

ATLANTA 2016



USDOE'16

15th Annual DOE Small Business Forum & Expo
MAY 23 - 25, 2016 | ATLANTA, GA

Social Media: to the Government



www.dunitygroup.com

Where to start



Roger Vaughn,
Owner/CEO

Stacy Vaughn, Managing
Partner

Gov't Contractors Get Social



Benefits

Enticement

Give everyone a voice

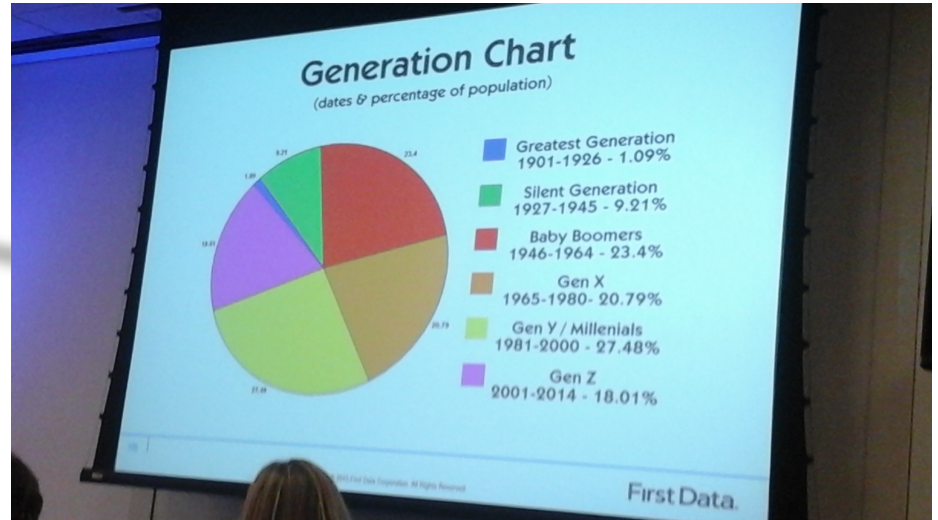
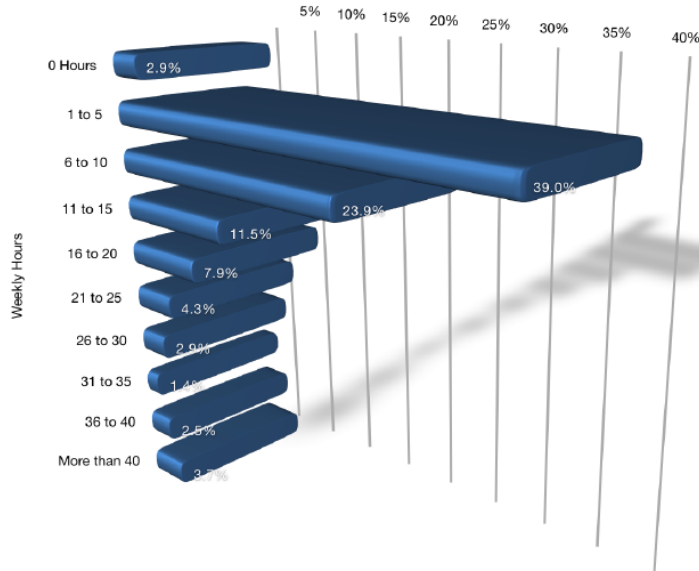
Up-to-date news

Efficiency



Social Media Challenge

Time commitment for social media marketing



GOV'T USE OF SOCIAL MEDIA

- **Nationally**
- **Forecasting Elections**
- **Disaster Preparedness:**
- **Regionally**
- **Earthquake Detection & Notification**
- **Locally**
- **Creating a Social City**
- **Emergency Response**



Strategic & Tactical

- Use schedulers
- Third party tools
- Hire someone
- Content is “King”
- Themes & Thoughts
- Trending & Teachable
- Value & Valuable
- Be adaptable



FOUR PILLARS

- **Employee engagement**
- **Team collaboration**
- **Business agility**
- **Social intranet**



FIRST PILLAR

Employee engagement

1. Create a written policy
2. Train employees properly
3. Get different levels of involvement
4. Make content easy to share
5. Motivate your employees
6. Track your employees' use of social media



SECOND PILLAR

Team collaboration

17 Hats – booking clients, managing projects, etc.

Hootsuite – Multiple team members, social media analytics, manage all social networks

Bitrix24 – chat, project & timeline setup, company pulse



THIRD PILLAR

Business agility

Social media in BPM can accomplish this in three ways:

1. By collecting customer feedback and using it to adjust processes
2. By disseminating knowledge and increasing acceptance of new processes
3. By helping identify which processes really contribute to competitive differentiation.



FOURTH PILLAR

Social intranet

Social intranets differ from traditional intranets in two key ways:

1. Everyone can contribute to the conversation, either through content creation or through public comments.
2. They connect people who need information with people who have information to get work done and



DOE Social Media

	Web Address	Best Practices
Facebook	https://www.facebook.com/energygov	https://www.facebook.com/NNSANews
Twitter (@ENERGY)	https://twitter.com/ENERGY	https://twitter.com/SmallBizExpo
Flickr	https://www.flickr.com/photos/departmentofenergy	
YouTube	https://www.youtube.com/energygov	
Instagram	https://www.instagram.com/energy/	
SlideShare	http://www.slideshare.net/energy	
Storify	https://storify.com/energy	

Q&A



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Session Evaluations



SPEAKER/SESSION EVALUATION

Please place the completed evaluation into the evaluation box in the back of your session room or bring it to the registration desk.

SESSION TITLE: _____

Please rate each of the following:	Poor		Fair		Great
Overall Session Rating.	1	2	3	4	5
Session content matches the program description.	1	2	3	4	5
The speaker(s) appeared organized, informed, and delivered effective presentation.	1	2	3	4	5
Would you recommend that this/these speaker(s) return for future presentations?	<input type="checkbox"/> Yes <input type="checkbox"/> No				

**Turn over for additional questions*

SPEAKER/SESSION EVALUATION

Please place the completed evaluation into the evaluation box in the back of your session room or bring it to the registration desk.

What topics most interested you in this session?

What topics do you feel were missing in this session?

Additional comments: _____

Reminder

Please complete the Speaker/Session Evaluation Form located in your program guide and place the form in the basket in the back of the room.



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