Social Media & its Impact on e-Governance

Adnan Gutub
Professor of Computer Engineering
Vice Dean
Custodian of The Two Holy Mosques Institute for Hajj & Omrah Research
Umm Al-Qura University, Makkah - Saudi Arabia
What are talking about?

• Ubiquitous (everywhere/ever-present) access to information
  – collaborative learning through social networking
  – sharing of knowledge in a global platform
    • help grow good citizens
    • sense of ethics
    • etiquette in the global village
• Social media strategies
• e-Service Branding and Positioning in the Age of Social Media.
• Engaging the public
  – Strengthening the Citizen’s Power of Trust and Reliability on e-Services
• Privacy & Security: Key issues & concerns.

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Introduction

Smart City Model

- Smart Governance
  - Participation
- Smart Economy
  - Competitiveness
- Smart People
  - Human Capital Social
- Smart Living
  - Life Quality
- Smart Environment
  - Natural Resources
- Smart Mobility
  - IT-Transportation

Social Media

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IT Business in 60 Sec

- 710 COMPUTERS SOLD
- 232 COMPUTERS GOT INFECTED BY MALWARE
- 450 Windows 7 CDs SOLD
- 12 WEBSITES GOT HACKED
- 1,400 DISCS ARE RENTED ON ONLINE MOVIE RENTAL SERVICE
- 2,6 MILLION CDs
- 1,820 TB OF DATA CREATED
- 416 ATTEMPTS
- 950+ PURCHASES ON EBAY
- 180+ BY MOBILE
- 81 iPad SOLD
- 555 OF THEM WITH INTEL
- 925 iPhone 4S SOLD
- 900,000 OF TOTAL PAYMENTS
- 1,100 ACRES OF LAND FARMED IN FARMVille
- 18 amazon.com kindle fire SOLD
- 11 XBOX 360 CONSOLES SOLD
- 103 BLACKBERRY SOLD
- 38 tons E-WASTE GENERATED
- 4,000 USB DEVICES SOLD
- 2,500 INK CARTRIDGES SOLD
- 2,100 foursqare CHECK-INS
- $75,000 ADDED TO GOOGLE REVENUES
- 11 MILLION CONVERSATIONS ON INSTANT MESSENGERS
- 2 MILLION INTERNET USERS WATCHED PORNO ONLINE

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e-Governance Power

• Accomplish more
  – Shorter time
  – Smaller budget
Practical History of the Internet (in 5 minutes)
What is Social Media
What is Social Media

Man (Person) of the Year
1927: Charles Lindbergh

1982: The Computer

2006: You = Social Media

(web 2.0 (concept invented by O’Reilly Media in 2004))
What is Social Media
Social Media Birthday Calendar

- LinkedIn: August 2003
- Facebook: February 2004
- YouTube: March 2005
- Twitter: November 2006
- Pinterest: October 2009
- Instagram: June 2010
- Google+: June 2011
Social Media Classifications & Functions

The Social Profit Landscape

Entertainment
- Final Fantasy
- World of Warcraft
- Sims
- Second Life
- Mafia Wars
- Farmville

Social Gaming
- MMO

Virtual Worlds
- Bluemars
- Life

Participation
- Amazon
- Google
- Yelp
- Technorati
- Del.icio.us
- Digg
- Reddit

Reviews/Recommendations
- Foursquare
- Twitter
- Gowalla
- FriendFeed
- Facebook
- LinkedIn
- Orkut
- Ning
- Bebo
- Hi5
- MySpace
- Disqus
- YouTube
- Vimeo
- Hulu
- Metacafe
- Livecasting
- Flickr
- Veoh
- Justin.tv
- Photobucket
- SmugMug
- Photoblog
- Digg
- Reddit
- Technorati
- Del.icio.us
- Digg
- Reddit

Collaborative Filtering

Conversational
- Microblogging
- Social Networking
- Discussion
- Video Sharing
- Photo Sharing
- Content Sharing
- Wikis
- Social Networking
- Articles
- Blogging
- HubPages
- Scribd
- Wordpress
- TypePad
- Blogger
- StumbleUpon
- Delicious
- Digg
- Reddit
- Technorati
- Del.icio.us
- Digg
- Reddit

Publishing
- Content Publishing
- Lifelogging
- Virtual Worlds
- MMO

Amplifiers: Aggregation/Recombination, Tracking, Apps/Tools, Mobile

Notes: Each of these social media services has multiple functionality - the primary service for each was used for placement.

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Common Social Media

- Facebook
- YouTube
- Twitter
- Snapchat
- Instagram
- WhatsApp
- Wikipedia
- Flickr
Keeping in touch

Networking

Communicating

Sharing News
Advertising

Sharing Art: i.e. short films, movies.

