



Social Media in the Federal Community

July 27, 2010

MARKET CONNECTIONS, INC.

Research You Can Act On



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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



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% Defense
47% Civilian
12% 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 executives
26% Marketing, Advertising, PR

Age:

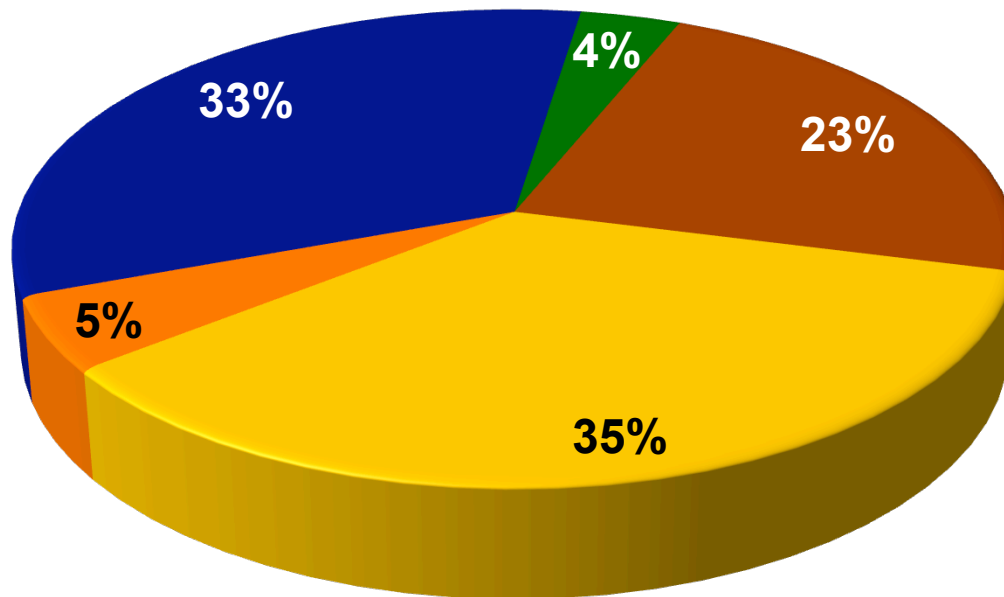
25% 55+ years old
35% 45 – 54 years old
40% < 45 years old



Federal Government Employees: Current Social Media Usage and Practices

Personal Social Media Use

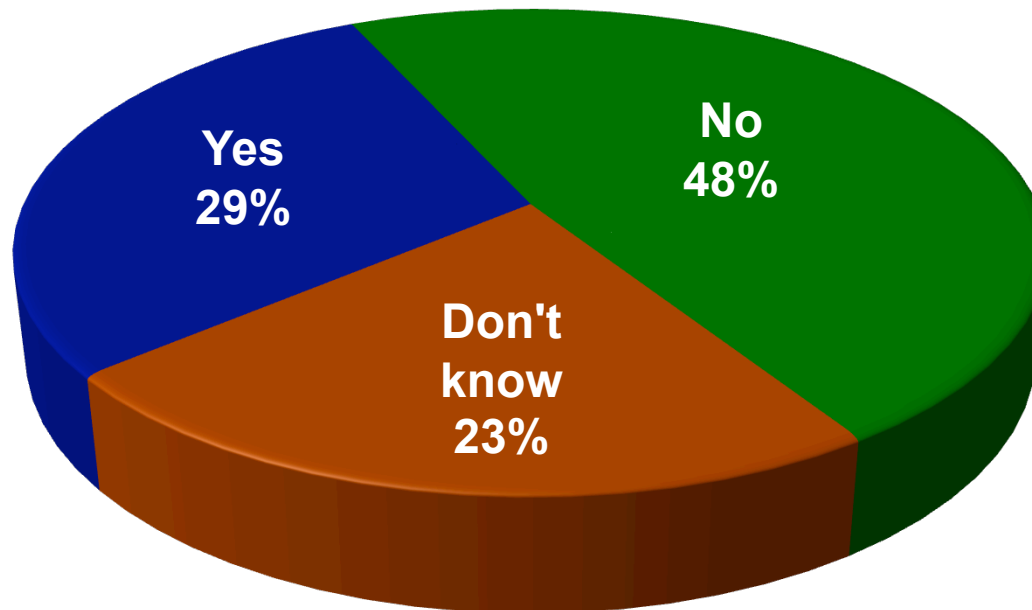
How do you use online social media?



