



# FROM EXPLANATION TO ENGAGEMENT

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# OVERVIEW

What is social media and Web 2.0?

Examples of popular social media networking sites

Growth of social media, mobile technologies and apps, and opportunities for local government

A model to explain rapid increase in use of social media by constituencies drawing on Everett Rogers Diffusion of innovations

Research question –

- Local government's use of social media – how are councils using social media?
- Potential of social media to deliver outcomes that can lead to improvements in efficiency, effectiveness and responsiveness

Communication model – The *Howard Communication Matrix*® – social media's role

What worries councils about adopting social media?

Overcoming the hurdles – learning from social business readiness to overcome barriers

The future / potential



# SOME POPULAR EXAMPLES OF SOCIAL MEDIA



# AUSTRALIA'S FASTEST GROWING SOCIAL MEDIA ACTIVITIES

Australia's Fastest Growing Social Media Activities			
Activity	2009	2008	YOY Change
Read messages on Twitter	23%	7%	16%
Interacted with a brand via social network	38%	23%	15%
Read a wiki	72%	61%	11%
Posted on Twitter	13%	4%	9%
Browsed/followed brands on Twitter	14%	5%	9%
Interacted with people on a social network	63%	55%	8%
Watched online video for product/service	63%	57%	6%
Updated a social networking profile	57%	51%	6%
Looked at a social networking profile	73%	67%	6%
Posted pictures online	68%	63%	5%
Source: The Nielsen Company			

# The rapid rise of mobile devices and apps

*One million and counting: apps are where the action is. Every week 15,000 new apps are created –*



*Article and photo reported in The Guardian –  
Photo by: Louise Kennerley Story by: Shelly Freierman  
December 13, 2011 - 12:01AM*

# APPS FOR LOCAL GOVERNMENT

## SNAP SEND SOLVE

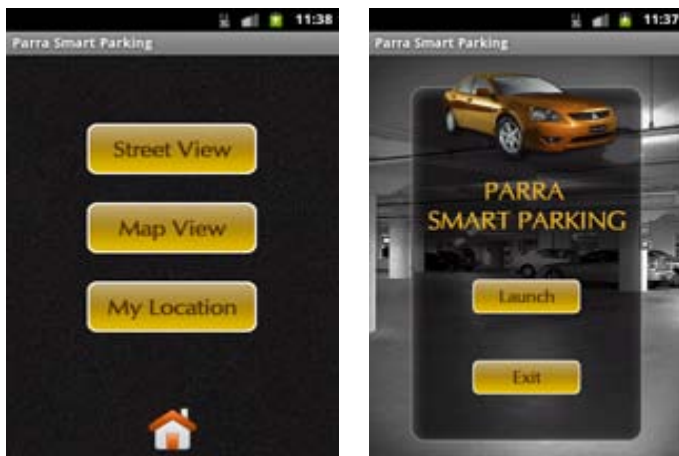


## AN APP TO REPORT FAULTS

- Free iPhone and Android smartphone app
- Lets citizens report issues and provide feedback to council within 30 seconds
- Developed by third party
- More than 30,000 apps downloaded in first 12 months

# PARRAMATTA CITY COUNCIL APPS

## Parra Smart Parking App

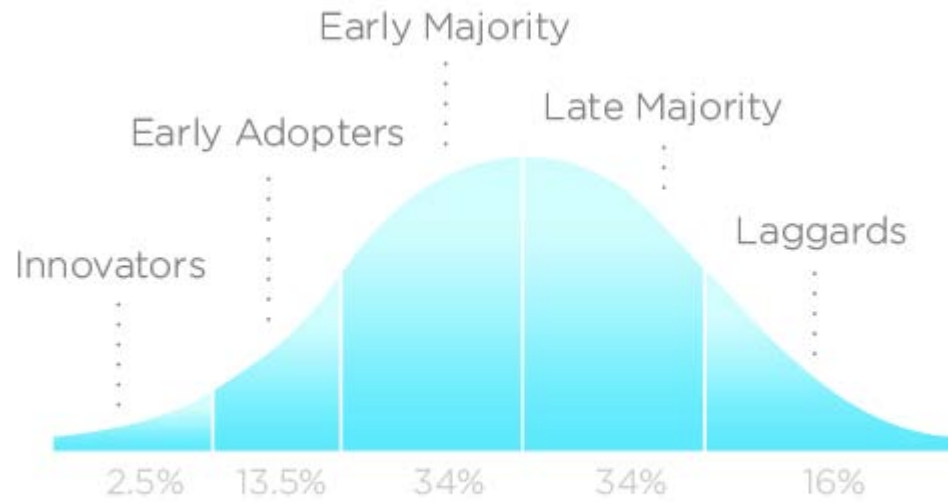


## Parra Shuttle Tracker App





# ROGERS DIFFUSION OF INNOVATIONS– ADOPTER CATEGORIES



## INNOVATION ADOPTION LIFECYCLE

Diagram sourced from:  
[Technology Adoption Lifecycle](#) Posted by [Nettor](#) on July 5, 2011 in [Cloud Computing](#)



