



Executive Summary

Issue Title: Social Media – Web 2.0

Meeting Date: August 31, 2009

Time Required: 30-Minutes

Attendees: Bud Harris, Craig Adams, Doug Bear

Action Requested At This Meeting: No action requested. This is an Informational Brief to provide the Board with base-line information and issues to consider as part of pursuing a Social Media program.

Recommendation: Establish an ICC or I/S Steering Committee Study Group to:

1. Determine the audience, purpose and intended use of Social Media
2. Recommend priority versus other active/planned projects
3. Research and develop necessary policies
4. Align Social Media Programs with evolution of CRM/311 Kitsap One

Justification: Case Studies and Best Practices highly recommend this approach.


Alternatives: Social Media will evolve with or without leadership and policy.

Background: Several forms of Social Media are available and offer potential value for local government as a means to communicate with the public. Key items to review include:

1. What are the technologies available that align with the Board's intent
2. What are the positive expectations and outcomes
3. What are the detractors associated with Social Media programs
4. What are the legal and policy issues to be considered
5. What are the impacts to network infra-structure and security


Attachments:

1. Hand-out for notes: Power Point Social Media – Web 2.0
2. Hand-out: Web 2.0 Media Overview
 - a. Descriptions, Benefits, Issues, Challenges




Social Media – Web 2.0


August 31st, 2009




- ◆ Common Technologies:
 - See Handout
- ◆ Positive Expectations – Outcomes
 - <http://www.usa.gov/webcontent/>
- ◆ Detractors Associated with Programs
- ◆ Legal and Policy Issues
- ◆ Impact to Network Infra-structure and Security
- ◆ Summary - Questions




Positive Expectations - Outcomes



- ◆ Government Transparency:
 - Evolving from Communication to Collaboration
- ◆ Convey information and “message” to Public
- ◆ Put human face to Government
- ◆ Broader feed-back on wide range of issues
- ◆ Interface with CRM-Kitsap One
 - Twitter case creation – notification
 - Wiki’s for FAQ’s, Survey, etc.
- ◆ Fill the Information Void:
 - Podcast’s to Educate - Inform



Detractors Associated with Programs



- ◆ Blogs are good for politicians, not necessarily for Govt. Operations
- ◆ Who writes and reviews content:
 - Is there a viable-interested audience
- ◆ Many samples of positive and negative stories
- ◆ Actual use - fact or hype:
 - LAFD 5,000; Philadelphia 400
- ◆ Staff and Resources to Implement and Sustain properly?



Legal and Policy Issues



- ◆ What is Discovery/Disclosable?
- ◆ What is covered by Digital WAC?
- ◆ Employees 1st and 4th Amendment policies
- ◆ UK and USDA Code of Conduct:
 - Electronic Communications Policy 90%, update
- ◆ Government is responsible for statements
- ◆ Postings from home PC = Govt. PC
- ◆ Both official and unofficial use consumes bandwidth



Impact to Network Infrastructure and Security



- ◆ Government Network focus is Public Safety with Security: FIPS, HIPAA
- ◆ Twitter User ID - Password "hacks"
- ◆ Twitter and Facebook = Malware and Security Breaches
- ◆ Identity easily "spoofed"
- ◆ NACO: Expanded use – Legal & Financial Consequences
 - http://www.maricopa.gov/internal_audit/
- ◆ I/T says "yes, but here's what we need to put in place to manage the risk"
 - Time, resources, balance with other priorities



Summary - Questions



- ◆ What are we trying to accomplish?
 - Objective drives the technology to be used
- ◆ Are resources and policies in-place?
 - Resources are more time than capital
 - Policies require county-wide review
- ◆ We can either lead or follow ©
 - Social Media is happening "as we speak"
- ◆ Recommendation:
 - ICC or I/S Steering Work Group to pursue
- ◆ Questions



