Social Media in the Federal Community

July 27, 2010



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Agenda

- Introduction Lisa Dezzutti, President & CEO
- Presentation of survey findings John Kagia, *Research Manager*
- Panel Discussion moderated by Lisa Dezzutti

Michael Donovan – *Chief Technologist, Strategic Capabilities,* HP Enterprise Services

Bev Godwin – *Director, Center for New Media and Citizen Engagement,* Office of Citizen Services and Innovative Technologies, GSA

Doug Mashkuri – *Director of Business Development,* GovLoop and *President and Founder,* Mash Digital Strategies LLC.

Q&A

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Objectives

- Determine the use of social media tools among the federal employee and government contractor communities.
- Establish the nature of the organizations' policies regarding the use of social media by employees.
- Identify the types of tools used and how they are used.
- Determine which departments and personnel are responsible for managing contractor's social media activities.
- Assess the changes in investments in social media and anticipated adoption rates.

Participant Profile: Overview

Federal Employees (n=321)

Agency Type:

41% Defense47% Civilian12% Judicial/ Legislature

Participant Job Function:

17% Executive management

- 15% Program management
- 6% Accounting
- 6% IT and Telecommunications
- 6% Procurement

Age:

40% 55+ years old
34% 45 – 54 years old
26% < 45 years old

Contractors (n=167)

Businesses Sectors Represented:

- 28% Professional services
- 13% Manufacturers
- 13% System integrators
- 12% Defense/ Aerospace

Company Size: 50% < 500 employees 32% 5,000+ employees

Participant Title/ Role:42% Senior executives26% Marketing, Advertising, PR

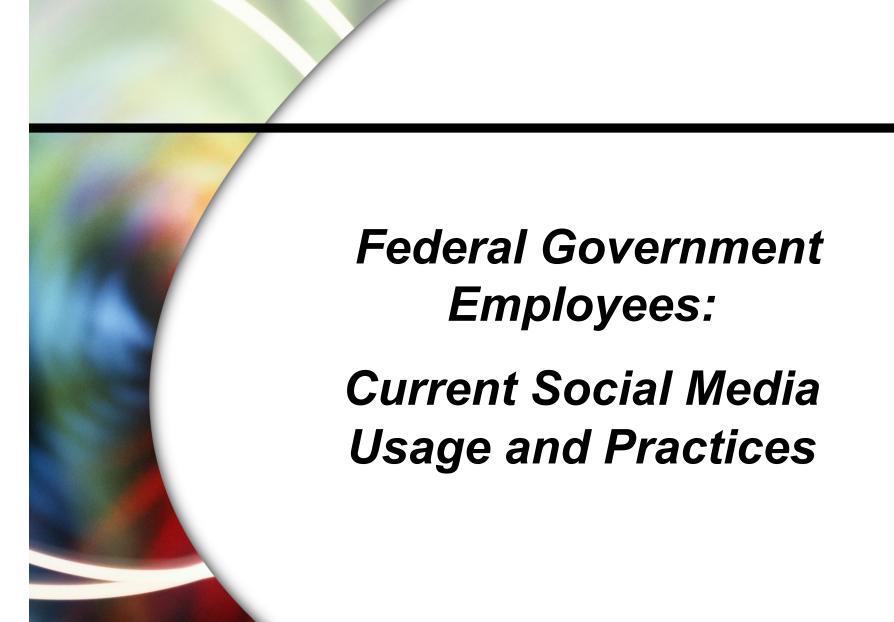
Age:

25% 55+ years old

35% 45 - 54 years old

40% < 45 years old

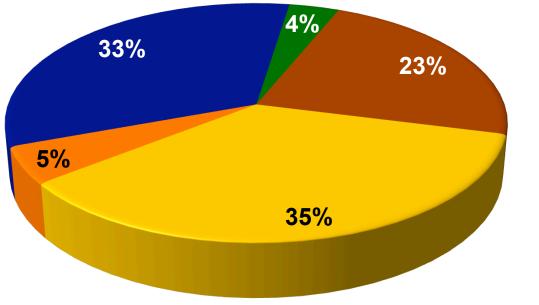
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Personal Social Media Use

How do you use online social media?

