

Social Media in Government

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O'Reilly Media

Agenda

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

What is social media?

Try today's Wikipedia entry:

social media is media for social interaction,
using highly accessible and scalable publishing
techniques

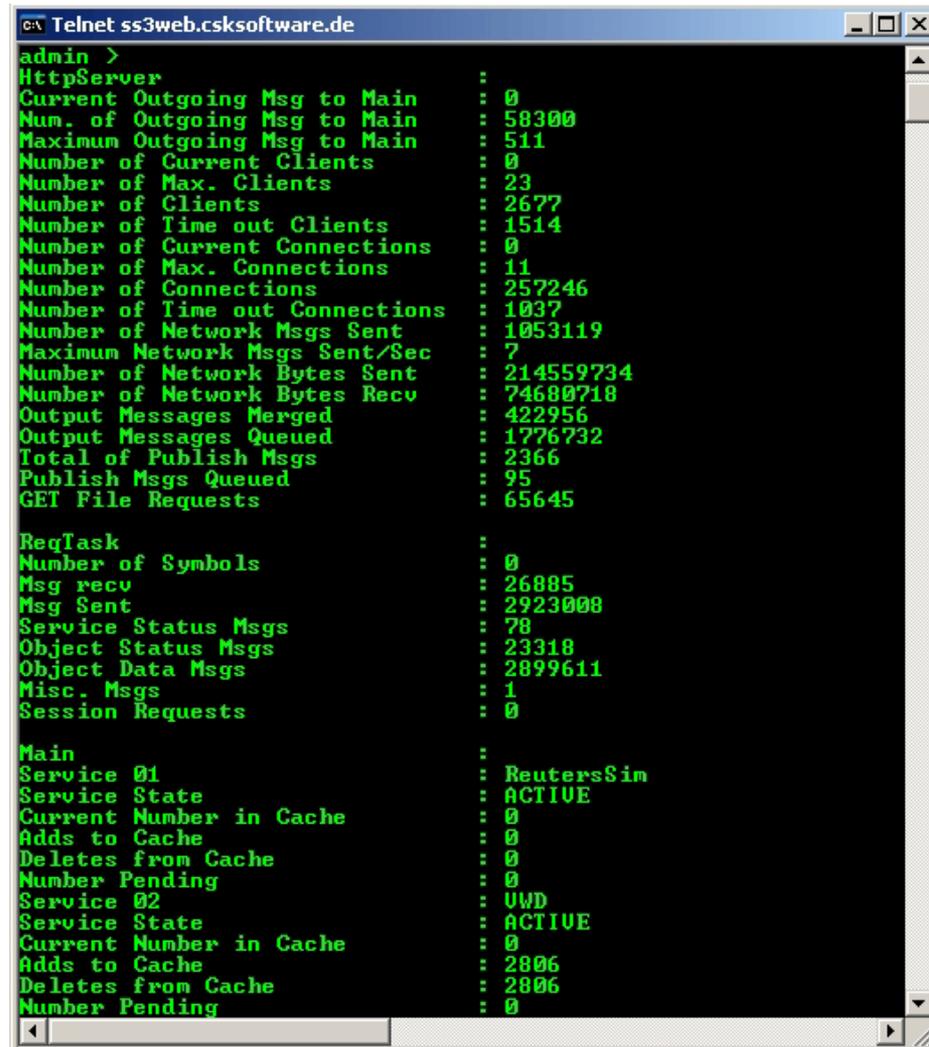
A read-write Web

Think of it another way:

Social media are messages, text, video or audio published on digital platforms that the community to create the content

Social media isn't new

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



```
admin >
HttpServer
Current Outgoing Msg to Main : 0
Num. of Outgoing Msg to Main : 58300
Maximum Outgoing Msg to Main : 511
Number of Current Clients : 0
Number of Max. Clients : 23
Number of Clients : 2677
Number of Time out Clients : 1514
Number of Current Connections : 0
Number of Max. Connections : 11
Number of Connections : 257246
Number of Time out Connections : 1037
Number of Network Msgs Sent : 1053119
Maximum Network Msgs Sent/Sec : 7
Number of Network Bytes Sent : 214559734
Number of Network Bytes Recv : 74680718
Output Messages Merged : 422956
Output Messages Queued : 1776732
Total of Publish Msgs : 2366
Publish Msgs Queued : 95
GET File Requests : 65645

ReqTask :
Number of Symbols : 0
Msg rcv : 26885
Msg Sent : 2923008
Service Status Msgs : 78
Object Status Msgs : 23318
Object Data Msgs : 2899611
Misc. Msgs : 1
Session Requests : 0

Main :
Service 01 : ReutersSim
Service State : ACTIVE
Current Number in Cache : 0
Adds to Cache : 0
Deletes from Cache : 0
Number Pending : 0
Service 02 : UWD
Service State : ACTIVE
Current Number in Cache : 0
Adds to Cache : 2806
Deletes from Cache : 2806
Number Pending : 0
```

Bulletin Board Services (BBS) (1979)