Entertaining

Teaching

Sharing recipes, practices, how-to, etc.
2015 Evaluation

Pinterest

Social Site that is all about Discovery
Largest Opportunities
Users are:
- 32% Male
- 68% Female
70 Million Active Users

Twitter

Micro Blogging Social Site that Limits Each Post to 140 Characters
Largest Penetration
But spreading slowly and steadily
5,700 Tweets Happen Every Second

Facebook

Social Sharing Site that Has 1 Billion Users Worldwide
Largest Opportunities

Instagram

Social Sharing Site All Around Pictures and Now 16 Second Videos
Many Brands are Participating through the use of # Hashtags and Posting Pictures Consumers can Relate to

Google+

Social Network Built by Google that Allows for Brands and Users to Build Circles
Not as Many Brands Active, but the Ones that Are Tend to be a Good Fit with a Great Following

LinkedIn

Business Oriented Social Networking Site
Brands that are Participating are Corporate Brands
Giving Potential and Current Associates a Place to Network & Connect
79% of Users Are 35 or Older

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2015 Evaluation

- **Snapchat**: Video messaging (200 millions)
- **Skype**: Video chatting (300 millions)
- **Facebook Messenger**: Text & voice messaging (600 millions)
- **WhatsApp**: Text messaging (800 millions)
- **YouTube**: Video sharing (1 billion)
Supporting Elements

Cloud

Tagging

Personal Info
Social Media Advantages

- Friends
- Emergency
- Speedy Communication
- Relationships
Social Media Concerns

**Disadvantages**

- Health & Feeling
  - Infected 1/3 Facebook visitors

- Spread of False Information
  - Wrong info
  - Using others names/info
  - Identity Theft

- Privacy Concerns
  - spoiling by using part of story

- Crime of Opportunity

- Cyber Harassment

- Addiction

**Hazards & Concerns**

- Reputational and financial

- Information security risks

- Legal Business Risks
Reputational and financial risks

Making news for wrong reasons

• Security breaches
• Posting personal private data
• Posting embarrassing information (data, reports, photos, videos, e-mails....etc)
• “Name squatting” or “Brand hijacking” when a third party uses your company name or logos without your permission in social media.

Consequences

– Cost of corrective actions
– Expense damage control
– Lawsuits
– Loss of donations, grants
Information security risks

Hazards

• Viruses / malware in corporate network

• Security breaches

• Loss of productivity / downtime

Consequences

– Reputational damage

– Regulatory fines
Legal Business Risks

• Unrealistic customer expectations
  – that service is online 24/7

• Mismanagement of electronic communications
  – Noncompliance with record management regulations

• Copyrights problem

• Disclosure of sensitive / protected information:
  – Unintentional clicks to spam or phishing
  – Viruses/malware in corporate network

• Brand hijacking
Social Media Risk Controls

- Policies and procedures
- Communications
- Training
Social Media Risk Controls

• Policies and procedures:
  – Acceptable authorized use of social media
  – Posting rules/requirements for data, videos
  – What is not allowed (threatening, hateful or sexual content, bad mouthing employees, etc.)
  – Rules for friend-ing between employees, supervisors, students and faculty
  – Regulatory requirements
  – Intellectual property & Copyright rules
Social Media Risk Controls

- Policies and procedures
- Communications:
  - Communicate to all employees/people the social media policies and procedures
  - Periodic announcements regarding social media acceptable use
    - i.e. if official name is used for personal post ~disclaimer/permission needed
  - Arrange when/how to notify management of policy violations.
Social Media Risk Controls

• Policies and procedures

• Communications:

• Training
  – Job function requires social media
  – Update info on risks, your policies and procedures
  – Renew regulatory requirements / restrictions
    • Ex. posting private patient is not allowed
Social Media and E-Governance

Benefits

General

• Communication tool
• Marketing (low cost)
• Brand recognition
• Human resources
  – Job postings

Satisfaction

• Direct customer communication
• Speed of feedback/results
• Reach
• Credibility
• Customer service
Social Media and e-Governance

Social Media
change organisations

Explore Challenges and Opportunities

Social Media affecting
Public Service
Social Media and e-Governance
Clear strategy

• Who is the media meant to reach?
  – Is this my target audience?

• What is the agency attempting to communicate?
  – Can it be effectively communicated using this media?

• Who is responsible for managing the agency’s account?
  – Will this person represent the agency appropriately?
  – Have they been properly trained in the use of social media?

• What are the agency’s responsibilities regarding social media content?
Social Media and e-Governance
Best Practices

• **Separate Personal/Professional Accounts**
  – Personal social media accounts to share personal, non-work related, information for family or personal communications as they do not interfere with work.
  – Never use official e-mail or password in personal accounts

• **Be Clear As To Identity**
  – Use actual name, not pseudonyms in both accounts
  – Do not assume privacy
  – Use different passwords for different accounts

• **Terms of Service**
  – Employee using social media as official agency should consider legality rules to avoid violations.

• **Professional Content of Posts and Comments**
  – Communication should include no form of profanity (bad language) or copyright violations.
  – If there is any hesitation regarding content, don't post it.
  – Posts and comments are public records
Questions?

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