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.

Introduction

Smart city Model

IT Business in 60 Sec

e-Governance Power

• Accomplish more
  – Shorter time
  – Smaller budget

Prof. 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

4th Annual Middle East Smart Cities Summit
8th & 9th December 2015, Dubai, UAE
Social Media & its Impact on e-Governance

What is Social Media

Man (Person) of the Year
1927: Charles Lindbergh

1982: The Computer

2006: You = Social Media

Social Media Classifications & Functions

Common Social Media

Prof. 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

4th Annual Middle East Smart Cities Summit
8th & 9th December 2015, Dubai, UAE
Social Media & its Impact on e-Governance

Keeping in touch
Networking
Communicating
Sharing News
Teaching
Advertising
Entertaining
Sharing recipes, practices, how-to, etc.

2015 Evaluation

Supporting Elements

Social Media Advantages

- Friends
- Emergency
- Speedy Communication
- Relationships

Prof. 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

4th Annual Middle East Smart Cities Summit
8th & 9th December 2015, Dubai, UAE
## 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

### 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

### Hazards
- 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

### Consequences
- Reputational damage
- Regulatory fines
- Noncompliance with record management regulations
- Copyrights problem
- Disclosure of sensitive / protected information
- Brand hijacking

## 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:
- 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 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

Explore Challenges and Opportunities

Social Media affecting organisations

Social Media affecting Public Service

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?

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

- 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

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

Social Media and e-Governance

Social Media and e-Governance

Prof. 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

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