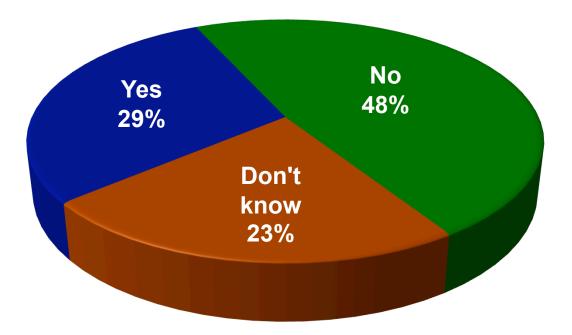


I use it at home

- I use it at work
- I use it both at home & work
- I don't use it either at home or work
- I don't know what online social media is

Agency Social Media Use

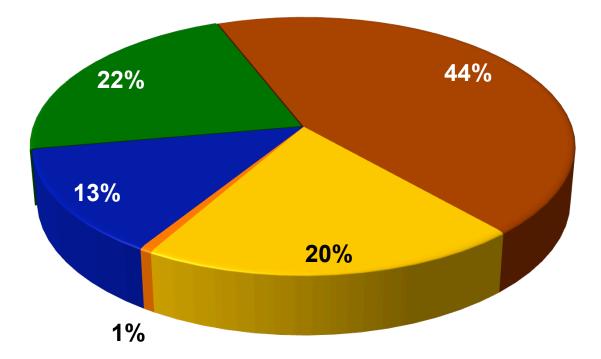
Does your organization/agency use online social media?



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Agency Social Media Use

Expected Change in Next 12-18 Months



- Increase significantly
- Increase slightly
- Remain Unchanged
- Decrease slightly
- Don't Know

What Will it Take for Agencies to Fully Embrace Social Media?

REQUIREMENT FOR INCREASED ADOPTION

An influential internal or external champion

Clear security protocols

A strong business case

Staff education/Clear usage guidelines

Increased resources

Nothing

"A champion in senior management and a strong business case"

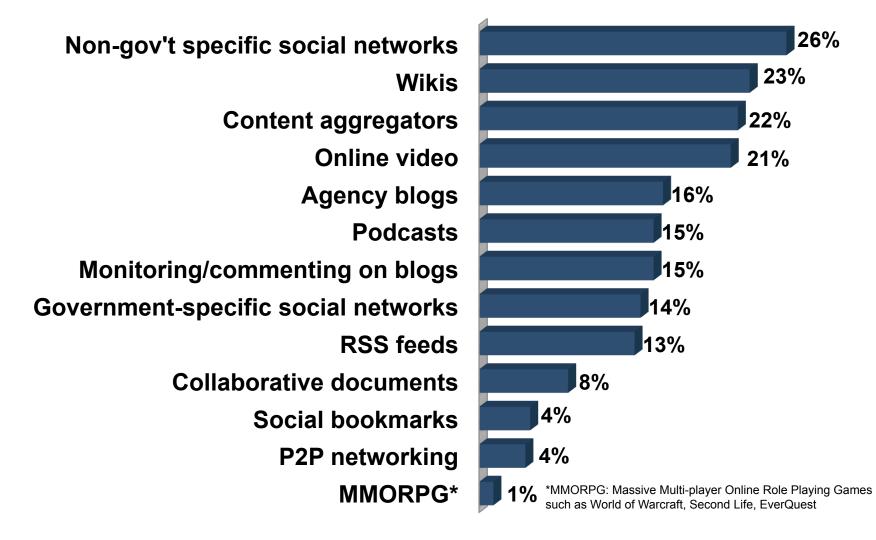
"Better understanding of how social media will accomplish more effective communication on key issues at critical times and with substantive suggestions."

"Putting in place appropriate guidance and monitoring the sites for content."

"Nothing, because it is a serious security risk and it's not necessary to our operations. It's not going to happen any time soon."

