

How to Successfully Use Social Media to Monitor Progress and Drive Accountability and Results

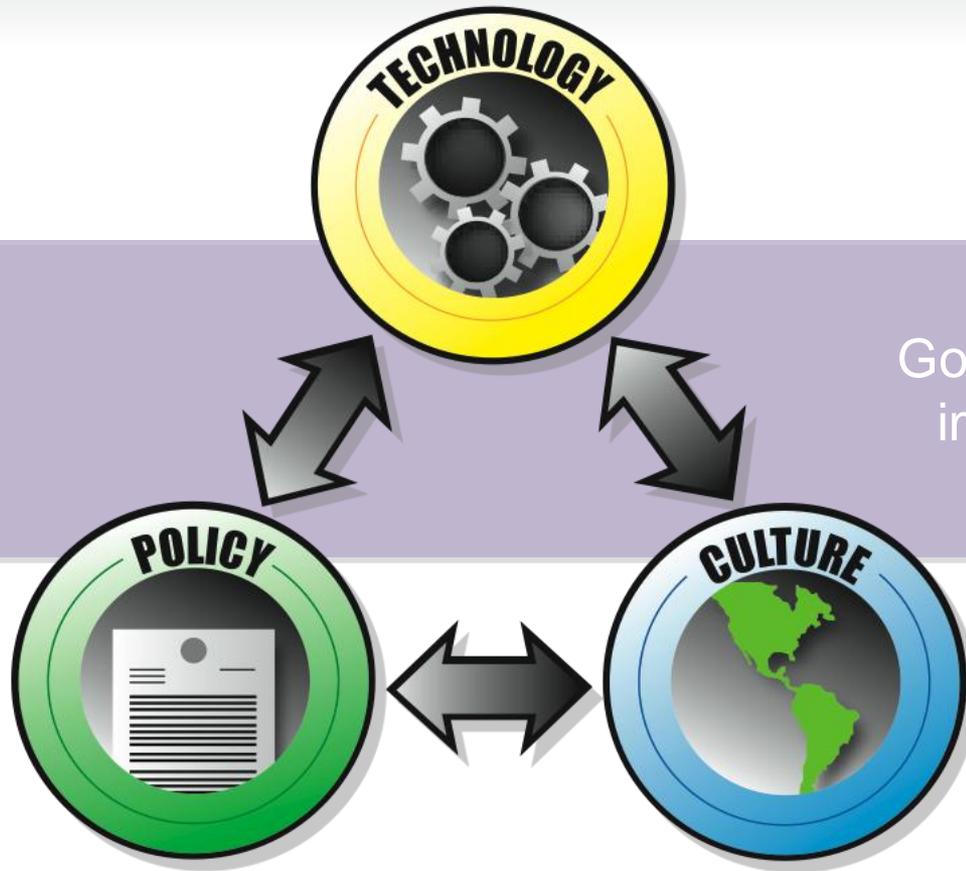
H. Giovanni Leusch-Carnaroli

April 19, 2012

Why are we here?

- A new focus on social media
- Strategic approach to social media
- Different types of use
- Infrastructure/framework for official use
- How to equip agency personnel
- Implementation and risk management
- Successful uses of social media

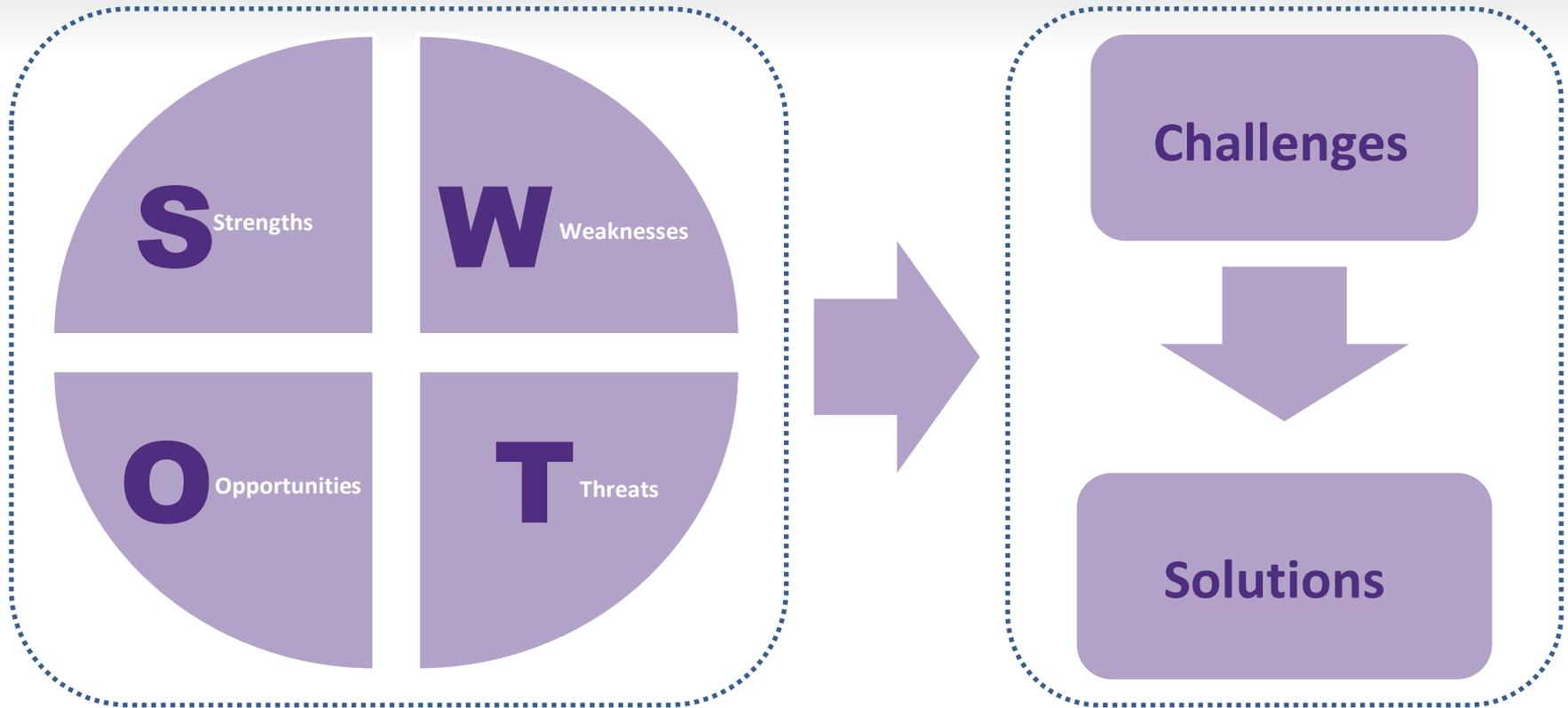
A new initiative comes along...