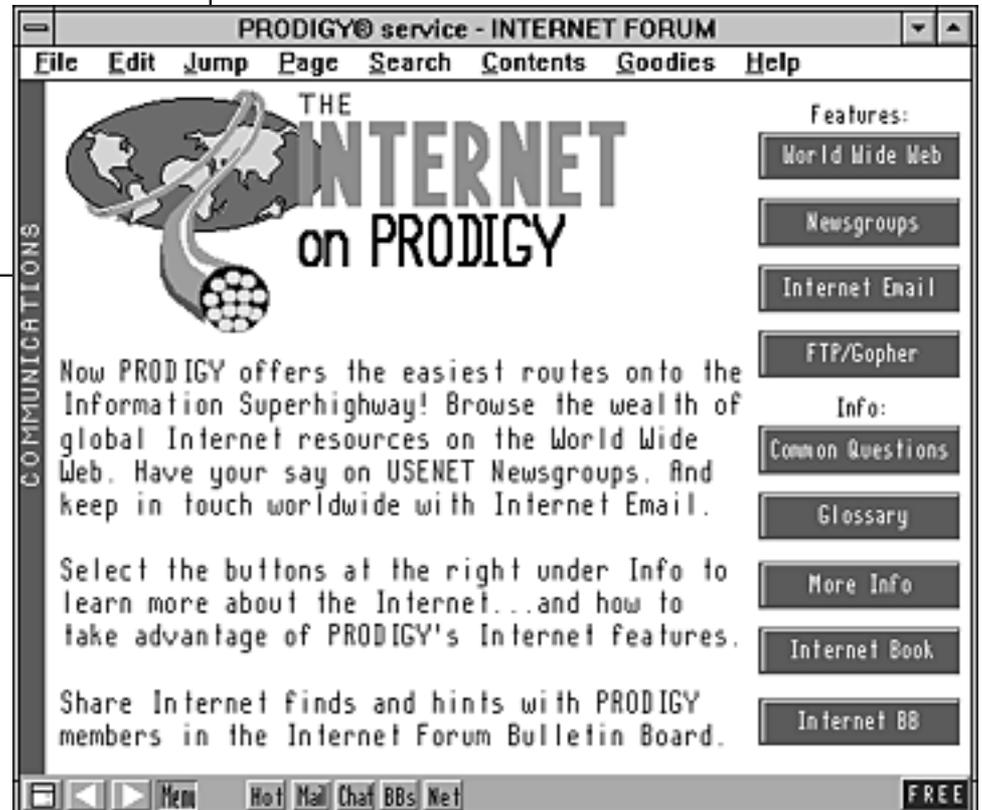
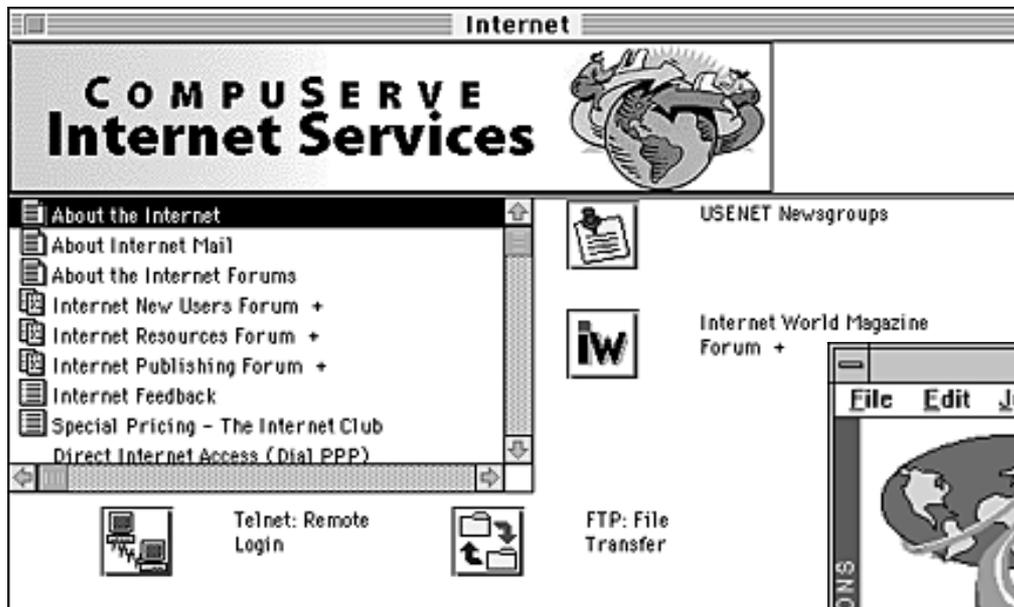
Ward Christensen and the First BBS

Usenet (1979)

- First conceived of by Tom Truscott and Jim Ellis.
- Usenet let users post articles or posts to newsgroups.



Commercial online services (1979)





LAST NIGHT WE EXCHANGED LETTERS WITH MOM, THEN HAD A PARTY FOR ELEVEN PEOPLE IN NINE DIFFERENT STATES AND ONLY HAD TO WASH ONE GLASS...