- 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

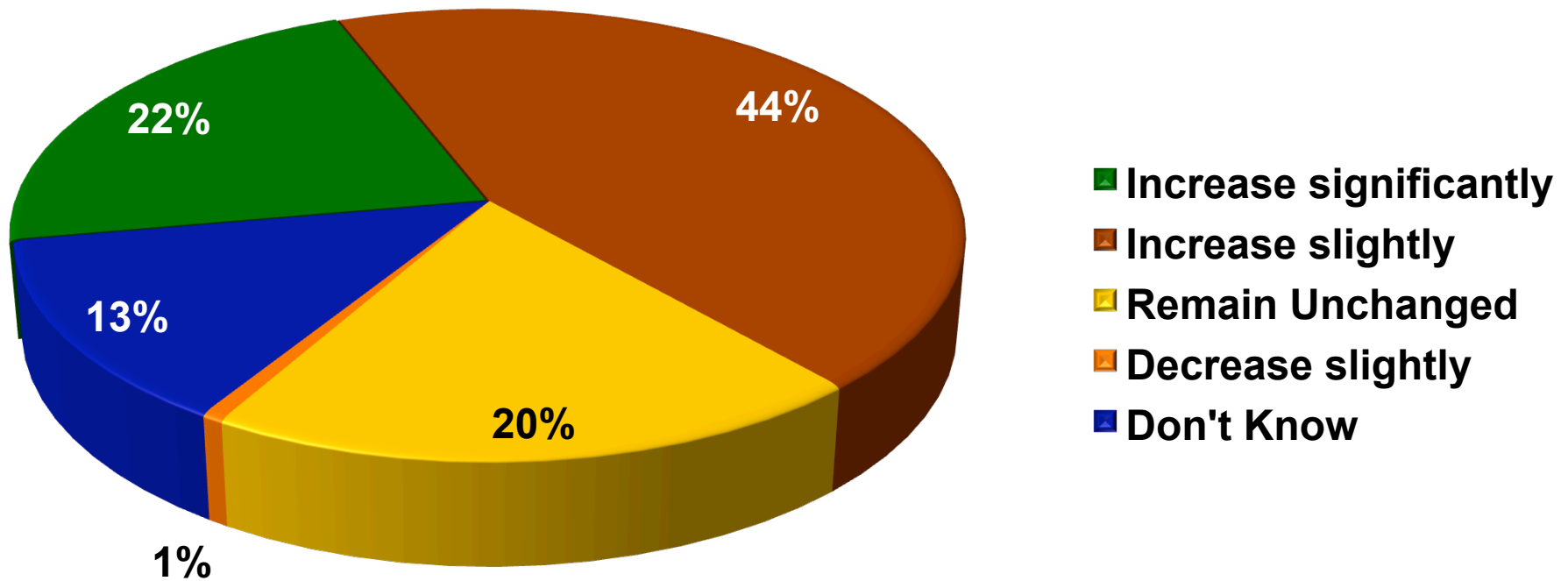
Agency Social Media Use

Does your organization/agency use online social media?