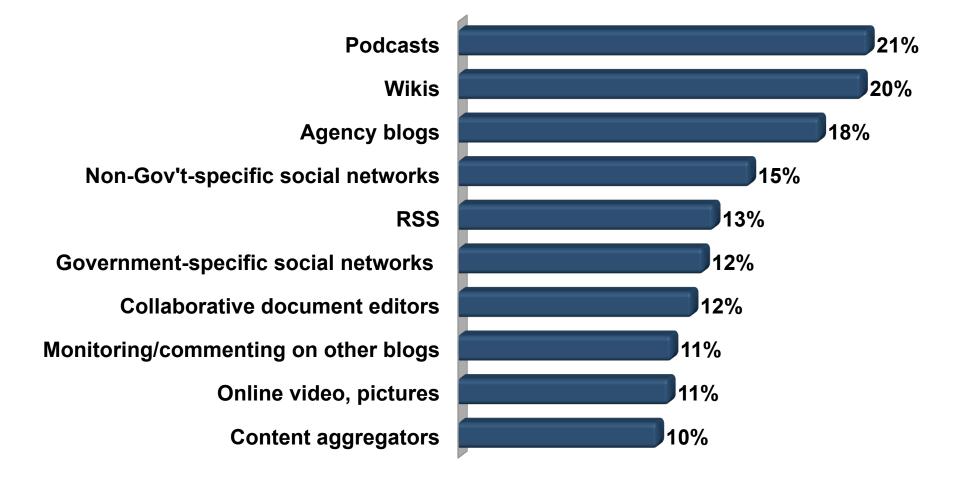
Usage Overall

Current Use of Social Media Sites Within the Agency



Plans to Use Social Media Tools

in the next 12 months



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Challenges of SM Implementation: Top 3

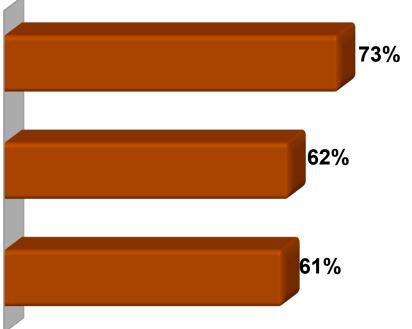
Users are always the weakest link in an information system and may inadvertently divulge sensitive information through a social network.



Security concerns

issues

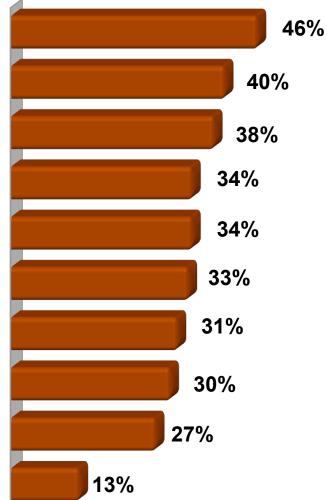
Privacy concerns with open networks





Other Challenges of SM Implementation

Aligning a SM strategy to the org's overall objectives Measuring ROI and developing performance metrics External governance or regulatory concerns Lack of resources to maintain SM presence Lack of resources to invest in the new technologies Identifying which channels to invest in Inability to control the message Cultural issues within the organization Lack of employee skill or experience in SM Lack of targeted audience participation



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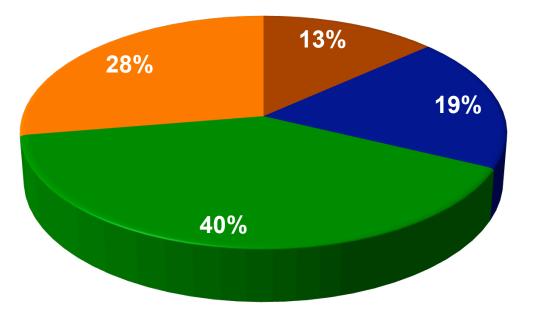


Federal Government Contractors:

Current Social Media Usage and Practices

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Personal Use of Social Media



- I don't use social media at work or home
- I use social media more at work than home
- I use social media more at home than work
- I use social media equally at work and home

Organizational Use of Social Media



Organizational Social Media Plans

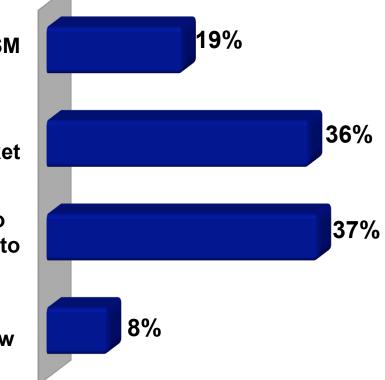
Social Media Strategy

"You can't really put a strategy together until you've actually gone out there, tried it, and actually lived/worked in these tools on a daily basis." We have a formal SM strategy or plan