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

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

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

There's all this and much more on the CompuServe Information Service. All you need is a computer, a modem,

and CompuServe. CompuServe connects with almost any type or brand of personal computer or terminal and many communicating word processors. To receive an illustrated guide to CompuServe and learn how you can subscribe, contact or call:

CompuServe

Information Service Division, P.O. Box 20212
5000 Arlington Centre Blvd., Columbus, OH 43220

800-848-8990

In Ohio call 614-457-8650

An H&R Block Company

Online chat rooms (1980)



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

The CB Simulator, where CompuServe subscribers can access friends and influence people on 72 different channels.

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

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

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

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

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

CompuServe

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800-848-8199

In Ohio call 614-437-0902

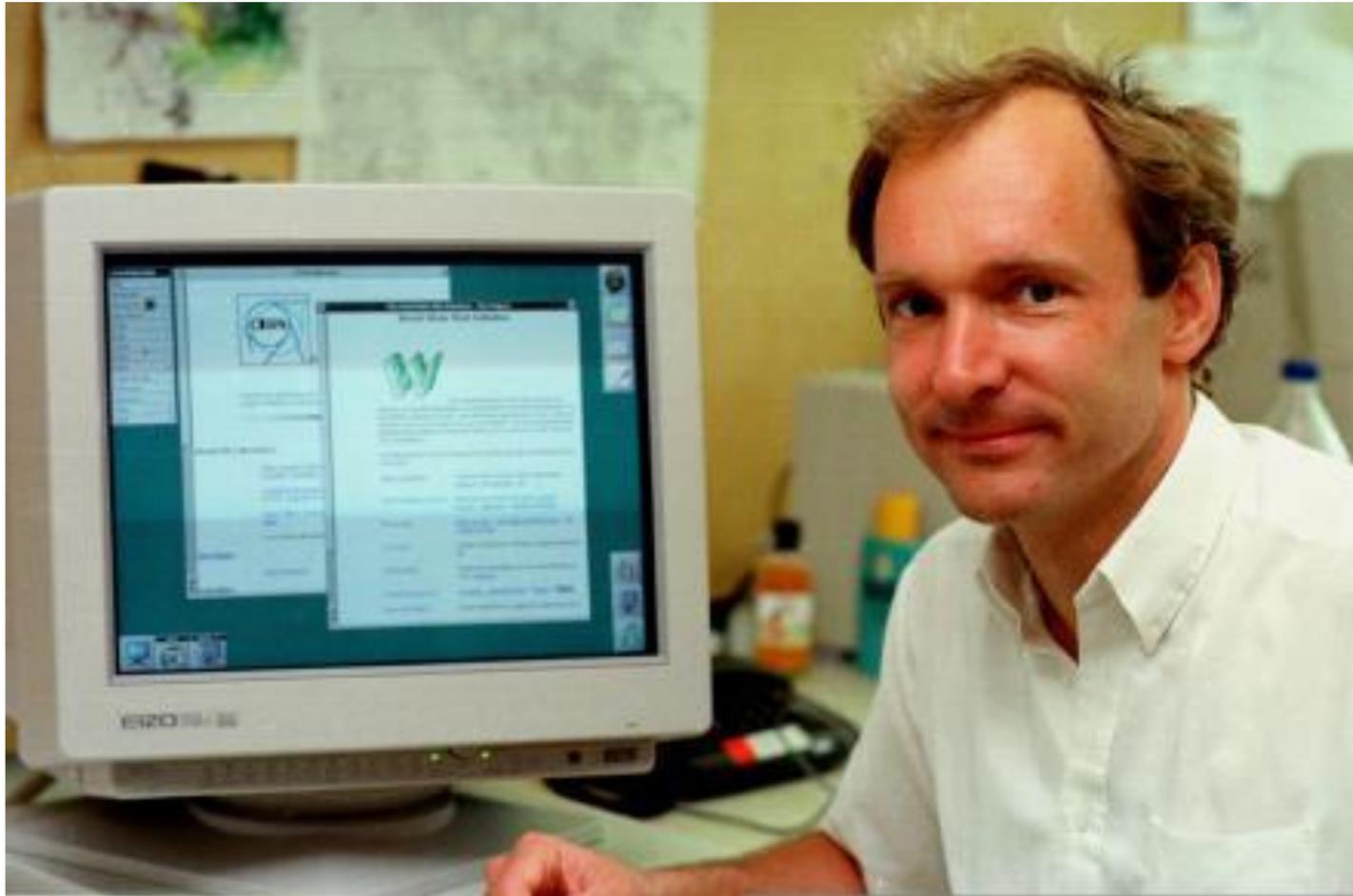
An IBM Company

Internet Relay Chat (1988)

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



World Wide Web (1991)



Blogs (1994)

- Blogging rapidly grew in use in 1999, when Blogger and LiveJournal launched.