Agency Social Media Use

Expected Change in Next 12-18 Months



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

REQUIREMENT FOR INCREASED ADOPTION

An influential internal or external champion

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

Clear security protocols

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

A strong business case

Staff education/Clear usage guidelines

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

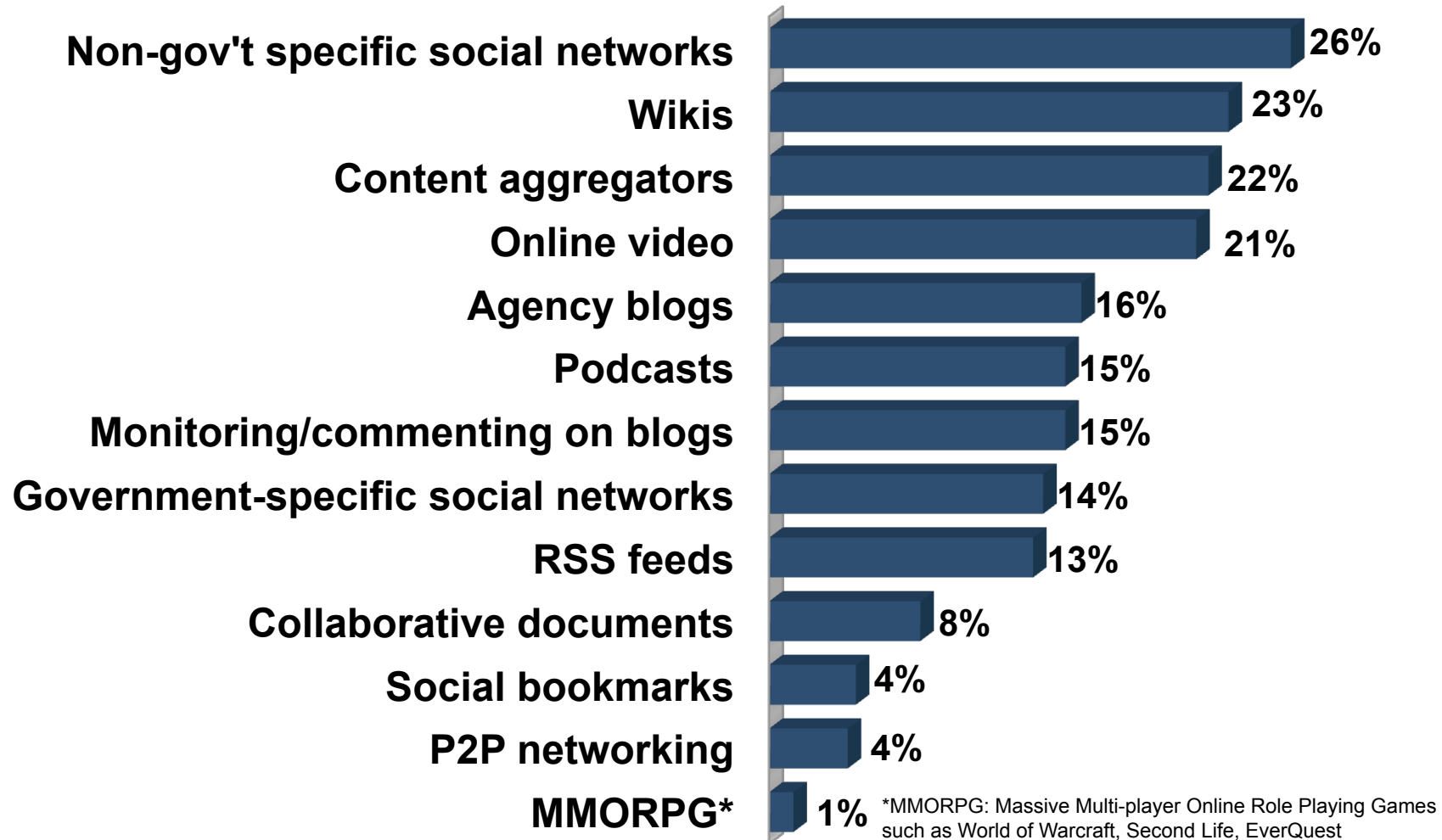
Increased resources

Nothing

"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."