# HOWARD COMMUNICATION MATRIX

Level of community involvement in developing message content	High	<p><b>Selling</b> Promotional approach</p> <p><i>Promoting events, services, creating awareness and understanding</i></p> <p><b>Sales and marketing</b> <b>Advertising, Public Relations</b></p>	<p><b>Engaging</b> Joint/integrated commitment</p> <p><i>We would like to work with you to develop, adopt, and apply new strategies, plans and actions</i></p> <p><b>Collaboration and partnership</b> <b>Conversations and participation</b></p>	
	Low	<p><b>Telling</b> Broadcast</p> <p><i>We have got this knowledge and information and it is in your (and others) interests to use it</i></p> <p><b>Informing and explaining</b> <b>Newsletters, pamphlets</b></p>	<p><b>Consulting</b> Listening and feedback</p> <p><i>We have these ideas and potential initiatives and we would like your feedback</i></p> <p><b>Community Consultation – meetings, discussions, surveys</b></p>	
		Low	Level of community involvement in message delivery	High





# EXAMPLES OF HOW COUNCILS ARE USING SOCIAL MEDIA

Many councils have integrated social media into their communications and community engagement activities. Examples include :

- In youth services – *using social media to develop rapport and engage with young people*
- Promoting events & activities – *such as festivals, markets, tourism*
- Issuing alerts and advising of changes – *such as weather alerts, road closures, emergencies*
- Quickly clarifying issues with the community – *engage directly and in real time*
- Consult the community around proposed developments - *gain community feedback*
- Correct misunderstandings – *through listening and engaging*
- Citizens reporting issues that need to be dealt with quickly – *community taking initiative and council responding in a timely manner*
- Provide reputable commentary on local issues – *gives council a stronger voice*
- Gaining community input into significant council decisions – *enables community participation at time convenient to citizens*



# WHAT WORRIES COUNCILS ABOUT ADOPTING SOCIAL MEDIA?

Insufficient understanding of social media within councils

Lack of resources

Lack of sector-wide guidelines

Apprehension about -

- Staff using social media inappropriately
- Community making negative statements about council
- Loss of control of the message
- Transparency
- Record keeping
- Network security issues
- Increased community expectations



# LESSONS FROM SOCIAL BUSINESS READINESS

Private sector companies experience similar concerns to councils. Companies that have experienced success using social media have tended to manage its incorporation into the business in the following way –

- Incorporate social media into the corporate strategy
- Build capability and capacity of people
- Plan for social media, by introducing :
  - Policies
  - Structures
  - Processes
  - Governance
  - Education and skills training
  - Measurement
  - Analysis
  - Record keeping

*Outcome:* Growth in volume of social media conversations in business



# SOME COUNCIL OUTCOMES FROM USING SOCIAL MEDIA

Social media widens opportunities for community engagement -

- Enables citizens to participate at a time convenient to them
- Attracts different audiences – e.g. allows more effective involvement of younger people in council affairs
- Council can involve citizens in decision-making

Provides opportunity for council to engage in genuine two-way dialogue with community which shows people that council is listening to them. This helps build trust, develop relationships and ownership of community projects and outcomes

Fosters greater collaboration in the community

Social media is cheaper than using traditional print media

Enables real-time monitoring of community views (without cost of market research)

Council is able to provide feedback and react to conversations in the community

Used by citizens to share information and help fellow citizens – e.g. Brisbane floods

Enhances council's image by demonstrating understanding of social media

Fast way of sharing ideas and information in geographically dispersed areas



# POTENTIAL OF SOCIAL MEDIA FOR LOCAL GOVERNMENT

Social media is an enabler and a driver of change and innovation

It has the potential to facilitate community engagement – and *citizen democracy*

Social media can deliver on all levels of communication from ‘telling’ through to ‘engagement’

Social media can lead to improvements in –

- Efficiency – *faster turn around times, reduced costs*
- Effectiveness – *overall budgetary savings, customer satisfaction*
- Responsiveness – *amount of time taken to respond*

These issues will be addressed in the forthcoming paper

*But to realise potential local government must invest in building required organisational capabilities (staff training, systems, processes and procedures, etc.)*

# Thank you . . .

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