

Government 2.0:
What's your strategy for
Public Engagement?

Kirsten Miller, Information Architect
Albert Thibault, Director, Government Practice
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What *is* Web 2.0?

Is it about technology?



http://en.wikipedia.org/wiki/Web_2.0

Web 2.0 isn't really about technology...

nor is it about publishing...

connectivity

networks

publications

readers

editors

content

expert recommendations

critical ratings

Web 2.0 is really about *people*

connections

networking

conversations

relationships

collaborators

user-generated content

peer recommendations

consumer ratings

Web 2.0 is really about *people*

Conversation
Collaboration
Community

Government 2.0?

Government 2.0: The Challenge

- January 21, 2009: President's memorandum on Transparency and Open Government:

“ We will work together to ensure the public trust and establish a system of **transparency, public participation, and collaboration**. Openness will strengthen our democracy and promote efficiency and effectiveness in Government. ”

- whitehouse.gov/open/innovations

Government 2.0: Before and After

- Pre-Obama election:

“ Sure, it sounds like a great idea –
but we're not going to be the first
agency to do it. ”

- Post-Obama election:

“ Gosh, look what they're doing –
we'd better not be the last
agency to do it. ”

So, if you build it, they will come, right?



Not so fast...

What's your *strategy* for
Public Engagement?

First, understand what Gov 2.0 is about:

“Our commitment to openness means more than simply informing the American people about how decisions are made. It means recognizing that government does not have all the answers, and that public officials need to draw on what citizens know.”

– *PRESIDENT OBAMA, 1/21/09*

From the home page of the new White House Office of Public Engagement
<http://www.whitehouse.gov/ope>

First, understand what Gov 2.0 is about:

- Establishing a dialogue and *listening* to it
- Helping individuals with common interests come together to learn from each other
- Aggregating, vetting, and distributing the “wisdom of crowds”
- Dissolving silos of information and “command-and-control” thinking inside organizations
- Recognizing that most Web 2.0 value actually lives outside of your IT enterprise

need to draw on what citizens know.