The President issues Open Government Directive, Agencies must implement and measure the value.
How do you get there?

*Open Government is not a program unto itself – it is, first and foremost, a business transformation tool designed to drive **mission performance** and **public value**.*

Open Gov strategic direction & goals



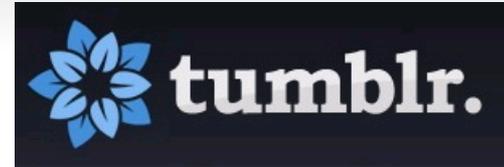
Agencies should Identify the key strengths and opportunities through the SWOT analysis, as well as the challenges and strategies for mitigating and solving the risks posed by these issues.

Strategic approach



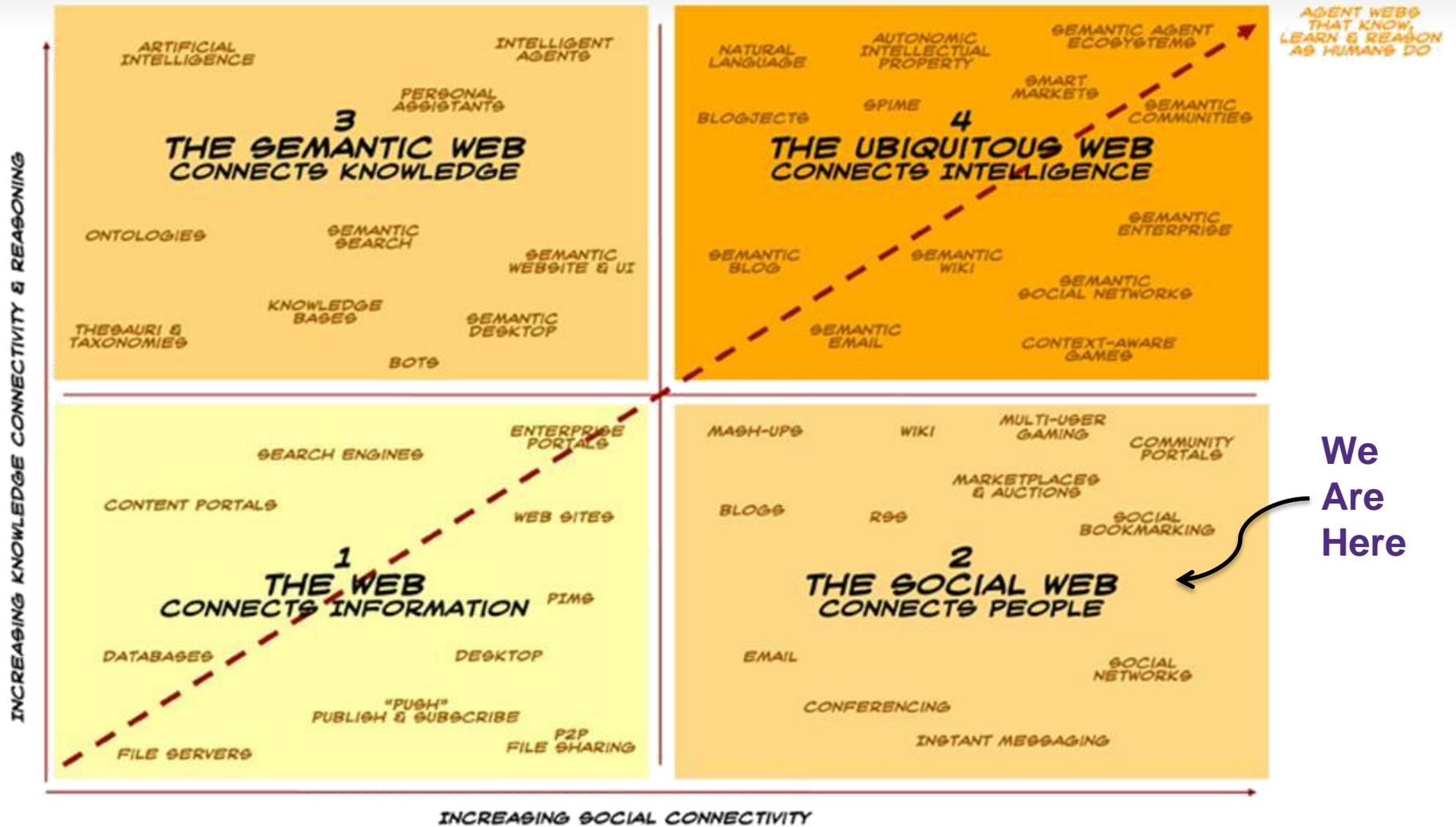
To take root, Open Gov principles should be promoted at all levels of an agency.