We use SM to communicate/ market informally

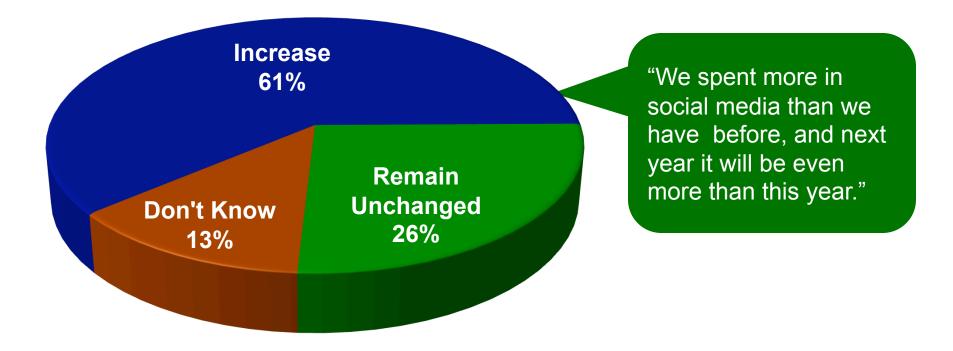
We do not use SM to communicate/market to the government

Don't know



Organizational Budget for Social Media Activities

Budget Change in Next 12-18 Months



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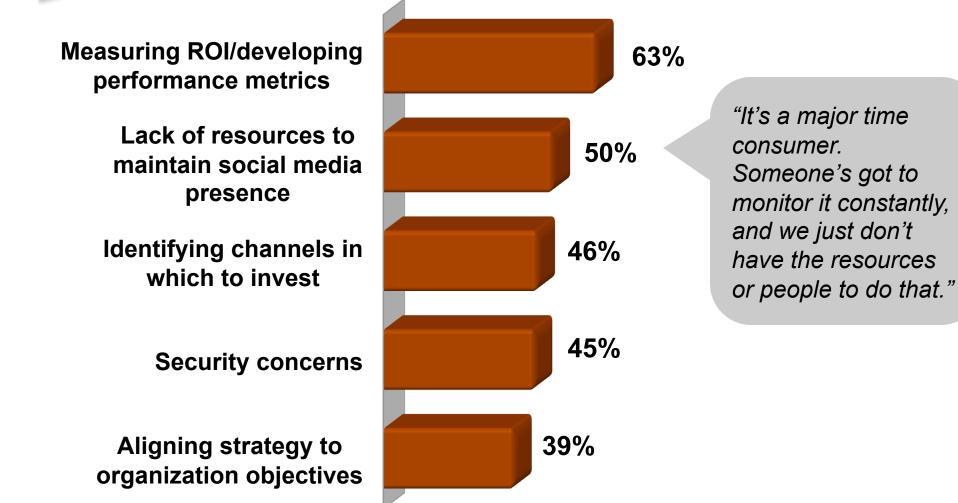
Current and Future Use of Social Media Tools



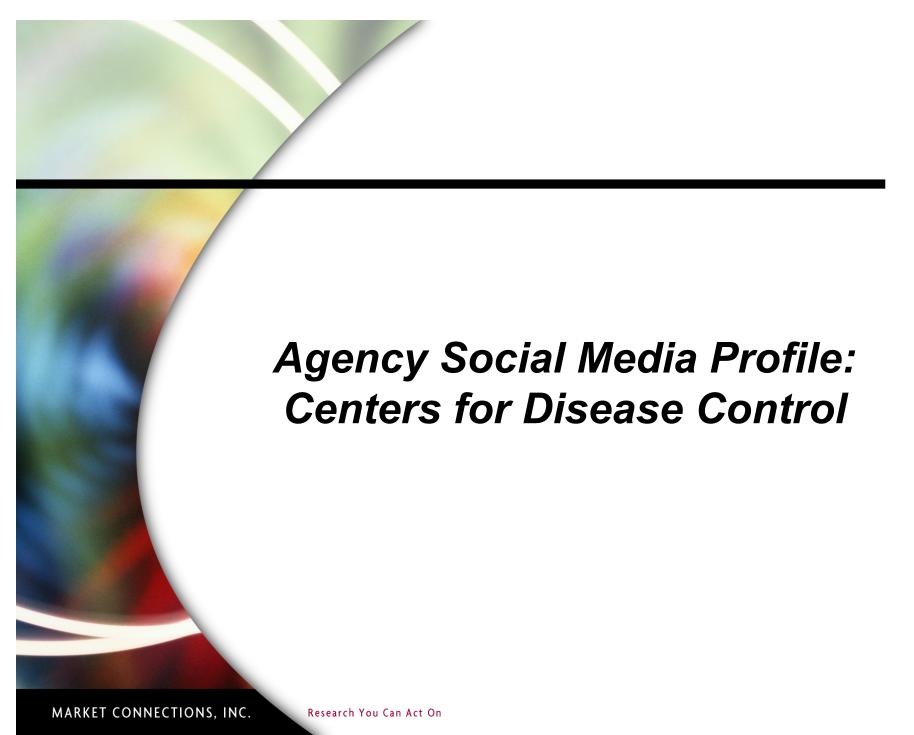
Benefits of Social Media for the Organization

