

SOCIAL MEDIA AND LOCAL GOVERNMENT NATIONAL ROUNDTABLE



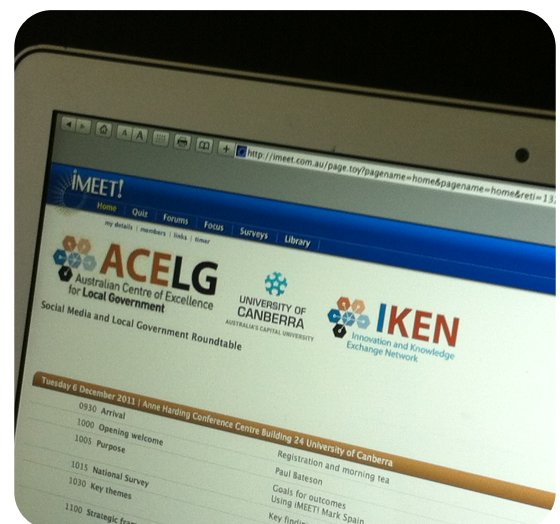
PURPOSE OF THE ROUNDTABLE

To provide:

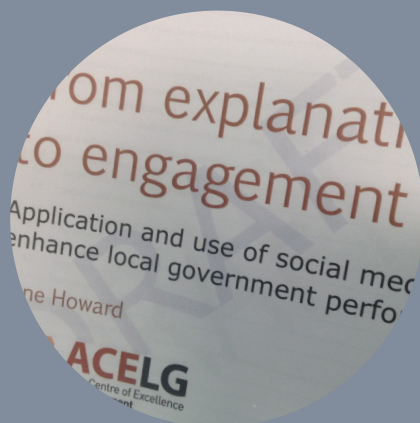
- Feedback on the Social Media and Local Government draft issues paper
- Guidance for development of a strategic framework for the adoption, application and use of social media across the Australian Local Government sector
- Preparatory strategic input to development of a program for a National Forum for Social Media and Local Government, planned for October 2012

TOP 3 ISSUES FROM THE SURVEY

- ▶ **EDUCATION** - cultural change of people and organisations through improved understanding of SM as a powerful communication channel or tool - this has implications for council policy and management.
- ▶ **RURAL-REMOTE/INDIGENOUS** local government - very different circumstances and capacity etc re SM.
- ▶ **POLICY, PROCEDURES & RESOURCING** - impact on council budgets and resources.



1. KEY OUTCOMES



1. What outcomes would you like to see from today?	
Better understanding of the opportunities, challenges and constraints available for using social media in local government, including community engagement, resourcing, capabilities and technology.	Total 6
Concrete actions for developing a strategic framework: who does the work, how do we consult key people, how do we make sure it's broadly relevant.	Total 4
Feedback on Issues Paper – ideas, suggestions, case studies etc	Total 3
The need – who, what and why for the National Forum?	Total 2
Issues around NBN and its opportunities to reach hard-to-reach communities	Total 1

2. KEY THEMES

- Challenge assumption that "young people get social media"! For many young people social media = Facebook only
- Social media is not just facebook and twitter, there are a wide range of other social media tools available for different purposes.
- Cultural issues as barriers needs to be addressed
- Understand what education has already been undertaken by state/council
- What is the community perspective of social media usage in local government?
- Data - need to understand what the data means
- Support, training and resourcing/cost planning/ implications.
- Better understanding by management and elected reps.
- Establishing community need/council objectives align to use of social media
- The survey highlights that it's business as usual for local governments. How do we shift the paradigm to facilitate engagement and collaborative government? (For example, leadership and logistics.)
- The report needs to place social media in the context of the higher level governance and strategic approach to communications and engagement by local government



- The issue of audience needs to be addressed - ie how do the needs, preferences, demographics and characteristics of local government constituents drive the adoption of social media.
- Key to effectively adopting social media is educating councils about its impact, busting the myths, being across the practicalities.
- Education and training for councils, elected members and communities.
- Re: the report: a literature review and summary of existing research into local government adoption of social media would be useful

• Good start but much more work to be done on measuring effectiveness of councils in using social media, relevance of messages, how it should be integrated with other forms of communication.

BRIEF SUMMARY OF DISCUSSION

- **There needs to be a recognition of the role of social media in the broader communications and governance/ corporate strategic picture of local governments**
- **A greater understanding and recognition of the diversity and information preferences of local government constituents is needed for social media use**
- **A "toolbox" is needed for policies around, and delivery of, social media strategies. (ie sm guidelines, best practice, training, etc).**



3. WHAT ARE THE IMPLICATIONS FOR CREATING A STRATEGIC FRAMEWORK FOR ADOPTION AND APPLICATION? WHAT ELEMENTS MUST THE STRATEGIC FRAMEWORK HAVE?