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Bud J. Harris, Director

Media	Description	Comments
<p>Blogs</p>	<p>Commentary or news on a particular subject, such as politics, or local news; some function as more personal online diaries.</p>	<p><u>Benefits:</u></p> <ul style="list-style-type: none"> • Blogs are another way to spread your message and get people to see your content. It's one part of the communications mix, like e-mail alerts. • Blogs put a human face on government. They can make government more "open" by allowing more interaction between government and its citizens. <p><u>Issues to consider:</u></p> <ul style="list-style-type: none"> • Think about the content you will publish. Is there enough to publish often enough and articulated well enough to keep an audience informed and interested? • Who's allowed to post? What level of person will write the blog? Blogs require talented writers. You can't have a good blog without a good writer, with knowledgeable opinions or information. • What is the linking policy? Is it the same as the Website? <p><u>Challenges:</u></p> <ul style="list-style-type: none"> • Writing blogs can be time consuming and can take time to succeed. A good idea might take up one paragraph, but could have taken a day or more to research and prepare. • You need to consider issues of proprietary or confidential information. These should be policies that your agency already has in place for other forms of communication. • In government, we must adhere to the Children's Online Privacy Protection Act (COPPA). • The emergence of blogging has brought a range of legal liabilities.
<p>Facebook (Social Media)</p>	<p>Websites that connect people. Allow users to find people they know among the members, or look for other members with similar interests or affiliations. These sites make it easy to establish networks of contacts.</p>	<p><u>Benefits:</u></p> <ul style="list-style-type: none"> • Promote government information and services • Bring people together who are interested in a facet of an agency's work and information • Expand government's outreach capabilities and ability to interact <p><u>Issues to Consider:</u></p> <ul style="list-style-type: none"> • Concerns of proper use, bandwidth, and security

<p>Micro-Blogging (Twitter)</p>	<p>Writing extremely short blog posts, similar to text messages, posting entries up to 140 characters long.</p>	<p>Benefits:</p> <ul style="list-style-type: none"> • Get quick answers to simple questions • Try out new ideas, getting responses from people whose opinions you trust • Learn about issues that affect your agency before they hit the mainstream • Emergency Management tool to inform public <p>Challenges:</p> <ul style="list-style-type: none"> • You have to provide your user ID and password to use third-party sites. The other site logs in as you. This carries potential security risks. • Do not use your primary password. Use a strong password and change it often.
<p>Podcasts</p>	<p>A way of publishing MP3 audio files on the web so they can be downloaded onto computers or portable listening devices</p>	<p>Benefits:</p> <ul style="list-style-type: none"> • Very efficient method of keeping up with current news that interests viewer • Listen to audio files at a time of their choosing. • Another way to increase awareness of government information <p>Issues to Consider:</p> <ul style="list-style-type: none"> • Need to offer alternative means to view the material if the technology is not widely available or accessible. Are there ADA issues.
<p>RSS Feeds</p>	<p>RSS stands for Really Simple Syndication (among other things). It is a web content format which, when used with an RSS aggregator, can allow you to alert users to new or exciting content on your website.</p>	<p>Benefits:</p> <ul style="list-style-type: none"> • Saves users from having to repeatedly visit favorite websites to check for new content or be notified of updates via email • More and more government agencies are using RSS to increase awareness of government information • Allow government agencies to more easily track updates to each other's content • An emerging technology that agencies can consider as an alternative way to quickly deliver news and information
<p>Wikis</p>	<p>A type of collaborative work space. A Wiki is a collection of web pages that encourages users to contribute or modify the content.</p>	<p>Benefits:</p> <ul style="list-style-type: none"> • Can be either open or closed, depending on the preferences of the community using it • Encourage users (citizens) to add and edit content, making it easy to improve products as people add their knowledge • Foster collaboration both within government agencies and across agencies • Very popular source for people to get information <p>Issues to Consider:</p> <ul style="list-style-type: none"> • Check Wikipedia for accuracy and correct it if necessary