4 - Somewhat i	5 - Very important	Total Importance	
Building company's brand	28%	58%	86%
Reach new audiences/markets	27%	51%	78%
Increasing customer interaction with company	31%	47%	78%
Generating leads	29%	42%	71%
Maintain/strengthen competitive online position	30%	41%	71%
Customer retention	20%	50%	70%

Challenges of Social Media Implementation



22



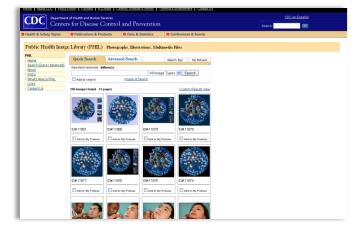
Centers for Disease Control At A Glance



- Tracked inbound traffic starting in 2005
- Partnered with MySpace, Facebook, Daily Strength, Google Flu Trends Tracker
- Focused on generating user-friendly, real-time content for citizens
- Allows citizens to interact with experts

Centers for Disease Control At A Glance

Social Media Used	Notes
Bloginars	 Hosts bloginars on important/ timely topics Information about outbreaks/ public health events Presentations by experts Allows attendees to ask questions
Image Share	 Public Health Image Library (PHIL) offers organized electronic gateway to CDC's pictures Photostream on Flickr
Podcasts	 Can be listened to or viewed from CDC web page or copy files to a computer or mobile device





Centers for Disease Control At A Glance

Ewilter IDs	Followers	Tweets	Home Profile Find People Settings Help Sign out		
CDCemergency Emergency preparedness	1,243,378	312	CDCFIu Tratew RT@CDC_eHealth New CDC Twitter profile launched! Follow @CDCgoy Favorites CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile CDCFile	Verified Account ame CDC Flu contion Hanta, GA when http://www.cdc.go ab Flu-related updates from CDC 44,538 1,521 downor followers lated	
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CDC_ehealth eHealth Marketing and interactive media projects			NEW: Read 5 Things People with Disabilities Need To Know About the Filu htp://s.gub/ens/ Thursder, April 00, 2010 145 45 HM vereb Listen to press brief today (4/1) at 1:00 PM ET on 2009 #H111 flu vaccination led by Dr. Anne Schuchat: htp://s.gub/96/MpD Thursder, April 01, 2010 104 45 AM vereb Download new fact sheet: Everyday Preventive Actions Can Help Fight Cerms, Like Filu: http://s.gub/96/No Vedetesay, Merch 1, 2001 02227 AM vereb Press brief today 3/29 on 2009 #H111 flu w/ Surgeon Gen Dr. Regna Benjamin & Dr. Anne Schuchat at 1:45PM ET http://is.gd /bdeGik		

Centers for Disease Control At A Glance



You Tube	Channels	Videos	Subscribers	Views*: Channel/ Videos	
CDCstrea Hosts onli on various topics		98	4,984	240,090/ 3,486,762	
					the flu

Key Take Aways

- It's no longer a question of "if", but "when" and "how"
- Share your vision with the organization. Make a case for why it's important.
- The tools may be free, but using them successfully is not.
- Don't be afraid to try something new.
- Learn from others. And share what works for you.
- Not all employees know *how* to use the tools train and set usage guidelines.
- Create realistic metrics that align with your organization's objectives.

We would now like to welcome our panelists:

- Michael Donovan Chief Technologist, Strategic Capabilities, HP Enterprise Services
- Bev Godwin Director, Center for New Media and Citizen Engagement, Office of Citizen Services and Innovative Technologies, GSA
- Doug Mashkuri Director of Business Development, GovLoop and President and Founder, Mash Digital Strategies LLC.



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Thank you!



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