- Where should national resources be focused?
- How do we network resources and best practice?
- Strategic framework should provide guidance to local councils on how social media fits with broader governance, communications (addressing opportunities and challenges), civic education, how to make best use of technology commercial opportunities (e.g. those provided by NBN)
- Social media and network/IT security. Exchanging IT best practice and overcoming technological barriers.
- Needs to be flexible enough to incorporate new tools and developments as they occur
- Needs to be timely and practical.
- No framework needed. Tools/how-to guides are needed. Best practice.
- Strategic framework needs to address innovation. How do we use social media to drive innovation in local government products, processes and services?
- National approach to training, delivered through State Associations.
- Three target audiences / training streams:
 - - Practical skills for staff
 - - Senior Management high level understanding
 - - Elected Reps corporate side and practical/engagement side
- Would Brisbane City Council see any benefit in adopting a framework that has to relate to all councils, no matter their size or capacity?
- Poke.
- Strategic framework should be a wiki or similar.
- Application of social media to service delivery.
- "Like"
- 140 character limit for the vision, please.
- Can a strategic framework have any practical use when issues and priorities change from council to council?
- A strategic framework must advocate a vision, mission and value. Must challenge councils, senior managers and elected members to adopt and implement new practices.
- Practical Tools
 - - Case studies (living examples)
 - One size does not fit all. Need to be flexible to take account of resourcing capacity, local priorities of individual councils.
 - How can we network resources and best practice?

SUMMARY OF DISCUSSION

- **Encouraging a culture of leadership and innovation. Local government communicators need to challenge themselves about how to think differently regarding use of technology and engaging their communities.**
- **Emphasis needed to be on practical, best practice solutions that were flexible enough to meet the needs of a diverse local government sector.**
- **Is there a need for a strategic framework at all?**

4. IMPLEMENTING THE THEMES

EDUCATION SUMMARY

- **Support for national training. Audit existing training available first. Target training for different needs and audiences. Some key messages for training suggested particularly around councils understanding their audiences and their communication needs. Is there a role for council in extending training into the community ie equip community with social media skills**
- Don't make assumptions about behaviours of different groups in the community
- Different approaches required dependent on the community literacy, linguistic and cultural expectations/needs.
- Outline how to develop a "social contract" with the community around the use of social media
- Who pays?
- Tailor education and training to reflect diversity within community and council workforce.
- Ensure elected members are aware of the pitfalls of using social media. Are they campaigning or representing local councils?
- - identify conceptual, educational, institutional, contextual/environmental/external barriers/triggers to effective use of social media
- Variation of skill base within councils across whole spectrum of communications activities
- Identifying social media champions within local government to break down misconceptions, combat negative assumptions about social media.
- National training content development with state level responsible for delivery
- Understand how it fits within broad communication strategy and within the mix of communications tools and how it is different
- Audit of relevant education already provided
- Education for broader understanding among senior managers for how social media can achieve/contribute to council objectives
- Education for practical skills
- National training program to be delivered through each State Association

REMOTE SUMMARY

- **Access and equity, technological barriers to access. Rise of mobile which has potential to overcome gap in internet connectivity. Adapting social media use to suit environment and access. Avoid alienating parts of the community. Cultural and linguistic diversity should be explored, meeting the aspirational needs of local community.**
- Community needs to be empowered to tell the stories they want to tell. Councils provide the means to allow community to create the message.
- For indigenous councils, there has to be a pay-off to using social media in terms on their priorities: jobs, health, economic development. Relate more to community governance.
- Develop audience-appropriate ways in which social media can be used as a tool for social inclusion, including identification of collaborative community partners
- Build communities by creating content around linguistic diversity.
- Policy implications of the NBN may exacerbate a net version of haves and have-nots within council areas.
- Remote
- Rural and remote council under resourced in terms of staffing with expertise in social media and other communication tools
- If the infrastructure was there social media might open up markets for remotely based business and give people more opportunities to live in remote areas
- Integration of communication platforms and technology. The role of mobile comms in remote communities together with public and community broadcasters/press.
- Bandwidth will limit capacity of remote/indigenous councils and communities to participate in social media
- Need to understand implications of the National Broadband Network for Rural-remote and indigenous councils

RESOURCES SUMMARY

- **Quantify internal and financial resources needed to manage social media within councils, and share information for resource planning. Develop scalable skeleton policies and procedures for sharing across councils and jurisdictions.**
- Position description for a 'social/digital media officer'
- Develop skeleton policies and procedures for sharing across councils and jurisdictions.
- Leadership is key. Influencers and thought leaders within council need to drive the process.
- Quantify internal and financial resources needed to manage social media within councils, and share information for resource planning.
- Training/education/awareness to build confidence in the use of social media channels and the technology that supports them - target audience = Councillors, Council staff, community and organisations.
- Data on service improvements and/or resource reallocation over time to track and demonstrate the emerging role of social media to revolutionise business practice
- Case studies, best practice guidelines, templates, how to, social media for dummies
- The resource bubble - initial investment to enter social media. Eventually it may be possible to reallocate resources eg take a customer service operator off the phones to respond to the Facebook feeds
- Scalable policies, procedures and resources