The screenshot shows the White House Blog website. At the top, it says "the WHITE HOUSE PRESIDENT BARACK OBAMA" with a search bar and navigation links like "BLOG", "PHOTOS & VIDEO", "BRIEFING ROOM", "ISSUES", "the ADMINISTRATION", "the WHITE HOUSE", and "our GOVERNMENT". The main content area features a video player with a play button, showing President Obama speaking at a podium. Below the video, there is a transcript link and download options for MP4 (86MB) and MP3 (8MB). The right sidebar contains a section titled "RESPONSE TO THE DEEPWATER BP OIL SPILL" with a "More Information" button, and another section titled "WHITE HOUSE BLOGS" listing various blogs such as "The White House Blog", "Middle Class Task Force Blog", "Council of Economic Advisers", "Council on Environmental Quality", "Office of Management and Budget Blog", "Office of Public Engagement Blog", "Office of Science & Tech Policy Blog", "Office of Urban Affairs Blog", "Open Government Blog", "Partnerships Blog", and "US Trade Representative Blog".

the WHITE HOUSE PRESIDENT BARACK OBAMA

Get Email Updates | Contact Us

BLOG PHOTOS & VIDEO BRIEFING ROOM ISSUES the ADMINISTRATION the WHITE HOUSE our GOVERNMENT

Home • The White House Blog

Search WhiteHouse.gov Search

The White House Blog

Subscribe

Wall Street Reform: Final Votes Approach

Posted by Jesse Lee on July 13, 2010 at 2:35 PM EDT

00:00 00:00 CC Share Embed

[Read the Transcript](#) | Download Video: [mp4 \(86MB\)](#) | [mp3 \(8MB\)](#)

When the President began pushing for tough reforms to the way Wall Street does business in the months after he came into office, the grip that the biggest banks in the world have held over Congress in past years left many skeptical about their prospects. Today, though, Senate Leader Harry Reid announced that the final vote in the Senate would come this week, clearing the way for the bill to be sent to the President's desk.

As it happened, the President was meeting with Senate Democratic leaders just this morning, and before

RESPONSE TO THE DEEPWATER BP OIL SPILL

More Information

WHITE HOUSE BLOGS

The White House Blog

Middle Class Task Force Blog

Council of Economic Advisers

Council on Environmental Quality

Office of Management and Budget Blog

Office of Public Engagement Blog

Office of Science & Tech Policy Blog

Office of Urban Affairs Blog

Open Government Blog

Partnerships Blog

US Trade Representative Blog

Wikis (1994)

- Ward Cunningham started development on the first wiki in 1994 and installed it on c2.com in 1995.
- Cunningham was in part inspired by Apple's Hypercard
- Cunningham developed Vannevar Bush's ideas of "allowing users to comment on and change one another's text"

America Online (1995)



Social networks (1997)

The screenshot shows the sixdegrees.com website interface. At the top left is the sixdegrees logo, a 3x3 grid of colored squares (red, yellow, blue, green, purple, cyan) followed by the text "sixdegrees®" and the tagline "you'd be surprised who you know".

On the right side, there is a "member login" section with a form for "e-mail address" and "password", and a "submit" button. Below the form, there are links: "If you're not a member yet (it's free), [click here](#)." and "If you can't remember your password, [click here](#)."

On the left side, there is a box titled "check out our newest service: recommendations movies" with a film strip icon and a smiley face icon.

Below that is a "sixdegrees news" section with a list of news items:

- 4/30 sixdegrees and JobDirect.com team up to bring you a totally new kind of bulletin board...
- 4/30 Don't let your sixdegrees account languish this summer...get a free web-based email account.
- 4/13 Check out this month's column on "MegaNetworking."

On the right side, there is a "publicareas" section with a list of links:

- ▶ **joinnow** 
- ▶ **about sixdegrees** 
- ▶ **whitepages** 
- ▶ **recommendations** 

From one to hundreds of millions

- Six Degrees was the first modern social network.
- Friendster followed in 2002.
- MySpace founded in 2003.
- Facebook, Digg, Flickr and LinkedIn in 2004.
- For government, Military.com (1999),
Exchanges Connect from State.gov (2008)
Govloop (2008)

P2P/ Social filesharing (1999)

The screenshot shows the Napster v2.0 BETA 10.3 application window. The interface includes a menu bar (File, View, Actions, Help), a toolbar with buttons for Home, Chat, My Files, Search, Hot List, Transfer, Discover, and Help, and a status bar at the bottom. The main area displays a list of music files shared by the user 'napster06062001'. The list is organized into columns: Filename, Filesize, Bitrate, Frequency, and Length. The files are listed under the 'Online' section, with 'napster06062001' and 'SpanishHay' as the sharing users. The status bar at the bottom indicates that the user is sharing 0 files and that there are currently 89,910 users sharing 138,637 files (549 gigs).