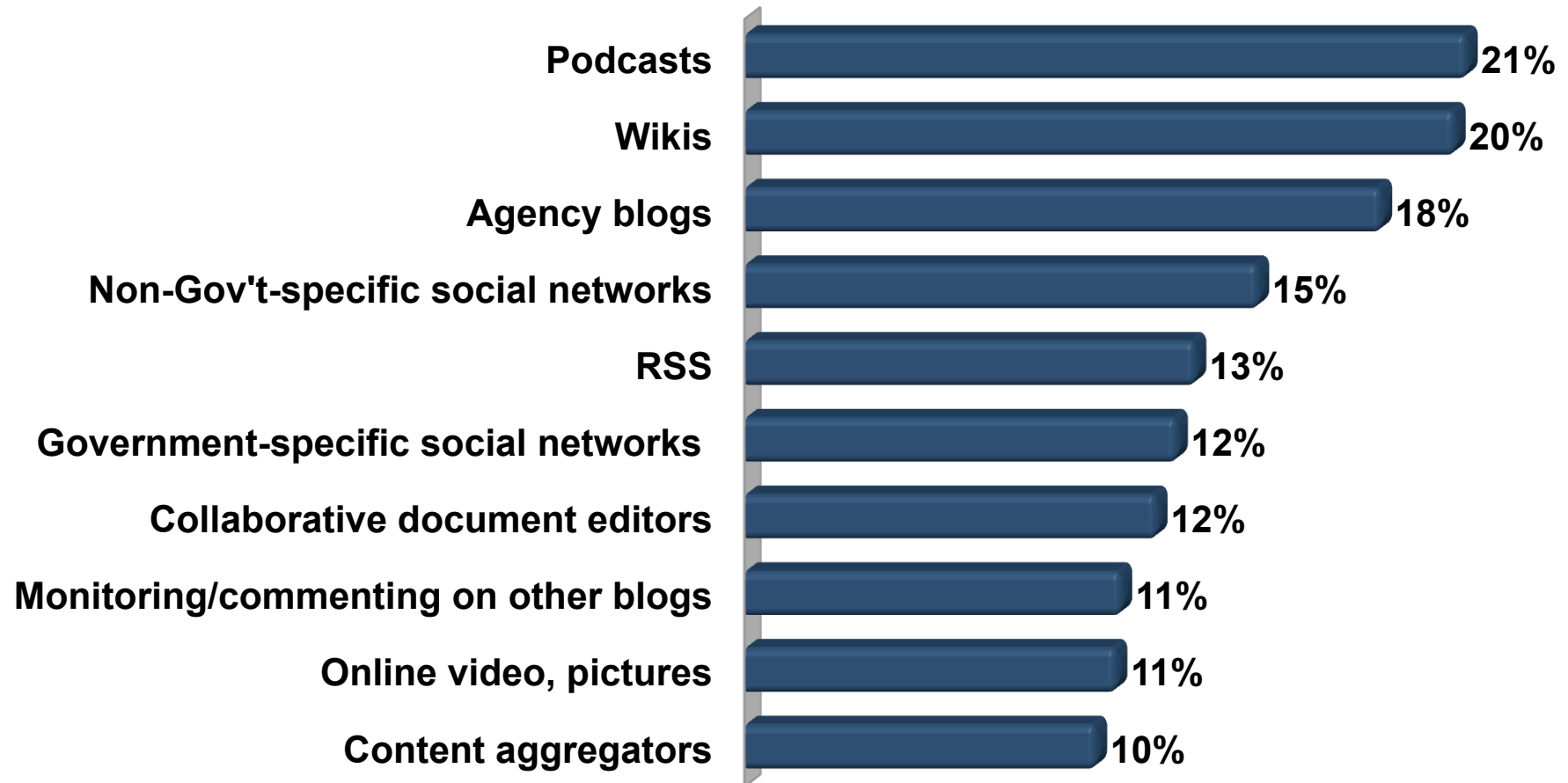
Usage Overall

Current Use of Social Media Sites Within the Agency



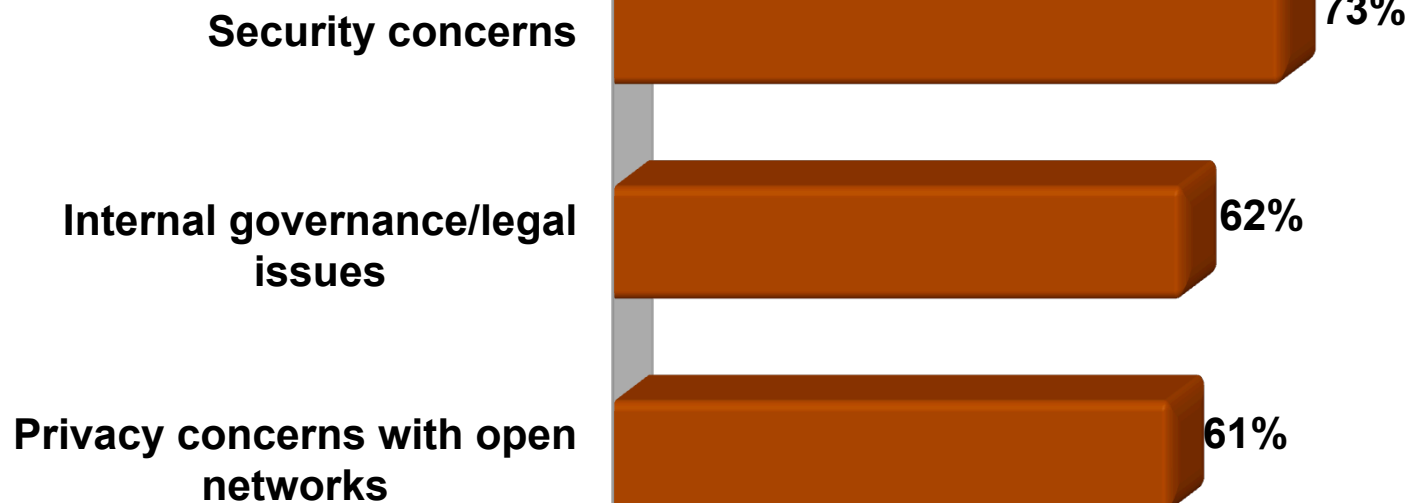
Plans to Use Social Media Tools

in the next 12 months



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.