Developing a strategy for social media



To develop a strategy for addressing emerging technology trends in the public sector we must first clearly define our area of focus. Social media and new technologies address a vast landscape of innovative, web-based tools redefining the way we live, learn and succeed.

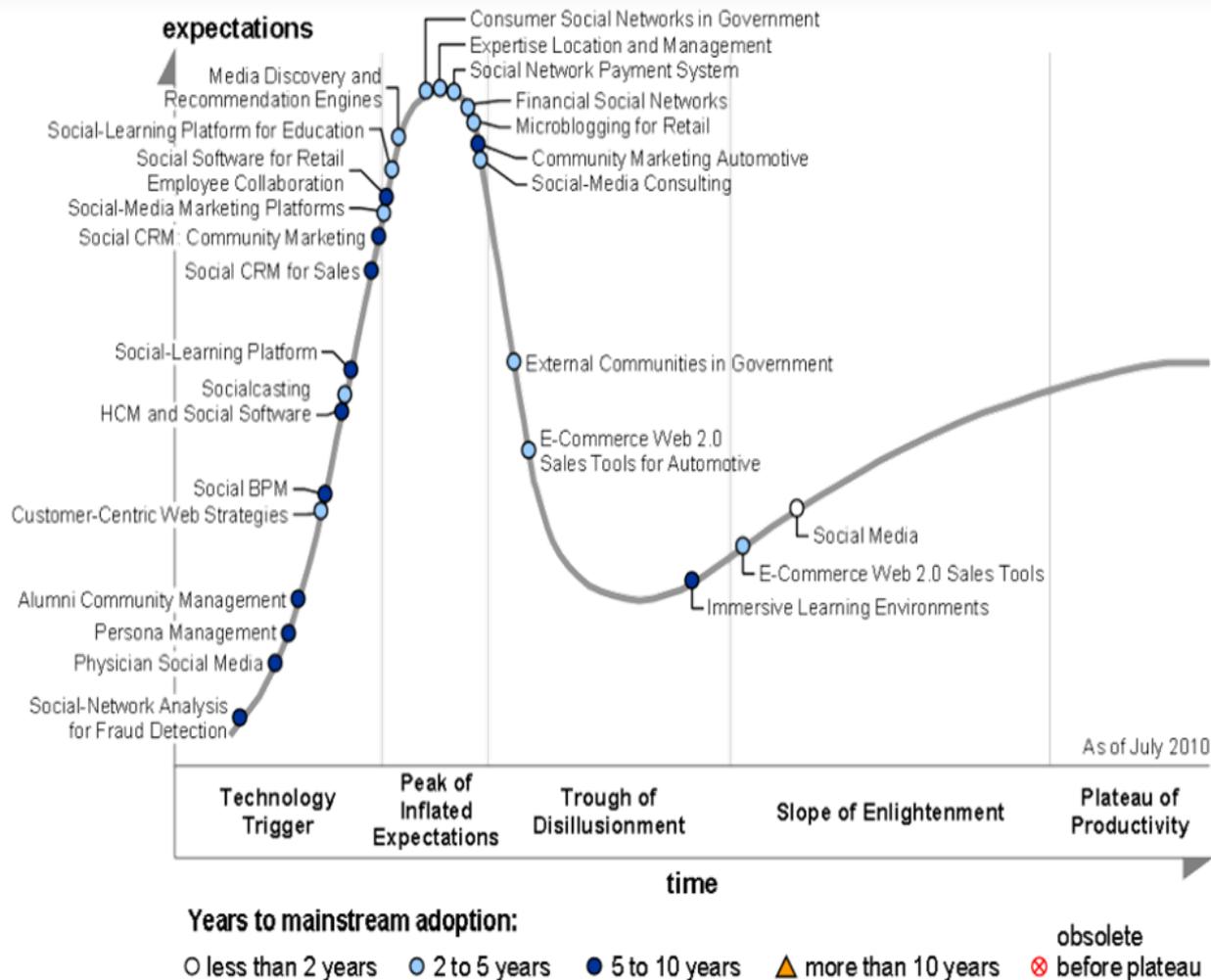
Web 2.0 is conversation & connections



SOURCE: NOVA SPIVAK, RADAR NETWORKS; JOHN BRISLIN, DERI; & MILLIE DAVIS, PROJECTION

Adoption of social media will continue to rise

Figure 1. Hype Cycle for Business Use of Social Technologies, 2010



The rise of the social media and new tech market has provided opportunities for agencies to become more efficient, effective and collaborative. Although these tools have been available for several years, adoption in has shown significant increase in the public sector.

