Social Media & its Impact on e-Governance

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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 Mobility
IT-Transportation

Smart Environment
Natural Resources

Smart Living
Life Quality

IT Business in 60 Sec

Prof. Adnan Gutub

4th Annual Middle East Smart Cities Summit
8th & 9th December 2015, Dubai, UAE
e-Governance Power

• Accomplish more
  – Shorter time
  – Smaller budget
What is Social Media

Man (Person) of the Year
1927: Charles Lindbergh

1982: The Computer

2006: You = Social Media

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What is Social Media

Social Media Birthday Calendar

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Social Media Classifications & Functions

Common Social Media

- Facebook
- YouTube
- Twitter
- WhatsApp
- Flickr
- Wikipedia

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Keeping in touch

Networking

Communicating

Sharing News

Email

Teaching

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

Advertising

Entertaining

Sharing recipes, practices, how-to, etc.

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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

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Supporting Elements

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

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**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
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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.