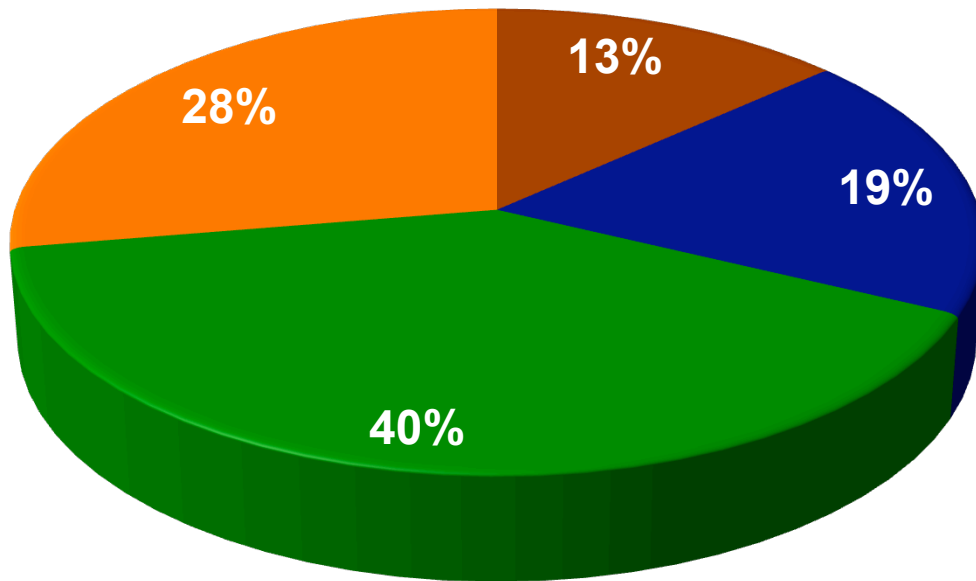
Other Challenges of SM Implementation





Federal Government Contractors: Current Social Media Usage and Practices

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

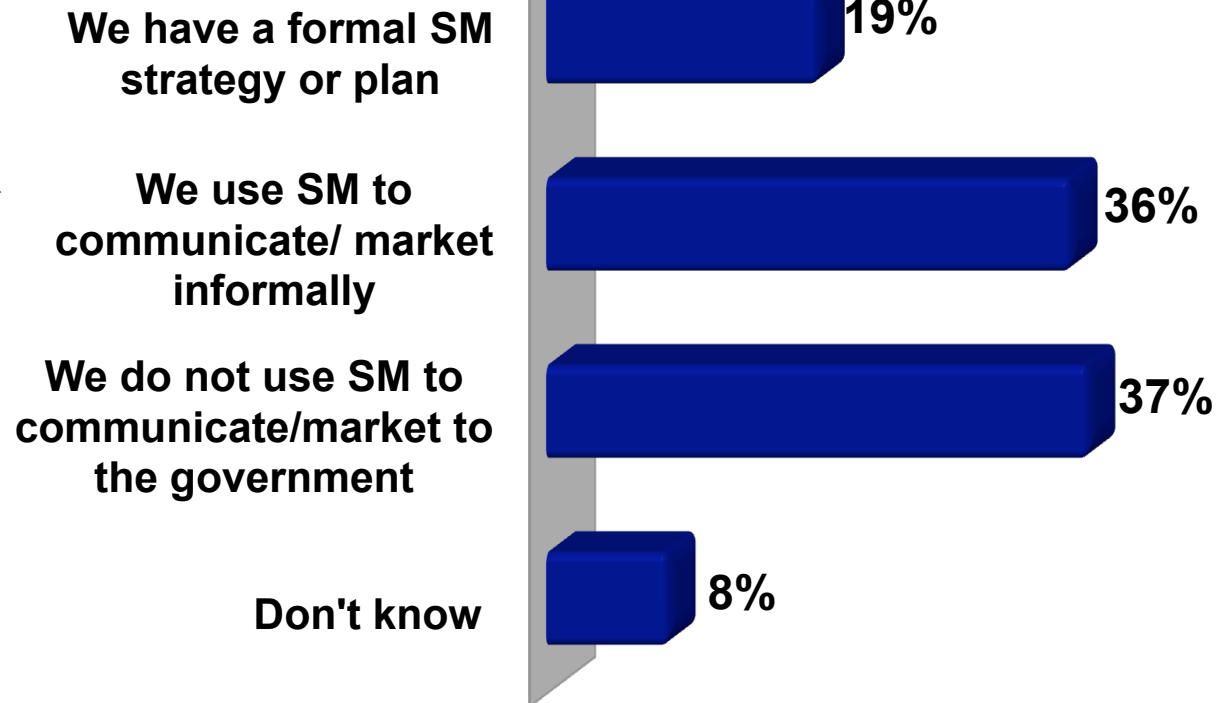
Organizational Use of Social Media



Organizational Social Media Plans

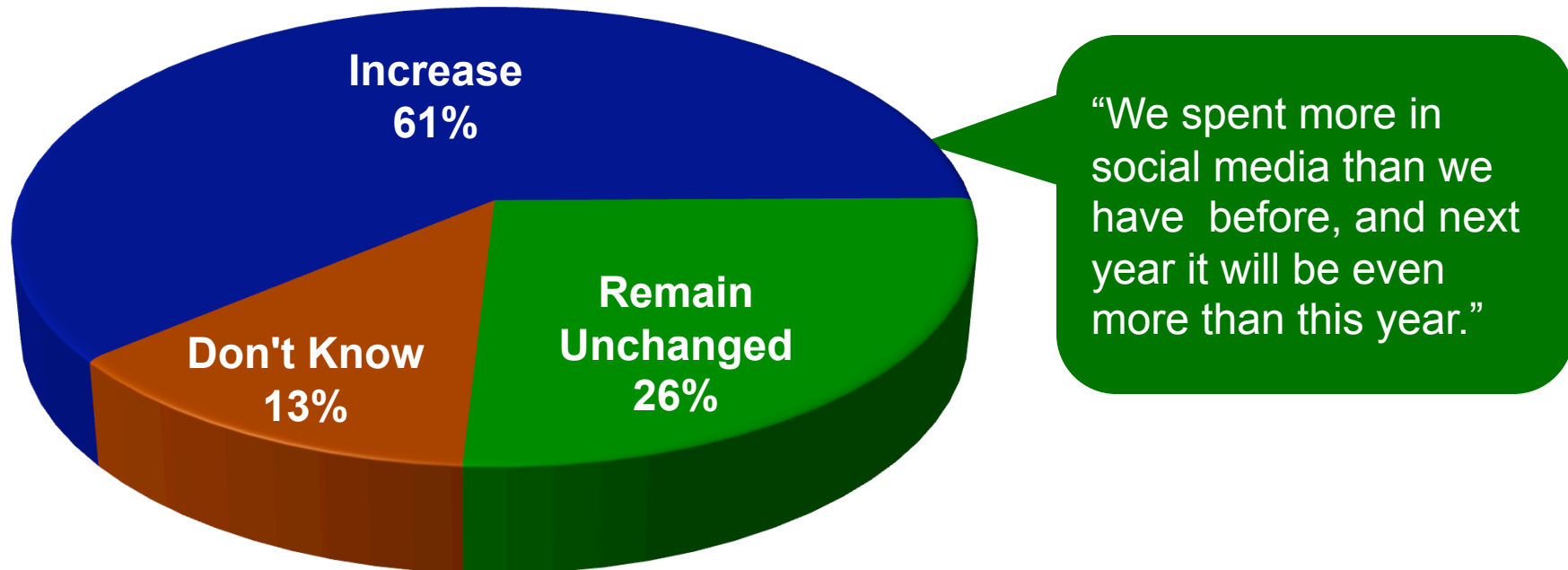
Social Media Strategy

"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."