Next, think from the perspective of

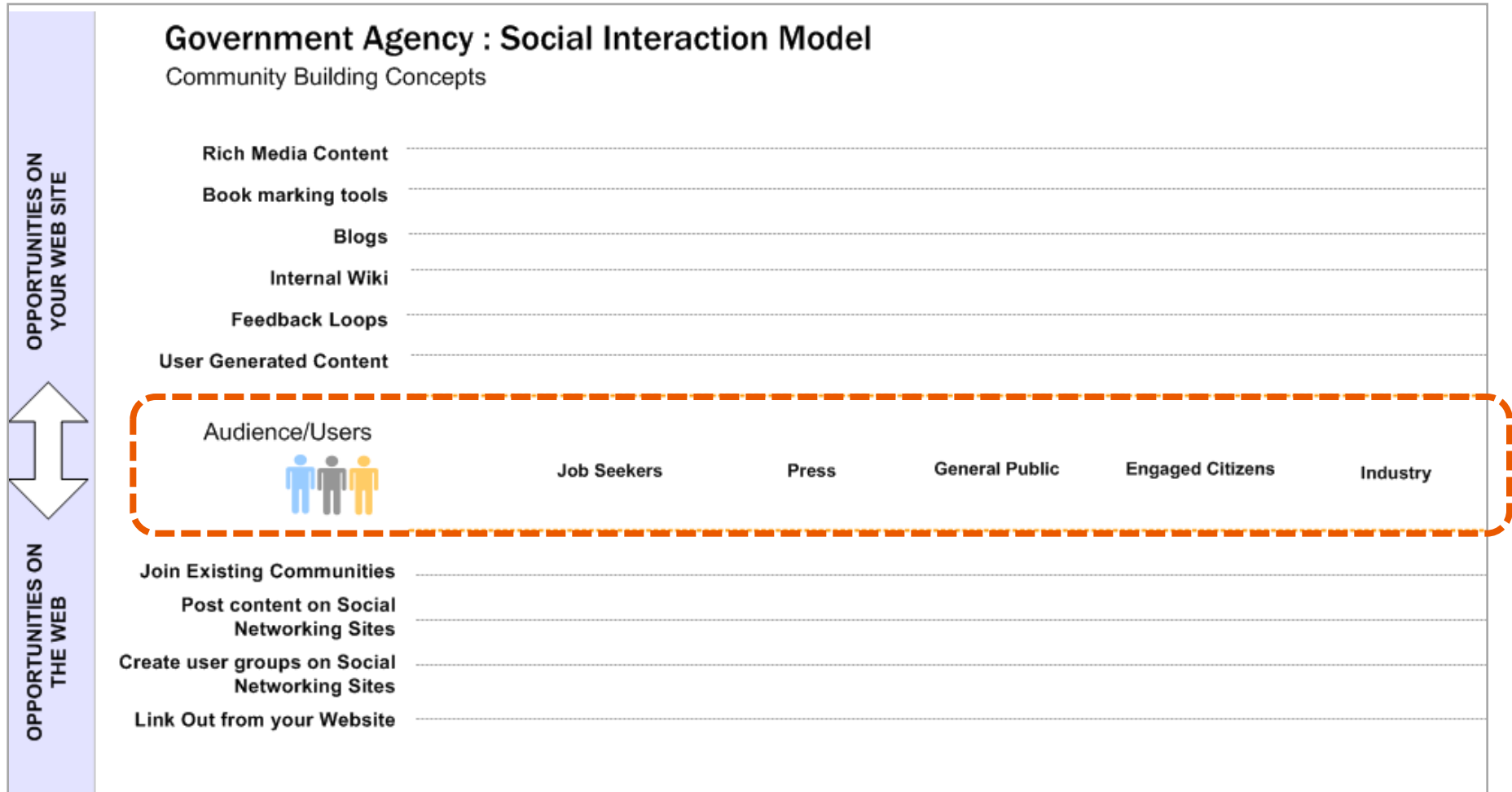


- They want to feel they have a voice and a stake in their government
- They want to feel connected to their government
- They want a dialogue *with* and *about* their government
- They want to know that their government is responsive to their needs
- It's about TRUST