Source: Gartner (July 2010)

Gartner Research, "Hype Cycle for Business Use of Social Media" 2010

Types of use



Official Use – when making an official statement or other public remark that reflect the views of DOT/FAA. Must be based on governing law and on explicit written standards, policies, and practices.

Professional Use – to further your job responsibilities or for professional development purposes, such as using external sites to engage with other professionals in a community of practice.



Personal Use – when not related to your official duties, whether or not you are using government equipment. Incidental use is permitted in the workplace.

Official use



Who can have an account?

Only designated employees working in public engagement and/or public affairs or IT support



Who approves accounts?

The DOT Office of Public Affairs (through your OA Office of Public Affairs (or equivalent)), the DOT Office of General Counsel, and the Terms of Service point of contact.



How do I know which tools are approved?

The DOT Chief Technology Officer maintains a Web 2.0 Tool Catalogue.

Official use



How do I handle Section 508 Compliance?

Not all Social Media tools are Section 508 compliant. Ensure equivalent access by making sure official content is posted on .gov site. Always provide alternative methods to receive feedback.



How should accounts be registered?

Many Social Media tools require users to sign up or register. Use a generic DOT or FAA email address wherever possible; Change password frequently – at least every 90 days – to keep the account secure.



How do I manage privacy?

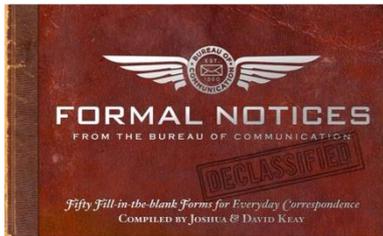
DOT will conduct Privacy Impact Assessments where required. There is a generic PIA for “standard” use; monitor the tool’s privacy policy for changes/risks, and post the privacy notice on your site/page on that site.

Official use



Are there Intellectual Property Concerns?

Yes. Often, these sites let you link to or share other peoples' content. Never embed someone else's content unless DOT has permission to use the work. Always attribute the source.



What notices need to be posted on these sites?

Always link back to your official .gov site – nothing on these third-party sites is official. Post privacy, intellectual property, and citizen conduct policy (if the tool permits interaction).



What about records?

Follow your records management policy and keep records according to appropriate schedules. If you think content on one of these sites might be a record and there isn't a schedule, work with your records management staff.

Official Use



What about advertising and endorsements?

Many of these sites make money using ads. You should try to set up accounts that block these for government users. If you can't block the ads, there's a waiver you must fill out.



Can these sites be used for official notice?

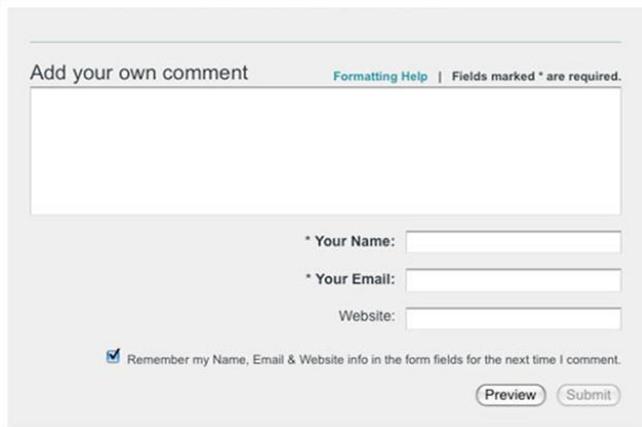
No. Communications through these sites are not legal or official notice.



Can these sites be used for official comments?

No. These sites cannot be used to collect official comments. Always explain how you will use any communications you receive from the public. Make sure users know how to submit official communications.

Official use – PRA does not apply if...



A screenshot of a web form for adding a comment. At the top, it says "Add your own comment" with a link for "Formatting Help" and a note that "Fields marked * are required." Below this is a large text input area. Underneath are three input fields: "* Your Name:", "* Your Email:", and "Website:". At the bottom left, there is a checked checkbox with the text "Remember my Name, Email & Website info in the form fields for the next time I comment." At the bottom right, there are two buttons: "Preview" and "Submit".



Unstructured solicitations that let the public respond in the manner they prefer or opportunities to provide general comments.

You're basically holding a public meeting, which may include interactive meeting tools like conference calls, webinars, blogs, etc.

You're issuing a general solicitation of public comments or ideas.



If you're providing an opportunity to participate in a contest that involves the submission of essays, videos, software, applications – as long as you don't collect more information than that's needed to contact the entrants.



You provide the opportunity to subscribe for updates, alerts, notifications, or RSS feeds.