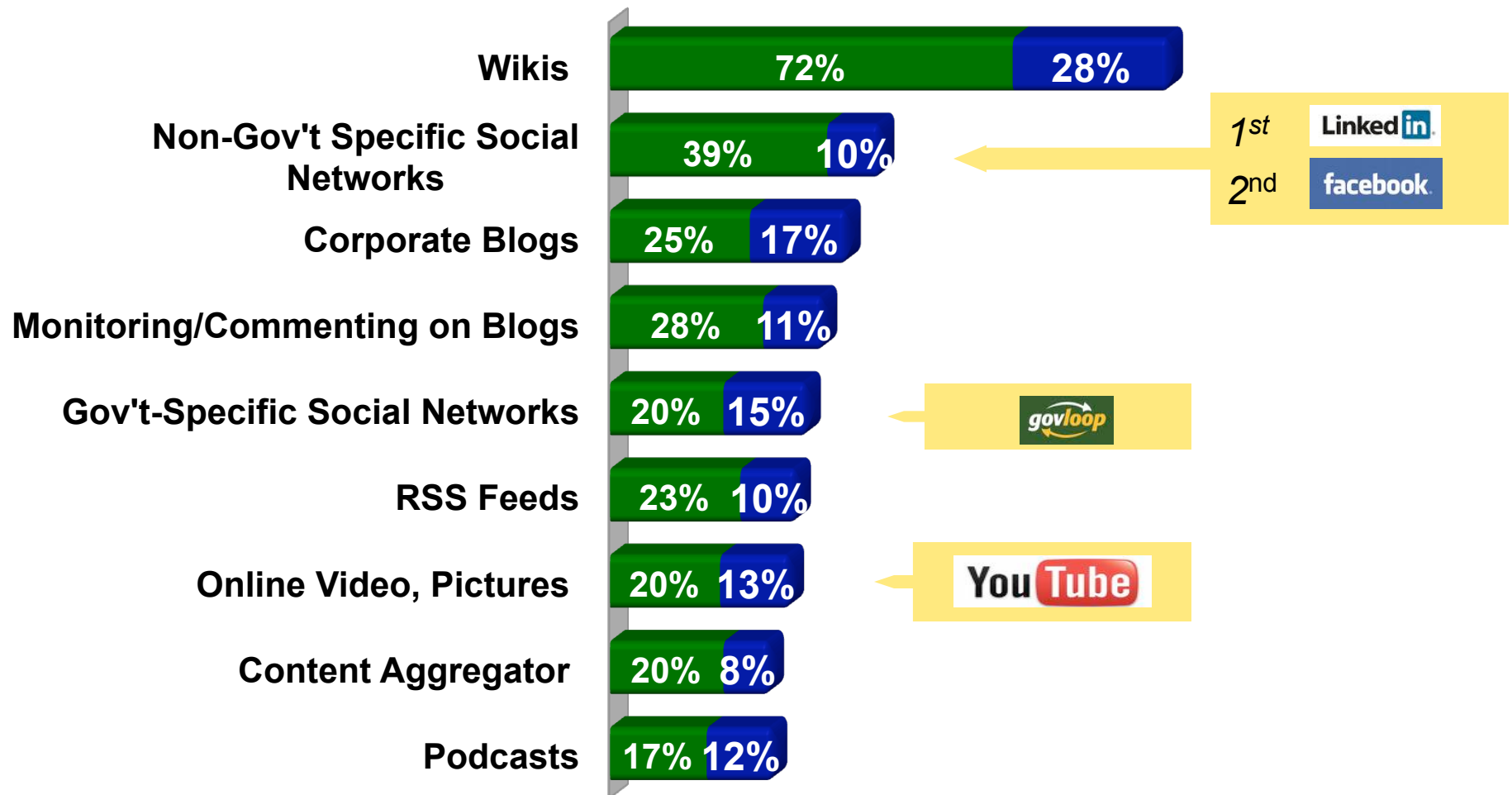
Organizational Budget for Social Media Activities