Online	Filename	Filesize	Bitrate	Frequency	Length
napster06062001	Zion I - critical.mp3	3,798,959	128	44100	3:51
SpanishHay	Yuji Oniki - paper tigers.mp3	3,505,970	128	44100	3:33
	Young Scott Perrie - everytime.mp3	4,957,964	320	44100	2:01
	Wonderlick - right crazy rough mix.mp3	4,572,891	128	44100	4:39
	Willard Grant Conspiracy - christmas in nevada.mp3	3,579,530	128	44100	3:38
	Unknown - coconuts.mp3	4,856,236	128	44100	4:56
	Wellwater Conspiracy - of dreams.mp3	3,466,264	128	44100	3:31
	Waco Brothers - fox river.mp3	3,903,738	128	44100	3:58
	Vivendo de Pao - riso de gilberto.mp3	3,377,656	128	44100	3:26
	Vivendo de Pao - jacare.mp3	3,166,169	128	44100	3:13
	Virgil Shaw - water cooler.mp3	4,988,928	128	44100	5:04
	Virgil Shaw - volvo ff.mp3	3,220,086	128	44100	3:16
	Unknown - next degree.mp3	4,062,125	128	44100	4:07
	Unknown - are we people.mp3	2,932,736	96	44100	3:58
	Trail of Dead - mistakes and regrets merge.mp3	3,631,104	128	44100	3:41
	Tom Heyman - bottle full of wishes.mp3	4,008,229	128	44100	4:04
	Tom Armstrong - thinking of him.mp3	2,671,723	128	44100	2:43
	Tom Armstrong - looking forward to looking back.mp3	3,475,877	128	44100	3:32
	tobyslater - the next life.mp3	3,089,870	128	44100	3:08
	Unknown - sky is not crying.mp3	6,891,439	128	44100	7:00
	The Rosenbergs - sucking on a plum.mp3	3,120,193	128	44100	3:10
	The Rosenbergs - soaked in polyester.mp3	4,795,374	128	44100	4:52
	The Rosenbergs - secret.mp3	4,147,955	128	44100	4:13
	The Rosenbergs - overboard.mp3	6,839,612	128	44100	6:57
	The Rosenbergs - little lie.mp3	2,911,214	128	44100	2:57

User: napster06062001 Total Files: 262 File Data: 1,014 megs Ping: N/A

Get Selected Files Add User to Hot List

Online (rishdeep): Sharing 0 files. Currently 89,910 users sharing 138,637 files (549 gigs)

RSS (2002)



Second Life (2003)



YouTube (2005)



Real-time status updates (2006)

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

3:43 PM Jun 23rd via HootSuite

Retweeted by 100+ people

↩ Reply ↻ Retweet



whitehouse

The White House

Livestreaming (2006)

- uStream.tv
- Justin.tv
- Livestream.com

The screenshot shows the Ustream website interface. At the top left is the Ustream logo with the tagline "You're On". To the right are links for "Log In" and "Sign Up", and a prominent green "Broadcast Now" button. Below this is a navigation bar with categories: "All Live", "Mobile", "Sports", "Entertainment", "Gaming", "Music", "Animals", and "24/7". A search bar is located on the right side of this bar. Below the navigation bar is a blue link: "am on Twitter to get alerts on celebrity broadcasts, red carpet events, and more!". On the right side of this bar is a link: "Creating highlights".

The main content area features a large video player for "Leo Laporte Live". The video shows Leo Laporte in a studio setting with a microphone and a clock in the background. To the left of the video, there is text: "Leo Laporte Live", "279 live viewers", "Security Now with Steve Gibson: Q&A 93.", "http://live.twit.tv Discuss here or http://irc.twit.tv ... [pic] http://ff.im/-lmk92", and "They don't call him 'The Tech Guy' for nothing. Catch Leo Laporte as he discusses all things technology-related on his live talk show. watch live". A "Watch Live" button is overlaid on the bottom right of the video player. Below the video player are navigation arrows.

To the right of the video player is a "Recommended Live" section. It includes a "see all" link and a "1-3 of 57" indicator. The recommendations are:

- Rick and Bubba Live**: Rick and Bubba Live, 180 viewers | Radio. Includes a logo for "Rick & Bubba SHOW".
- The White House**: Open for Questions: Sustainable... Political News. Includes the White House logo.
- TechCrunch TV**: 4 viewers | Other News. Includes a large "TV" logo.

First YouTube Presidential Debate (2007)



Tumblr (2007)

- Lifestreaming + microblogging platform

[Follow](#) [Join](#)

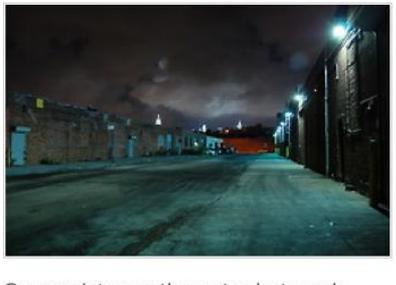
PHOTO VIA [THETICKR](#)



PHOTO VIA [BROOKLYNMUTT](#)



PHOTO VIA [KATIEPAUL](#)



AUDIO POST VIA [BDJAN](#)

[Click to play](#)

Paul Westerberg - Once Around The Weekend

Live from KFOG, back in '96.

'The Boss' and Billy Martin - 1977. (via Getty Images)

George Steinbrenner Dead After Firing Underperforming Heart

Greenpoint near the water last week.

tumblr. LIVE



All Posts Nation Politics World Tech Culture Business Health

TUESDAY, JULY 13, 2010

TWITTER.COM/NEWSWEEK

My.Barack.Obama.com (2007)

- 2 million members
- Most contributed to the nearly half a billion dollars the candidate raised online.