Equipping our people with tools

United States Department of Transportation

Select One Library | Communities | Help & Support | DOT.gov

DOT NET

Search this site Go

Fast, safe, efficient, accessible, convenient transportation for the American people.

Home About DOT Employee Services Work Tools News Center

Home > Work Tools > IT Catalog

IT Catalog

Tools & Services to Enable Agility

Explore the IT Catalog

- Business Apps
- Productivity Apps
- Web 2.0 Apps
- Services

Learn how to use the IT Catalog

Technology @home

The Office of the Chief Information Officer (OCIO) is excited to launch the new IT Catalog! The catalog is your single location to find, learn about, and access all IT services and apps. In this catalog you will have access to:

- **Business Apps** – these are apps that help you accomplish your mission more effectively.
- **Productivity Apps** – these are apps that help you do your job more efficiently – whether they're running on your DOT computer, or they're running in the cloud.
- **Web 2.0 Apps** – these are cloud-based apps that help you enhance your Web presence and engage with citizens and stakeholders. Some of these can even be used for internal collaboration.
- **Services** – these are IT services that help you keep your program in compliance, support your IT program management efforts, and more.
- **Tech@home** – through DOT's Home Use Program and vendor relationships, DOT employees have access to discounts on some tools and services.



- Home
- About DOT
- Employee Services
- Work Tools
- News Center



Living the Legacy of Dr. King

- ### Action Center
- CASTLE (Leave Requests)
 - Phone Books
 - Conference Rooms (HQ)
 - Cafeteria (HQ)
 - Payroll/Holidays [PDF]
 - eOPF (Personnel File)
 - Employee Express (Pay Stubs)



Do you have the next great DOT idea? IdeaHub is an online community that uses social media to foster innovation and collaboration. Develop, rate, and improve innovative ideas for programs, processes, and technologies.

[Submit an idea to IdeaHub]
[Join the IdeaHub Team]

Announcements

DOT Announces New Social Media Policy and Guidance for Official Use
June 1, 2011
DOT CIO Nitin Pradhan announced a series of approved social media tools for official use by appointed DOT staff in all operating administrations.

Early Dismissal Wednesday
January 26, 2011
Owing to the impending winter weather likely to start this afternoon, DOT employees in the Washington, D.C., metropolitan area should depart from work two hours earlier than their normally scheduled time.

COE SERVICE DURING GOVERNMENT CLOSURES DUE TO INCLEMENT WEATHER
January 26, 2011
To increase awareness of our service offerings, ITSS is

Messages from the Secretary

- **Thank You for Your Generosity**
January 18, 2011
- **Safety and Security at DOT**
January 13, 2011

More

In the News

- Secretary's Speeches
- Press Releases
- Briefing Room
- DOT News Clips



Videos

Employee Satisfaction Results

United States Department of Transportation Modal Intranets | Library | Communities | Help & Support | DOT.gov

DOT NET

Search this site

Home | About DOT | Employee Services | **Work Tools** | News Center | Add Mode

Home > Work Tools > Social Media

Work Tools

This page is dedicated to providing DOT employees with links to internal and external resources that will enhance productivity throughout the department. Each box is designed to provide key forms and policies that affect every employee.

Forms

- DOT Forms
- Employment Verification [doc]
- OPM (Standard/Optional/FEGLI)

[More](#)

Travel

- FedRooms
- Travel Card Management Policy
- Premium Class Travel Policy
- "Public Law 105-264: Travel & Transportation Reform Act of 1998" [PDF]

[More](#)

Online Compliance

Website Compliance

- Website Compliance Checklist
- New Website Registration Form
- Section 508 Resources
- DOT Linking Policy

Privacy

- Privacy and System of Record Notices
- Privacy Policies and Procedures
- Privacy Training Courses
- Privacy Regulations

Social Media Compliance

- Social Media Policy
- Social Media Tools

[More](#)

Phone Books

- DOT HQ Directory
- FAA Directory

Security Processing

- Personnel Security Processing Center/ID Media Operation

IT Requests

- Report an Incident

Communication

- Merriam-Webster "The Language Center"
- Thesaurus
- Acronym Finder

Home > Work Tools > Social Media

Disclaimer

The Department encourages the responsible use of Web-based interactive technologies including approved, DOT-sanctioned social media tools by appointed employees in support of DOT's mission. The use of such tools must be for the purpose of enhancing communication and increasing the exchange of information about DOT activities and programs with the public, Federal, State and local partners, and other interested stakeholders. When using any and all social media tools, employees are bound by the same conduct and ethical rules that apply to offline conduct, including the Standards of Ethical conduct for Employees of the Executive Branch, [click here](#).

Social Media Catalog and User Guidance

The Office of the Chief Information Officer is proud to offer a one-stop shopping center for the Department of Transportation and all operating administrations for divisions and professionals to choose, apply for and get guidance on how to integrate social media tools into your business process. We currently have 10 tools pre-approved for department use along with guidance on each tool. The tool catalog gives a summary of each tool along with the approval process for official use.

Social Network

Facebook

- Compare & Select
- User Guidance
- Other Options

Photo Hosting & Sharing

Flickr

- Compare & Select
- User Guidance
- Other Options

- #### Phone Books
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Page Continued...

