, and also for applications that are Web-based.

Terms of services: the legal basis on which you agree to use a forum or other web-based place for creating or sharing content.

Troll: an individual who posts controversial, inflammatory, irrelevant or off-topic messages in an online community, such as an online discussion forum or chat room, with the primary intent of provoking other users into an emotional response or to generally disrupt normal on-topic discussion.

Twitter: a popular micro-blogging social network, that lets members post updates of no more than 140 characters.

Tweet: a post on Twitter, the micro-blogging tool allowing an individual to publish content of 140 characters or less.

Twitterverse: the universe of people who use Twitter and the conversations taking place within that sphere.

Threads: strands of online conversation.

Trackback: some blogs provide a facility for other bloggers to leave a calling card automatically, instead of commenting. Blogger A may write on blog A about an item on blogger B's site, and through the trackback facility leave a link on B's site back to A. The collection of comments and trackbacks on a site facilitates conversations.

Technorati Authority: a tool used to determine the number of times a keyword or URL   are   mentioned   and   linked   in   blogs.

U

Upload: to transfer a file or other content from your computer to an Internet site.

URL: Unique Resource Locator is the technical term for a web address like http://www.sabc.co.za

URL shortener: URL shorteners are free online services that take a long URL and reduce it to just a few characters – and are highly important when you're limited to just 140 characters in Twitter. Examples are bit.ly and ow.ly and tinyurl.

User generated content (UGC): all forms of user-created materials such as blog posts, reviews, podcasts, videos, comments etc. which are produced by people who in the past would have only consumed content, without the ability to generate and publish content themselves.

V

Videoblog: (or vlog) – a blog that contains video content. May also be referred to as video podcasting, vodcasting or vlogging.

Voice over Internet Protocol: (VOIP) enables you to use a computer or other Internet device for phone calls. The best-known VOIP tool is *Skype*.

W

Web 2.0: a term to describe blogs, wikis, social networking sites and other Internet-based services that emphasise online collaboration and publishing by people who don't necessarily have any specialised technical knowledge.

Widgets: stand-alone mini applications you can embed in other applications, like a website or a desktop, to perform a specific function. Widgets help you to do a variety of things related to connecting to the Internet, from quickly subscribing to a feed, doing a specialist search, to asking for someone from an organisation to contact you.

Wiki: a web page, or set of pages, used to collect and edit content about a topic on a collaborative basis. Once people have appropriate permissions – set by the wiki owner – they can create pages and/or add to and alter existing pages. A wiki generally provides an easily reversible audit trail of edits and changes. The best known example is wikipedia, an encyclopedia created by thousands of contributors across the world.

Webinar: an online presentation, lecture, workshop or seminar that is transmitted over the Web.

Web feed: a tool such as RSS or Atom, which allows you to read, listen or watch new content on a blog or a website without having to revisit that site.

Web analytics: the measurement, collection, analysis and reporting of Internet data for the purpose of understanding who your visitors are and optimising your website and social media platforms.

Wall: a shared discussion board specifically about an individual and displayed on the individual's profile in a social networking site such as Facebook.

Webcasting: the use of the Web to deliver live or delayed versions of audio or video broadcasts.

APPENDIX 7 – Online user resources

www.facebook.com
Of special interest here is learning more about **tips and best practices** for government organisations at http:/www.facebook.com/government

www.youtube.com
Of special interest here is the Help section, which covers:
- Help Center
- Safety Center
- Creator's Corner
- Video Speed Info
- YouTube Handbook

Also, under SEARCH options, go to CHANNELS, and type *government* to see available government channels on YouTube

www.twitter.com

www.flickr.com

www.slideshare.net

www.govtech.com focuses on solutions for government in the information age

http://govsocmed.pbworks.com/Web-2-0-Governance-Policies-and-Best-Practices focuses on social media policy within government

www.comms.gov.uk includes a comprehensive review of the British government's use of social media – go to the Public Pages on the home page

European Journal of ePractice · www.epracticejournal.eu

Examples of government agency use of YouTube include:

- youtube.com/USEPAgov – US Environmental Protection Agency YouTube Channel

- youtube.com/whitehouse – White House government YouTube Channel

- youtube.com/usedgov – US Department of Education government YouTube Channel

- youtube.com/statevideo – State Department government YouTube Channel

- youtube.com/Americagov

- youtube.com/FederalStudentAid – U.S. Department of Education YouTube channel

- youtube.com/SocialSecurityOnline – Social Security Administration

- youtube.com/CDCStreamingHealth – Center for Disease Control YouTube Channel

- youtube.com/usnistgov – National Institute of Science and Technology

- youtube.com/usgao – US General Accounting Office government YouTube Channel

- youtube.com/usda – US Department of Agriculture government YouTube Channel

- youtube.com/hudgov – US Department of Housing and Urban Development

- youtube.com/sba – Small Business Administration government YouTube Channel

- youtube.com/USCGImagery – United States Coast Guard YouTube Channel

- youtube.com/irsvideos – Internal Revenue Service government YouTube Channel

Australian Government YouTube channels include:

- http://au.youtube.com/user/statelibraryqld - Queensland State Library

- http://au.youtube.com/user/cityofsydney - City of Sydney

- http://au.youtube.com/user/NSWNatParks - NSW National Parks

- http://au.youtube.com/user/SouthAustraliaPolice - South Australian Police

US Government agencies and non-profit organisations on Facebook include:

- http://www.facebook.com/WhiteHouse – The White HouseFacebook Page

- http://www.facebook.com/USAgov – USA Government Facebook Page

- http://www.facebook.com/usdos – State Department Facebook Page

- http://www.facebook.com/USDA – US Department of Agriculture – Facebook Page

- http://www.facebook.com/EPA – US Environmental Protection Agency – Facebook Page

- http://www.facebook.com/HUD – U.S. Department of Housing and Urban Development

- http://www.facebook.com/DOJ – US Department of Justice Facebook Page

- Page

- http://www.facebook.com/energysavers.gov – U.S. Department of Energy Facebook Page

- http://www.facebook.com/college.gov – US Department of Education Facebook Page