The screenshot shows the homepage of My.Barack.Obama.com. At the top left is the Obama '08 logo and a photo of Barack Obama. A quote reads: "I'M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours." To the right is a "GET INVOLVED" section with a "SIGNUP FOR EMAIL UPDATES" form containing fields for "Email Address" and "Zip Code", and a "SIGN UP" button. A "DONATE NOW" button is also visible. Below the header is a navigation menu with links for LEARN, ISSUES, MEDIA, ACTION, PEOPLE, STATES, BLOG, and STORE. The main content area features a large blue banner with the text "TOGETHER WE CAN HELP THE VICTIMS of the SOUTHERN STORMS" and a "HELP THE VICTIMS" button. To the right of the banner are several news snippets, including "February 7 Our Moment is Now - Feb 5th", "Help the storm victims", "Senator Kennedy Endorses Barack", "Obama Wins SC", "Who Can Win in November?", and "Yes We Can: A". Below the banner is an "OBAMA BLOG" section with a post from "FEBRUARY 6, 2008" titled "Obama Wins Super Tuesday: Wins Most States, Wins Most Delegates" by Campaign Manager David Plouffe. To the right of the blog are "OTHER STORIES" including "Feb 07 Let's hit the phones..." and "Feb 07 Stand for Change with Barack in Seattle Tomorrow!". On the far right is a "MAKE A DIFFERENCE" section with buttons for "Find Events", "Make Calls", "Register to vote", and "Volunteer". At the bottom right is a "NATIONAL VOTER PROTECTION CENTER" banner with a "LEARN MORE" button. A "EN ESPAÑOL" link is located in the top right corner.

Open Government

President Obama's first order on January 21, 2009 is to issue the “Memorandum for the Heads of Executive Departments and Agencies on Transparency and Open Government”

The screenshot shows the Open Government Initiative website. The top navigation bar includes links for BLOG, PHOTOS & VIDEO, BRIEFING ROOM, ISSUES, the ADMINISTRATION, the WHITE HOUSE, and our GOVERNMENT. Below the navigation is a search bar and the text "Home • The Administration • Open Government Initiative". The main heading is "Open Government Initiative" with the tagline "TRANSPARENCY + PARTICIPATION + COLLABORATION". A secondary navigation bar includes "About Open Government", "Open Gov Blog", "Around the Government", and "Innovations Gallery". The central content area features a quote from President Obama: "My Administration is committed to creating an unprecedented level of openness in Government. We will work together to ensure the public trust and establish a system of transparency, public participation, and collaboration. Openness will strengthen our democracy and promote efficiency and effectiveness in Government." Below the quote is the attribution "— PRESIDENT OBAMA, 01/21/09". To the right of the quote is a stack of overlapping digital screens displaying various data visualizations and charts. Below the main content area are two columns: "LATEST BLOG POSTS" with a post titled "\$5 Million Prize Purse to Drive America's Innovation Engine" dated July 13, 2010, and "PARTICIPATE NOW" with sections for "Save Award" and "Apps for Africa". On the far right is a section titled "OPEN GOVERNMENT DASHBOARD" with a table of progress indicators for various departments and a "More Information" button.

LATEST BLOG POSTS

July 13, 2010 at 2:10 PM EDT
\$5 Million Prize Purse to Drive America's Innovation Engine
NASA's Centennial Challenge program is a dramatic departure from business as usual. Centennial Challenges are inducement prizes that challenge independent teams to race to achieve bold goals—and to do so without a single penny of upfront government funding. Today NASA announced three new Challenges.

PARTICIPATE NOW

Save Award
Federal government employees can submit ideas for cutting costs and improving efficiency in their agencies.

Apps for Africa
The State Department's challenge to build the best digital tools to address community challenges in Africa.

OPEN GOVERNMENT DASHBOARD

Department	Progress
Department of Agriculture	██████████
Department of Energy	██████████
Department of Education	██████████
Department of Health and Human Services	██████████
Department of Justice	██████████
Department of State	██████████
Department of Transportation	██████████
Department of the Interior	██████████
Department of Veterans Affairs	██████████
Department of War	██████████