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Tool Catalog



Product	FACEBOOK
Description	The world's largest social network with nearly 500 million users. The tool allows users to share links, photos, videos, along with other features and minor personalization.
Engagement Type	Individual users tend to view Facebook as a more personal network and tend to connect with family, friends and personal brands.
Target Audiences	Citizens, Professional Groups
Frequency	Facebook requires semi-regular updating and a potentially high rate of engagement.
Record Retention	Third-party options for record retention.
Staffing	Can be handled by single user.
Cost	No cost for basic account.

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User Guidance



FACEBOOK

Introduction

The first step is setting up your account. As outlined in DOT policy and approval documents, an individual employee's email cannot be used to set up account. Be sure to use approved, division or OA specific email address created for the account.

Logo Usage

As outlined in DOT social media policy, you cannot use seal unless. So select either you division's logo or a photo that depicts the division accurately.

Standard Content

Facebook includes an "About" and profile section that should be completed. Please use both boiler plate description of DOT provide below along with any division specific information. For the profile section, we recommend you insert both the URL for DOT as well as your specific division or OA URL.

'Friend' Policy

Facebook requires semi-regular updating and a potentially high rate of engagement.

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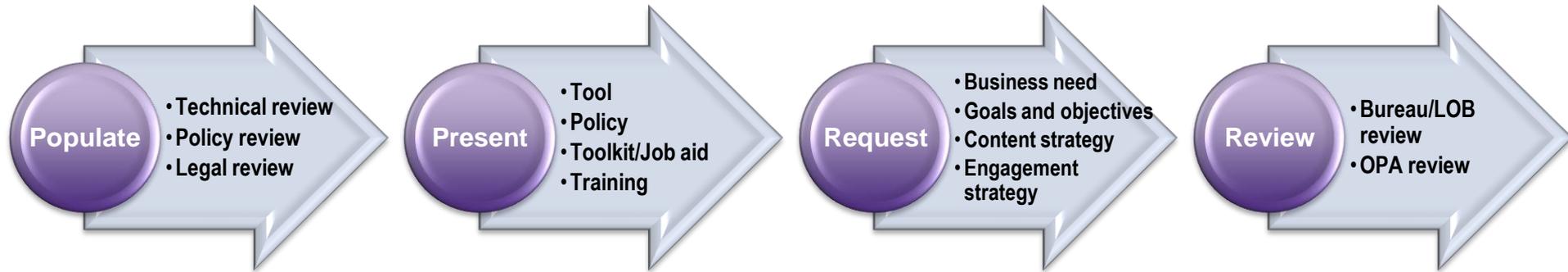
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Enabling agility, managing risk

Catalog Process



Risks Mitigated

Only select tools that protect privacy of the public, are safe to use on agency networks, and have acceptable Terms of Service.

Develop guidance on appropriate use to maintain compliance

Educate current and potential users on proper uses – what features of tools can and cannot be used.

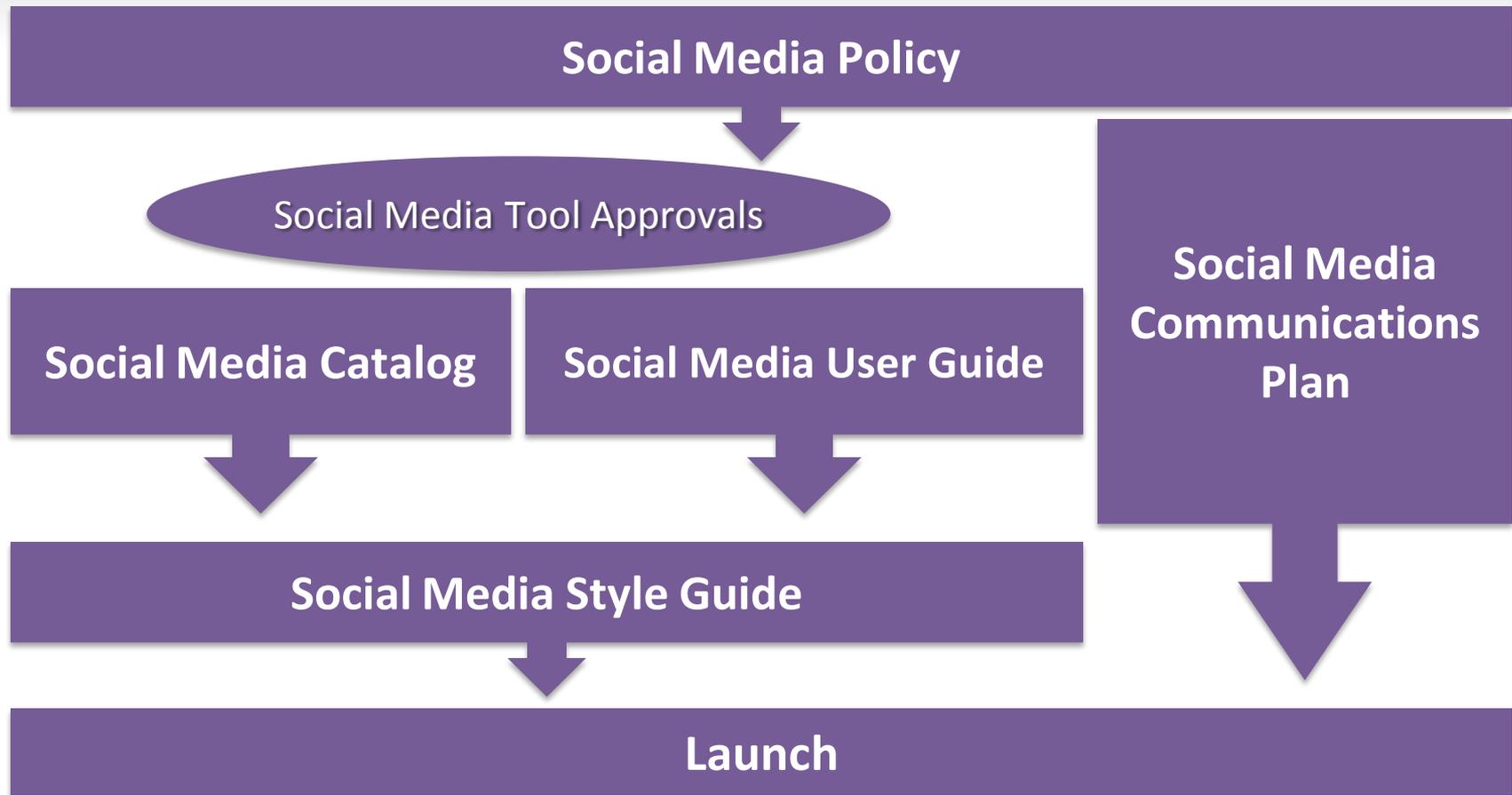
Provide guidance and training on records and privacy practices.

