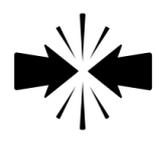




Roadmap for social media / social networking

Description and state of the art	
 Definition	<p><i>Social Networking</i> refers to the act of establishing online many-to-many human connections for the purposes of sharing information with the network or subsets thereof[401], and is based on computer-mediated technologies that make up an online environment allowing the creation, consumption, promotion, distribution, discovery, and sharing of content (e.g. information, ideas, career interests and other forms of expression) via virtual communities and networks[402]. The common features of social networking applications or <i>social media</i> are that they are interactive web 2.0 internet based applications, involving the creation of service-specific user profiles and leveraging user-generated content, and facilitating the development of online social networks. Essentially, social media are web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system[403].</p>
 Addressed societal /business or public sector need	<p>Societal need:</p> <p>Participate access to PS services (political participation)</p>
 Existing solutions /applications /services	<p>Today as many as 152 countries out of 193 (four out of five; in Europe 39 out of 43) offer social networking features, such as the "Like" button, on their national portals (i.e. there are links to, for example, Facebook, Twitter, Sina Weibo (in China), Odnoklassniki/VK in the Russian-speaking countries, etc.)[404]</p> <p>For example in the UK 100% of the local governments use twitter, 90% Facebook, 68% YouTube, 54% Flickr and 38% Instagram.[405]</p>

 <p>Main actors regarding R&D of this technology</p>	<ul style="list-style-type: none"> • Fraunhofer-Gesellschaft zur Förderung der Angewandten Forschung e.V. • Ethniko Kentro Erevnas Kai Technologikis Anaptyxis • Universidad Politecnica de Madrid • University of Sheffield • Centre National de la Recherche Scientifique
 <p>Current research activities</p>	<p>There are more than 230 EU projects in and around the topic 'social media'. With relevance for the public sector the following projects are worth mentioning: STEP, COLEDISO, MULTISENSOR, ENGAGE, COCKPIT and also the CIVITAS initiative</p>
 <p>Impact assessment</p>	<p>Public Sector Modernization:</p> <ul style="list-style-type: none"> • Cross-organization Cooperation • Quality of Services Provided • Image Modernization • Level of political participation • Transparency <p>Public Sector as Innovation Driver:</p> <ul style="list-style-type: none"> • Environmental Awareness Creation • Social Equity and Inclusiveness (positive and negative impact) • Negative impact on privacy and security
<p>Necessary technological modifications</p>	
 <p>Potential use cases</p>	<p>The benefits of social media include helping governments to establish user needs and design more responsive services, instead of just relying on costly and more traditional user needs surveys:[313]</p> <ul style="list-style-type: none"> • Usage of social media to represent the public sector – Social media as vehicles for increased transparency of an agencies actions, e.g. use of the micro-blogging service Twitter to inform journalists and professional groups and direct them to longer updates on a government's website • Social media enhanced idea exchange platforms for local issues • Social-media enhanced platforms enabling governments to consult citizens on policy issues • Consultation platforms for government employees/Private networks for government employees enabling the exchange of ideas and experiences
 <p>Technological challenges</p>	<p>There are no real technological challenges, as many social media services are provided by commercial or non-governmental organizations. Current challenges persist in other areas like e.g. cyber security or issues regarding privacy and data protection.[406]</p>

Necessary activities (in or for the public sector)		
 <p>Development of a specific training necessary</p>	<p>Open task</p>	<p>It requires digital literacy of public officials and new skills to deal with social media. In fact, it is not enough to place the tools on the national portal if the inputs received are not fully used because of a lack of capacity. [404]</p>
 <p>Advanced adapted infrastructure needed or ICT</p>		<p>Governments do not have to set up their own platforms, as they typically ride on commercial and non-governmental platforms. [313]</p>
 <p>Change of (public sector internal) processes necessary</p>	<p>Open task</p>	<p>Maintaining a Facebook page or Twitter account is relatively straightforward and easy, but will not in itself generate significant public value, cost reduction or increase in citizen trust. For example, e-participation through social media channel needs to be socially re-engineered, taking advantage of the real-time social networking attributes with human interaction and commitment of public servants including those at the senior levels, in order to fully and actively engage citizens in e-information, e-consultation and e-decision-making. [313]</p>
 <p>Promotion information stakeholders necessary / of</p>		<p>In general social media are very well known and there is no need for additional promotion. In Europe there are currently (2017) 412 million active social media users (penetration 49%). [407]</p> <p>However, the citizens might not know about the social media presence of their local governance. Data published by Eurostat in 2013 shows that 80% of the EU citizens has internet, but only 41% of individuals used the internet to interact with public authorities or services. [408]</p> <p>Given that 65% of people connect to the internet using their mobile phone, it is likely that this will be done on the move and so making access as easy as possible is a definite plus-point. By publishing content from different platforms you are making</p>

		people aware that they exist and more likely to follow them.[405]
 <p>Need to deal with cyber security issues</p>	<p>Open task</p>	<p>Social media can also be exploited in a destructive way to invade privacy and raise security issues. Most of the services such as Twitter are tied to a user's cell phone which can be more intrusive than PC-based networks. Since Web 2.0 platforms rely on connections and often encourage the user to provide personal profiles, these sites are easily susceptible to hackers. Users' online profiles may be also made available to the general public and attract unwanted attention.[409]</p>
 <p>New or modified legislative framework or regulations necessary</p>	<p>Open task</p>	<p>Councils using social media should follow a social media strategy. A good strategy will set what your authority wants to get from using social media, secure buy-in to those aims from across your organisation (including senior leadership), identify any necessary investment requirements, and set clear KPIs for how you will measure success.[405]</p> <p>In the UK currently only 43% of councils have a social media strategy.[405] In Germany only 20% of the municipalities have a written social media strategy. Other municipalities have included their social media strategy in a general e-government or communication strategy.[410].</p> <p>Remaining compliant to privacy requirements is critical for any government body. For large organizations with multiple social media users, establishing best practices for social media use can help ensure the collective compliance of all users. Guidelines towards acceptable and forbidden content, data handling, citizen engagement, and even tone are a few best practice examples organizations can implement to keep their team in compliance.[411]</p>
 <p>Development of a common standard necessary</p>		<p>No issues identified (a part from the ones mentioned above regarding a general social media strategy).</p>

 <p>Need for a more economical solution</p>		Social media is easily accessible these days and does not cost much more than paying for internet connectivity and hiring a content manager.[404]
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 Ethical issues	Open task	<p>One challenge of the use of social media is whether or not all citizens have equal access to the technologies as well as the knowledge to effectively participate in these channels.[409]</p> <p>Thus there might be a widening gap between citizens who are engaged and well-informed compared to those citizens who are disengaged and poorly- informed. With so much news coverage being done through social networks and online channels, traditional news outlets are moving more of their coverage from traditional mediums such as newspapers and television broadcasts to the digital realm.[409]</p>
 Societal issues		No issues identified.
 Health issues		No issues identified.
 Public acceptance		In Europe there are currently (2017) 412 million active social media users (penetration 49%).[407].