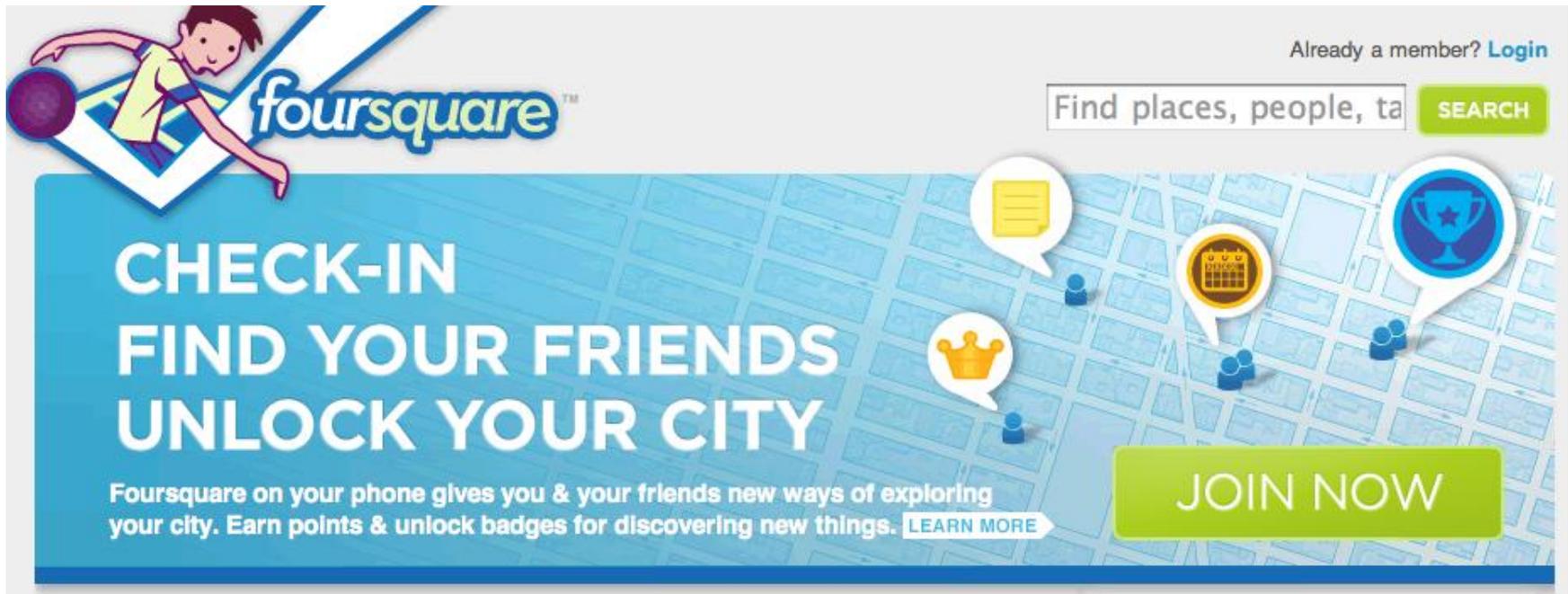
[More Information](#)

#IranElection (2009)

- #IranElection on Twitter + YouTube opened the world's eyes to events on the ground in Iran



Foursquare (2009)



Already a member? [Login](#)

Find places, people, ta [SEARCH](#)

**CHECK-IN
FIND YOUR FRIENDS
UNLOCK YOUR CITY**

Foursquare on your phone gives you & your friends new ways of exploring your city. Earn points & unlock badges for discovering new things. [LEARN MORE](#)

[JOIN NOW](#)

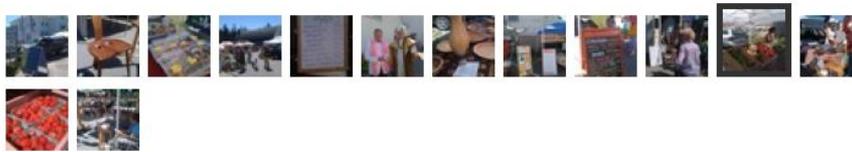
The banner features the Foursquare logo with a cartoon character, a search bar, and a map background with various icons like a crown, a trophy, and a location pin.

Posterous (2009)

July 2, 2010

Stonington Farmers Market in Deer Isle, Maine

◀ ▶ 11 of 14



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



[Alexander Howard's profile »](#)



Tags

[Earth Day \(1\)](#)

[Subscribe to this posterous »](#)



Real-time social productivity (2009)

The screenshot displays a Google Wave browser window with the following components:

- Navigation Sidebar:** Includes links for Inbox, Active, All, By Me, History, Spam, Settings, and Trash. It also features sections for SEARCHES and FOLDERS with an 'Add' button.
- Contacts List:** Lists contacts including Anna-Christina (drinkin' coffee), Gregory, Steph, Alec Fluffy, destroyer., Andrew M (hello world), Ben, Casey, and Daniel.
- Inbox 1 - 15 of 21:** A list of messages with details such as sender, subject, time, and message count. The top message is "Chess times = fun times - It's on!" from 3:51 pm.
- Chess Game Panel:** Titled "Chess times = fun times", it shows a chessboard with pieces and a list of moves:
 - d2-d3 e7-e6
 - e2-e4 Ng8-f6
 - Nb1-c3 Bf8-e7
 - Bc1-f4 Ke8-f8
 - Bf4-g5

Secure use of Social Media (2009)



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

Version 1.0

September 2009

This document is publicly releasable

DoD Social Media Policy (2010)



DEPUTY SECRETARY OF DEFENSE
1010 DEFENSE PENTAGON
WASHINGTON, DC 20301-1010

FEB 25 2010

MEMORANDUM FOR SEE DISTRIBUTION

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



Applicability. This DTM applies to:

- OSD, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the Department of Defense (hereafter referred to collectively as the "DoD Components").
- All authorized users of the Non-Classified Internet Protocol Router Network (NIPRNET).

Future?

- Augmented reality
- Mobile
- Virtual
- Geolocation
- Mashups



Why is using social important?

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

-Pew Internet and Life Project

Consumption of government social media growing

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

Social media and the digital divide

Embrace of social media by government has particular appeal for minorities

Younger adults, minority Americans and those at lower levels of income all use the tools at the same rate as other citizens.

For online users, government is increasingly participatory

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

-Pew Internet and Life Project

No avoiding death and taxes

Federal agencies lead the most-visited .gov sites.

The top two sites?