Drive potential users to appropriate approval channels, ensuring they develop a detailed plan for how they will use tools.

Route potential users through levels of approval outlined in the policy, establishing management control and maintaining an inventory of official activities on these tools.



Implementation is key



Social media and new technologies address a vast landscape of innovative, web-based tools that redefines the way government works, learns and communicates, which presents opportunities to drive new business and add value to existing projects.

Social Media *Awareness* Campaign

- To focus on educating all employees about Social Media policy
 - Four to five Key Messages
 - Emphasis on awareness and education around policy
 - **Not** a campaign to promote general usage
 - Social Media policy overview as part of the on-boarding process for new employees (in collaboration with HR)
- To include use of Social Media tools to communicate messages, (e.g., video clips posted on Intranet demonstrating do's and don'ts with Social Media tool usage)
- To include targeted communication to bureaus/LOBs, top-level Managers, Division Heads, official users and content owners
- In collaboration with OPA, provide best practice guidance

The goal with the Internal Communications Plan is to generate awareness for employees concerning what is and what is not acceptable with regard to Social Media tool usage.

Successful use of social media

At the DHS Immigration and Customs Enforcement (ICE) Student and Exchange Visitor Program (SEVP), we were engaged to deploy a interactive, user-friendly .gov Website (titled STUDY in the STATES) as part of the communication platform for Secretary Napolitano's new Academic Engagement Initiative. This initiative seeks to retain the 'best and brightest' international students who pursue educational programs in the United States. In addition to the Website, the campaign consisted of broadcast news items, blog posts, resources, etc. to international students via modern platforms and channels (i.e. Twitter, Facebook and RSS feeds).



Successful use of social media



At the Department of the Interior, Geospatial Line of Business (Geo LoB), we facilitated the development of the Geospatial Platform – to more effectively provide place-based products and services to the American public – by leveraging a web-based idea management and suggestion box platform to garner comments from stakeholders across the geospatial community.

By enabling stakeholders to easily comment on the strategic plan for the Geospatial Platform, we were able to acquire over 350 thoughts and comments that helped shape the final iteration of the plan.