Budget Change in Next 12-18 Months



Current and Future Use of Social Media Tools

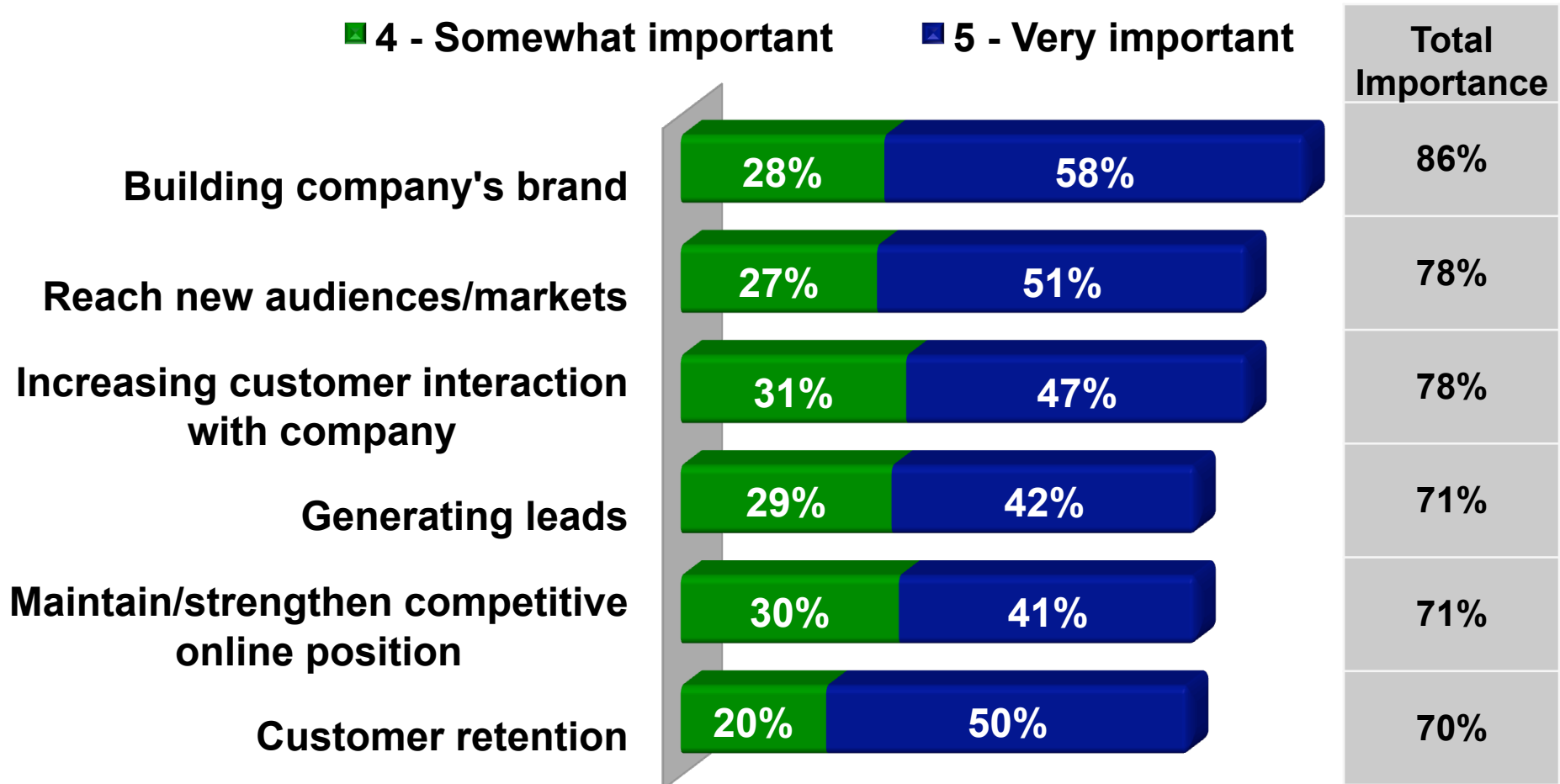
■ Currently Using ■ Plan to Use in the Next 12 Months