5. WHAT SHOULD BE THE ELEMENTS IN ANY PROPOSED PROGRAM FOR A NATIONAL FORUM OR ALTERNATIVE IN 2012?

- Explore online tools and strategies to share best practice, exchange ideas and collaborate to develop expertise and knowledge on local government use of social media
- Social media expo/roadshow/festival to bring the expertise to communities and councils.
- Integrating social media with the conference and proactively recommending it is used.
- What about agreeing on an Australian LG Social Media hashtag!
- Smaller group of "apostles" to progress the challenges and opportunities of social media for government
- Social media 101 - education and training sessions.
- Need to explore incidental demonstration of social media in ALGA NGA and LGMA National Congress.
- Hold it in Melbourne or Sydney because its only 1 flight away from capital cities and enables greater participants
- Need to be very clear about objective of a National Forum - and matching potential audience to content.
- Half day bootcamp session for elected representatives in association with National General Assembly
- Online forums for certain questions to be asked and debated at designated points in time and archived as an ongoing resource
- Explore the benefits of "piggybacking" off existing local government forums _ ALGA national congress, state associations.
- Need to consider each state and territory assoc. conference as opportunity for sessions on social media
- If there is a broad audience forum would need to be sessional to allow for different needs to be catered to eg workshop/ bootcamp sessions and plenary sessions

6. NEXT STEPS

- Start discussion on Curation of local government social media including hashtags
- Talking Heads series of key thinkers/ showcases of better practice (ANZSIG/ ACELG)
- A full survey research report will accompany the final Social Media Issues paper.
- AE.HOWARD@BIGPOND.COM - feedback on draft issues paper by mid jan 2012 at the latest.
- Would like to see the paper finished. Anne is happy to receive further comments or feedback via email.
- Paul is going to set up IKEN for everyone here. It will be used as a repository for social media documents.
- Mark and Paul to get email to everyone by close of business tomorrow.



WHAT IS ALREADY HAPPENING IN THIS AREA?

- Credible sources list for Twitter, contains all local government Twitter accounts and other relevant authorities.
- Random resources - in UK: Involve; The Ash Centre at Harvard (US); Europublin, in Europe; AGIMO website (Gov 2.0 showcase); University of NSW Attitudinal Data Archive; "America Speaks"- social movement around social media; "Crystal Interactive", multinational which develops technologies that inform decision making....etc....etc
- LGAQ: Incorporating social media use in key forums like annual conference.
- Gov 2.0 task force website has lots of resources
- Methodology of Professor Lawrence Pratchett - diagnostic tool for web 2.0/social media applied in European Union.
- NZ LG Web Network have model policy, guidelines and toolkit - avail publicly
- LGAQ: Using social media (Twitter) to engage with key journalists, politicians and influence debate on policy that affects local government.
- Plan for "belt and braces" model for small Councils (liaising with ACELG) - LGA of SA
- NSW web network (facilitated by NSW LGSA).
- WALGA: Building smartphone app for sector to allow 2 way communications between community and council, supported by statewide above the line campaign.
- Include examples in Showcase Conference with next half-yearly meeting - LGA of SA
- Other informal networks providing ongoing opportunities for sharing of ideas and practice
- Demonstration (e.g. Twitter-fall at AGM) - LGA of SA
- Need for central repository of social media policy, guidelines, tools, documents, strategy, research, as it relates to local government.
- WALGA: Running workshops with comms officers, ceos to encourage greater take-up of social media. Do it regularly to keep content fresh and front-of-mind among councils.
- Risks Paper/Model Council Policy(based on MAV) - LGA of SA
- Government Communications Australia conference in February focusing on social media and featuring half day social media workshop
- Social Media Suite for Brisbane City Council - Social media procedure, social media guidelines, social media response procedure. Currently available on request basis, but intention is to make it openly available as part of wider Open Gov movement.
- Many training opportunities in existence eg Victorian Government's Victoria Online series
- Various policies and guidelines eg moderation guidelines available online
- Eurobodalla Council: Targeted social media. Three staff. Facebook used for segments of community: skaters, surfboard riders. Looking at new apps to allow community to do business with council online.
- National conference in social media in the public sector planned in Melbourne in March 2012
- Social media use during Brisbane floods - best practice example can be seen on IKEN.
- Social Media Guide produced by the Municipal Association of Victoria
- Template social media policy purchased and implemented in various forms by 48 Victorian councils
- Discussion paper on corporate applications of social media for communications professionals to lead discussion with senior management teams and councils
- Training for communications professionals on practical skills and risks and benefits