Successful use of social media

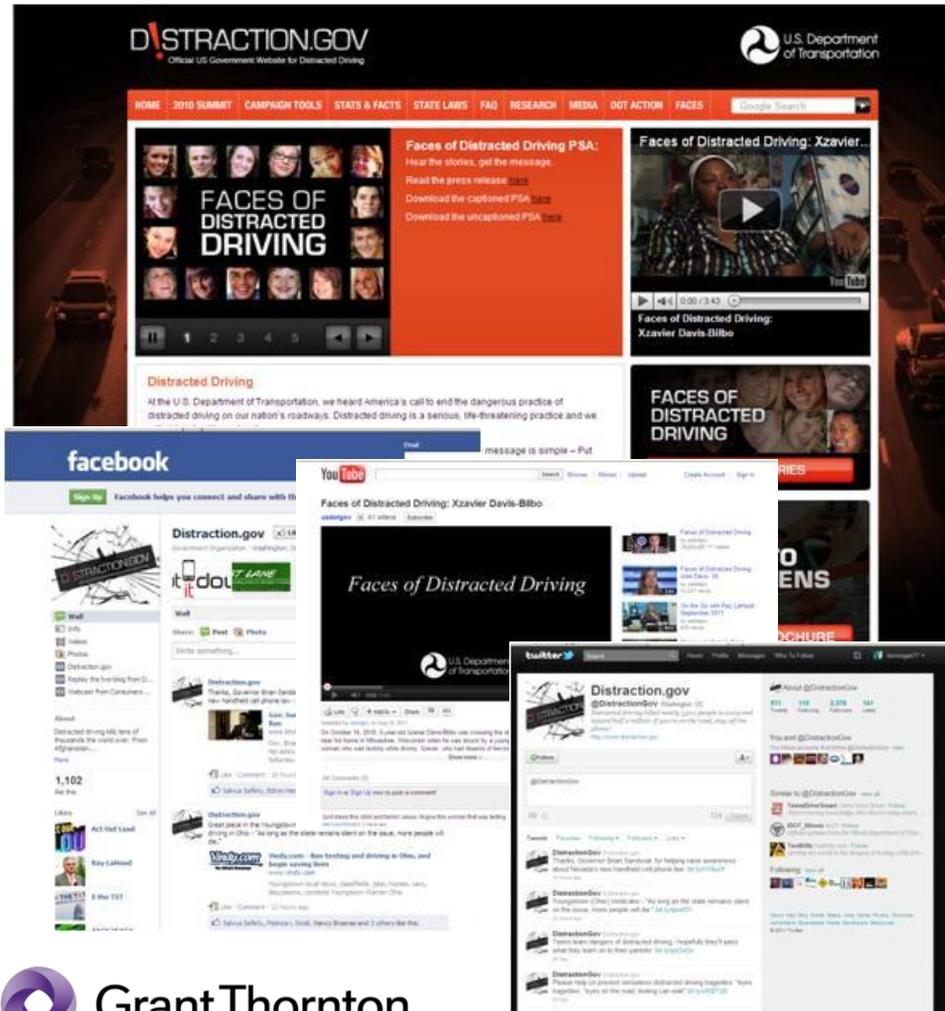
At the National Aeronautics and Space Administration (NASA), we leveraged the social media Yammer to build a no-cost, light-weight social learning platform for executive training sponsored by the Office of Human Capital Management. This one course pilot has been scaled out to support other training opportunities across the agency.

The screenshot shows a Yammer group interface. At the top, there's a search bar and navigation options like 'My Networks' and the user's name 'Rebecca Lee'. The group name is 'Practical Human Resource Solutions for Supervisors' and it's a private group. The main content area shows a feed of posts. The first post is from a user with a NASA profile picture, asking about performance impact statistics. The second post is from another user with a NASA profile picture, asking about LARC book standards. There are also options to 'Add Members', 'Upload a File', 'Create a Page', 'Schedule an Event', 'Post a Poll', and 'Post an Announcement'. An 'INFO' section on the right provides details about the course and its facilitators.

- Real-time student interaction.
- Sustainable peer-to-peer learning environment.
- Integrated with legacy LMS Plateau and HCM websites.
- Extendable knowledge management capabilities.

Measuring outcomes can be challenging

One of DOT's strategic objectives is Safety. To further that objective, DOT initiated the Global Campaign to End Distracted Driving, a traditional and social media approach to a policy issue.



Some Statistics on DOT Secretary ...

- 8,753 “Likes” on Facebook
- 28,422 followers on Twitter

So where are we now?

- 35 states (plus DC & Guam) ban text messaging for all drivers. **Twelve of those laws passed in 2010 alone!**
- 9 states (plus DC & Virgin Islands) prohibit handheld cell use while driving

*It's not just “social media” ... it's the **application** of a powerful tool to communicate the Department's mission in an open way to generate positive mission outcomes, communicate performance objectives, and achieve them.*

Creating digital public space

Much of what U.S. DOT does has a strong public involvement angle - better involvement means better policies, and an effective digital space can enable this.

The image displays two screenshots from the U.S. Department of Transportation's digital public space. The top screenshot shows the 'Regulation Room' website, which features a 'CURRENT RULE' section for 'AIR TRAVEL ACCESSIBILITY' and a 'WHAT'S HAPPENING NOW' section with recent announcements. The bottom screenshot shows the 'Digital Transportation Exchange (DTE)' website, which includes a 'Browse Complete Ideas' section with a list of ideas such as 'Keep it Clean' and 'Extend the deadline for comments'. The DTE website also features a 'CONTRIBUTORS' section and a 'LEARN MORE' section.

The Digital Transportation Exchange (DTE) will **connect** citizens, businesses, industry, state and local governments, entrepreneurs, researchers, and investors through a public private partnership like never before — creating a **thriving marketplace** for transportation solutions.

Some Statistics...

- Piloted 4 rules on Regulation Room – over 1,200 users and 24,000 comments
- Conducted online dialogues around DOT, FAA, and FMCSA strategic plans
- Created national dialogues on blue-collar women in transportation, regulatory review, and environmental justice

Does it work?

The dialogue on the Digital Transportation Exchange extended *well* beyond Washington, DC.

Participation map



The extent of the participation drove the quality of the dialogue.

Conclusions

- Lead with the mission
- Equip people with the right tools
 - Support proper use
 - Make it easy to manage risk
- Measure the value of “being open”
 - Design effective digital public space
 - Monitor and make it successful

The mission and the objective drive the technology,
but the people make it happen

Questions





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