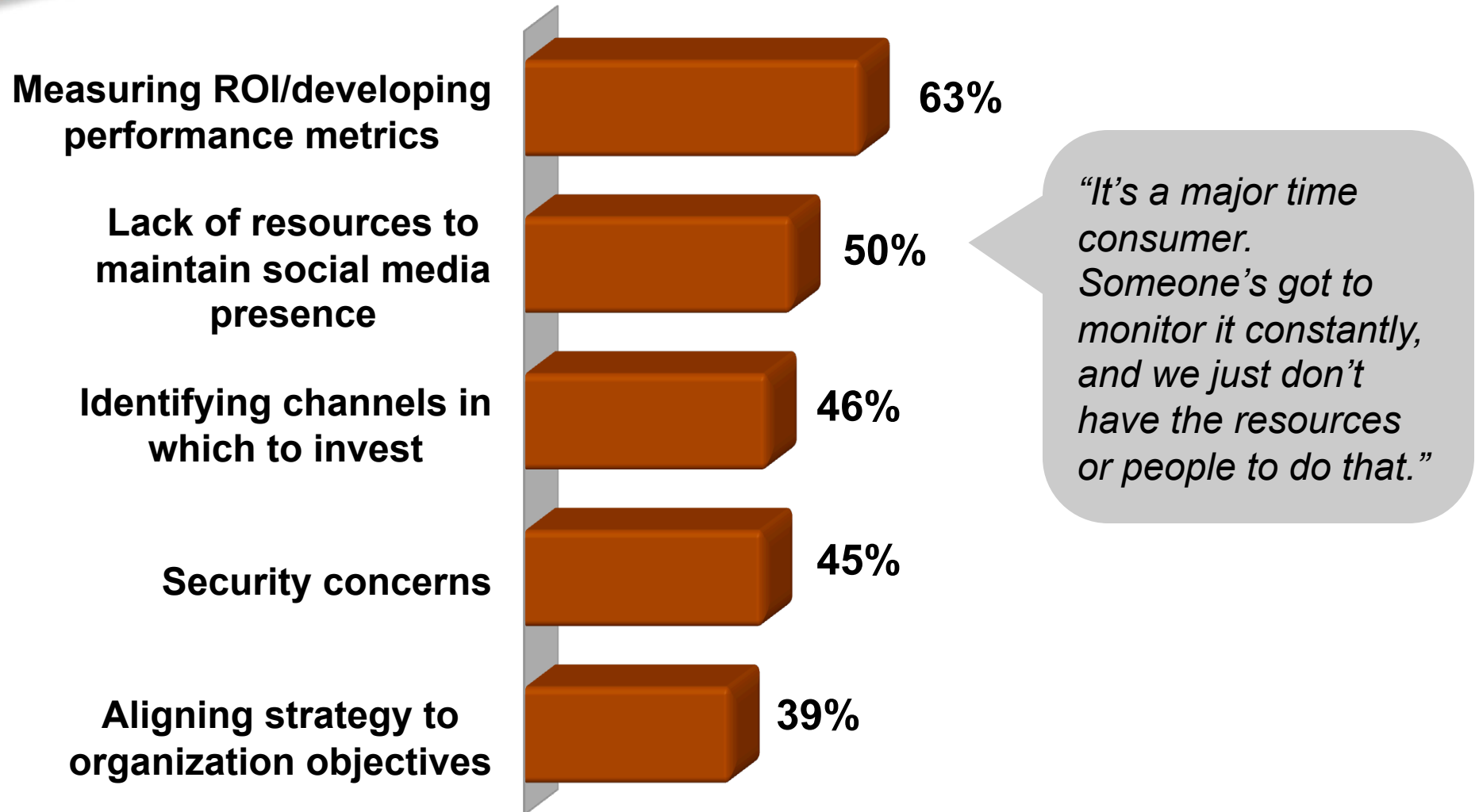
Benefits of Social Media for the Organization

■ 4 - Somewhat important

■ 5 - Very important



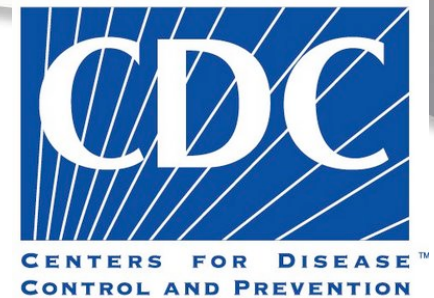
Challenges of Social Media Implementation





Agency Social Media Profile: Centers for Disease Control

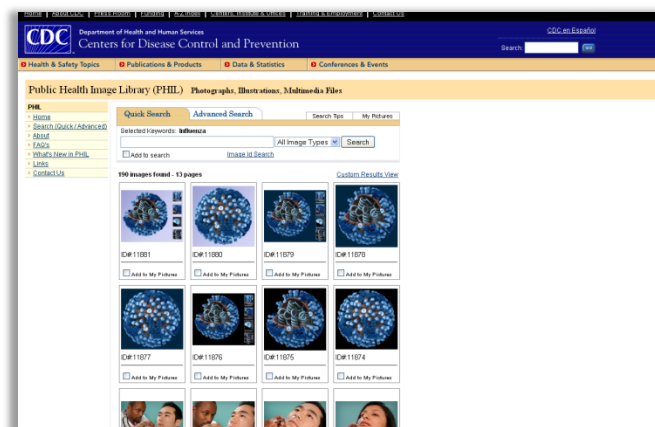
Centers for Disease Control At A Glance



- 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	<ul style="list-style-type: none"> • Hosts bloginars on important/timely topics • Information about outbreaks/public health events • Presentations by experts • Allows attendees to ask questions
Image Share	<ul style="list-style-type: none"> • Public Health Image Library (PHIL) offers organized electronic gateway to CDC's pictures • Photostream on Flickr
Podcasts	<ul style="list-style-type: none"> • 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

twitter™ IDs	Followers	Tweets
CDCemergency Emergency preparedness	1,243,378	312
CDCflu H1N1 and seasonal flu	35,811	228
CDC_ehealth eHealth Marketing and interactive media projects	40,061	294



Centers for Disease Control At A Glance



facebook Groups

Fans

Group Name:
CDC Daily Health Information

55,825

YouTube

Channels

Videos

Subscribers

Views*:
Channel/
Videos

CDCstreaminghealth
Hosts online videos
on various health
topics

98

4,984

240,090/
3,486,762



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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