**The Social Security Administration
and the
Internal Revenue Service.**

Higher use of government websites led to more trust

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

-Pew Internet and Life Project

Government uses for social media?

Communicating Info About the Gulf of Mexico Oil Spill

- EPA Administrator tweeted [@LisaPJackson and used Facebook.](#)
- [deepwaterhorizonresponse.com](#)
- [@Oil Spill 2010](#)
- [Open oil spill data](#)

Using Twitter for Storm Reporting



CC_WxWitch [#wxreport](#) WW 48.38, 114.19 WW Columbia Falls, MT. 12:15MDT. T-Strm w/strng outflow moving SW to Kalispell. New T-Strms approaching fr. SE.

about 21 hours ago from Twitter for BlackBerry®



wingland Light rain and 50 in the KS Flint Hills. [#wxreport](#)

about 23 hours ago from twidroid



jefflast Hard freeze: 27 deg at 6am in Ledgeview. [#wxreport](#)
[#Wlwx](#)

1 day ago from Echofon

<http://www.weather.gov/stormreports/>

Helping Kids Get Up and Move

- LetsMove.gov

APPS FOR HEALTHY KIDS

FAQ | Login | Register

FOLLOW US ON [twitter](#)

LET'S MOVE USDA

Home Application Gallery Submit Application Resources Partners

Let's Move! for the **Apps for Healthy Kids** competition.

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

CHALLENGE SUPPORTERS

19,824

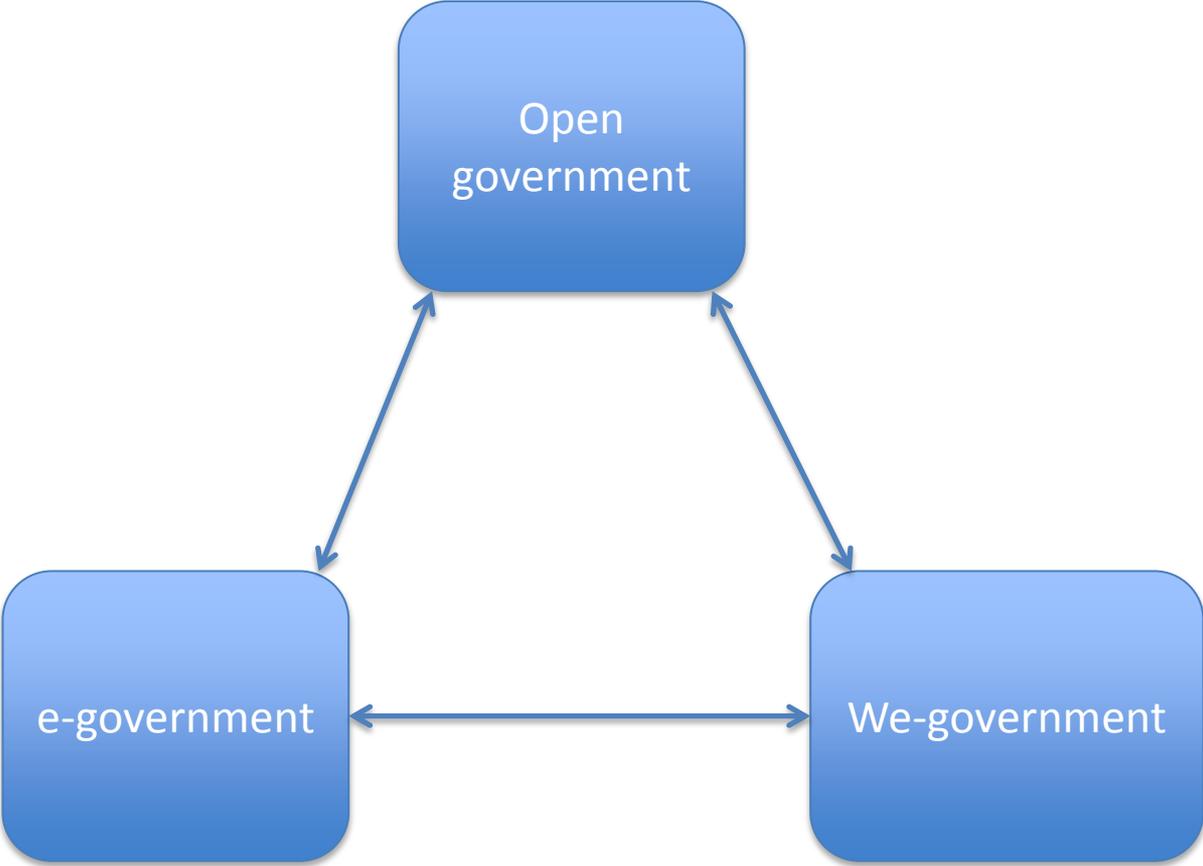
12,699 ADULTS **7,125** KIDS

I support this too!

Why Click?

What is Gov 2.0?

- The analogue of Web 2.0, in terms of tech
- “Government as a platform”
- Technology that enables more efficient or productive delivery of e-services, open government or “We-government”



Open questions

- What are the risks, rewards and potential that different tools that constitute social media hold for open government?
- How does social media change the relationship of citizens to government? And within government?