Social Media:
Why, What, and How

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Why Social Media?

- [The nature of information is changing](#)

- Mission, mission, mission

- It's where the people are
  - 100,000,000 daily YouTube views
  - 150,000,000 active Facebook users

- We're 17,000. They're 6,000,000,000.

- Early warning system
  - Cow tax
  - TVA coal ash spill

- It's what the President wants
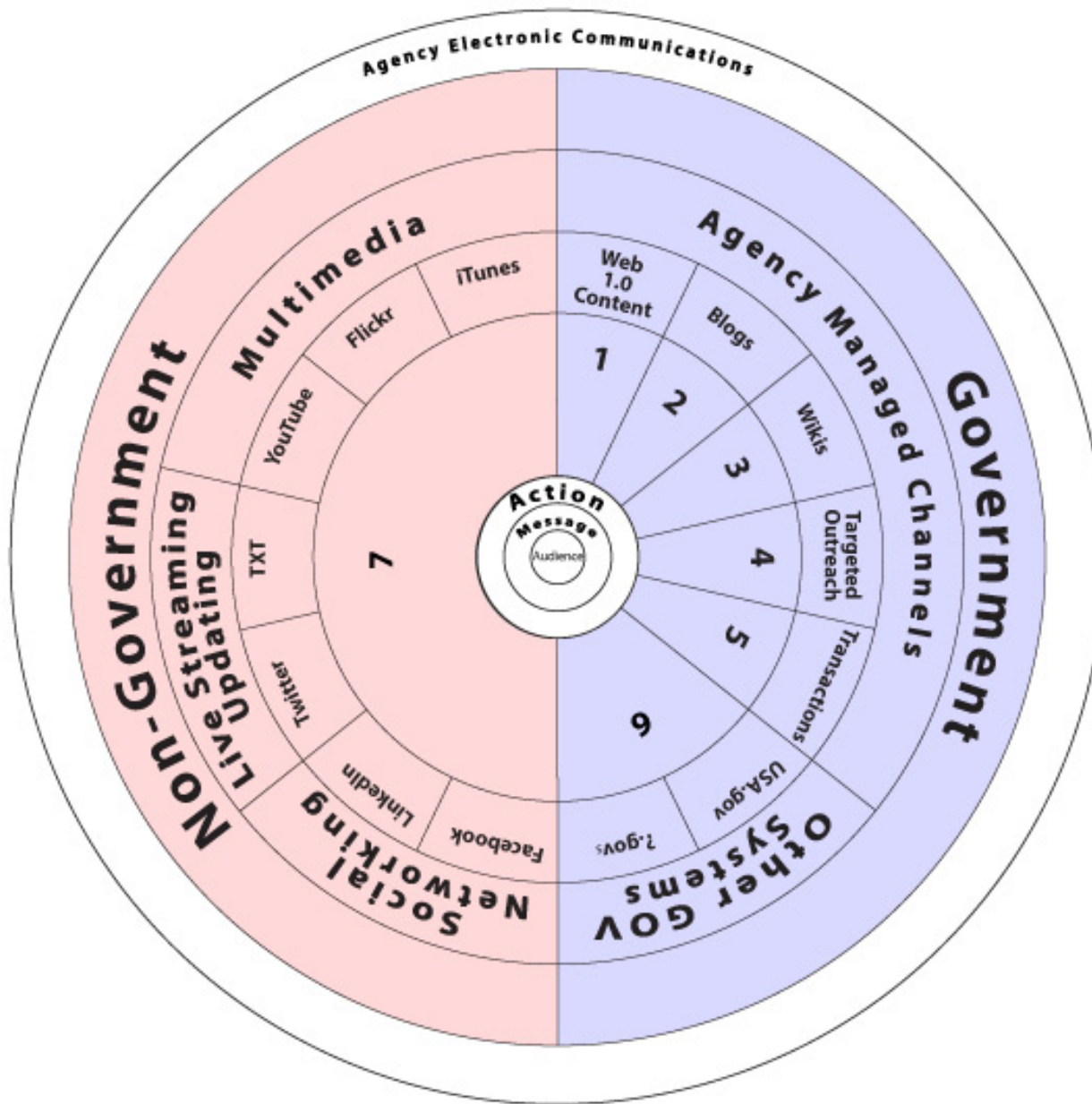
What (culture)?

- Not a tech issue
- Develop some strategy, but not 400 pages
- Experiment
- Define tool-specific measures of success
  - It's all about engagement
  - Return on investment is (usually) the wrong question
- Be ready to fail (fast, small)
- Be ready to succeed
  - Always ask "what's next"?
  - Teach!
- Embrace criticism (it's almost all useful)
- Accept that odd things will happen
- Know the policy and governance framework

How (governance)?

- If you have governance, keep using it!
  - At EPA, new projects of all types go through same concept review
  - Give Web 2.0 extra attention because people don't know the benefits & pitfalls
- If you don't have governance, get some!
- At minimum, track use and learn

EPA & Policy

- Social Media Policy Workgroup
  - First: individual use supporting work
  - Next: broad social media policy
  - Meanwhile, follow normal Web governance
- Web 2.0 and Rulemaking Workgroup
- Public Affairs, CIO, Attys work together

The diagram contains the following labels:

Outer ring: Agency Electronic Communications

Left half (pink): Non-Government
- Multimedia
- Live Streaming
- Social Networking

Right half (blue): Government
- Agency Managed Channels
- Other GOV Systems

Segments:
- iTunes
- Flickr
- YouTube
- TXT
- Twitter
- LinkedIn
- Facebook
- Web 1.0 Content
- Blogs
- Wikis
- Targeted Outreach
- Transactions
- USA.gov
- ?.gov's

Center: Action / Message / Audience

Numbers: 1, 2, 3, 4, 5, 6, 7

Legend panel (right side):

1. **Web 1.0 Content**
   Reports
   Analysis
   Press Releases
   Speeches
   Testimony
   Regulations
   Data
   Statistics
   General Information
   Photos
   Videos
   Audio
   Maps
   Guides

2. **Blogs**
   Narrative
   Updates
   Opinion
   Context

3. **Wikis**
   Knowledge

4. **Targeted Outreach**
   Contact Lists
   Subscribers

5. **Transactions**
   Subscriptions
   Registrations
   Payments
   Contacts

6. **Other GOV Communication Channels**
   Contributions/participation in USA.gov
   Contributions/participation in GOV portals
   … what else?

7. **Non-GOV Communication Channels**
   Participate in social networking sites
       (Facebook, LinkedIn, etc)
   Broadcast live updates on events, programs, etc
       (Twitter, TXT messaging services, etc)
   Publish multimedia content where your
       audiences go naturally
       (YouTube, Flickr, iTunes, etc)

Resources

- Social Media Subcouncil
  - http://tr.im/govsocmed
  - Will produce business cases, library, speakers bureau, etc.
- Follow me on Twitter: http://twitter.com/levyj413
- Read my blog: http://levyj413.wordpress.com
- Hundreds of other gov't Twitterers: http://www.bearingpoint.com/GovTwit