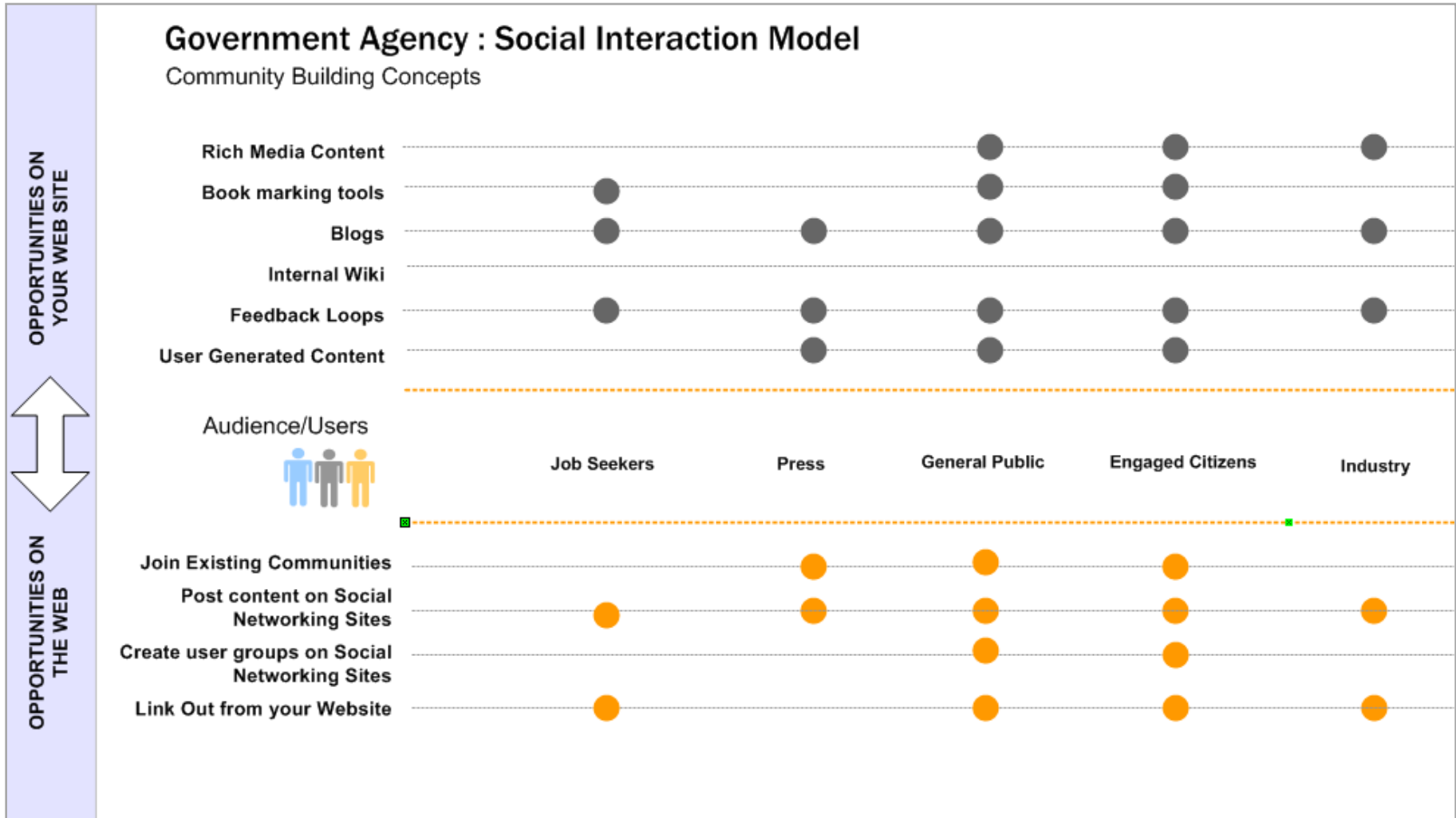
Now, start strategizing

- Goals & values
 - Express the specific goals you are trying to accomplish and their value to both the organization and the public.
- Role models
 - Study examples and model successes.
- Brainstorm
 - Imagine the possibilities; then define a concept.
- Technology
 - Choose the appropriate application(s) for your goals and audiences.

Define user profiles...



Then consider the opportunities for reaching them
















Finally, remember to frame issues for leadership

- Plan
 - Build in flexibility and scalability, and prepare for the unexpected; remember that in order to succeed you must relinquish some control.
- Resources
 - The technology may be free or cheap, but designing, implementing, and managing your project will require staff knowledge, skills, and time.
- Privacy
 - Anticipate the privacy question and address it in your plan and terms of service.
- Marketing
 - Most Web 2.0 initiatives do not go viral overnight; expect to promote these new projects
- Metrics
 - Define how you will measure success

Hits and Misses

2.0 Ways and Means

Some Web 2.0 concepts	Examples you may have heard about
Wikis	
* Blogs	 
* Social bookmarking	 
* Tweeting, a.k.a., micro-blogging	
Social photo sharing	
* Social video sharing	
* Social networking	 
* Crowdsourcing	 
* Mashups	

Examples: Blogs

- Broadcast: whitehouse.gov/blog
- Participatory: blogs.state.gov

Examples: Social Bookmarking

- Anywhere you see something like this:

Share this with:



- blogs.fco.gov.uk/roller/miliband

Examples: Twitter

- Broadcast: twitter.com/USDOL
- Conversational: twitter.com/USGS
- And if you want to do more, just go and **LISTEN** to what's going on.
 - Check out the "Trending Topics" feature
 - Search hash tags (example: #passport, #emergency, #aviation) to filter on topics of interest to you and your organization

Examples: YouTube

- Broadcast: [youtube.com/ukforeignoffice](https://www.youtube.com/ukforeignoffice)
- Participatory: [youtube.com/davos](https://www.youtube.com/davos)
- Participatory with stakes: [youtube.com/democracychallenge](https://www.youtube.com/democracychallenge)

Examples: Social Networking

- Presence on an existing site: Careers in Foreign Affairs group on Facebook
- Custom-designed and built to draw a specific audience (using Ning platform): connect.state.gov

Examples: Crowdsourcing

- White House question-gathering site for President's March 27 online town hall meeting (used Google Moderator): whitehouse.gov/openforquestions
- Current White House site for generating ideas to improve our government (using IdeaScale): opengov.ideascale.com

Examples: Mashups

- Hybrid crowdsourcing + mashups: appsfordemocracy.org
- Hybrid public data + private entrepreneurship: flutracker.rhizalabs.com

Further exploration

- Start with the case studies on [whitehouse.gov/open/innovations](https://www.whitehouse.gov/open/innovations)
- See also [mashable.com](https://www.mashable.com) for social media news, both commercial and government; Mark Drapeau covers government for Mashable: [mashable.com/author/Mark-Drapeau](https://www.mashable.com/author/Mark-Drapeau)
- Another crowdsourcing site, Our Open Government List by the Sunlight Foundation: feedback.sunlightfoundation.com/oogl
- Join the conversation on govloop.com

But...Fear of trolls?

- Structure the conversation by soliciting answers to **specific questions**, setting up **focused categories**, and using **polls**.
- Employ the same techniques for controlling trolls that have worked, more or less successfully, on the Web for years.
 - Allow users to:
 - ❑ Flag posts as off-topic, redundant or inappropriate
 - ❑ Hide unwanted posts or users from their own view
 - ❑ Rate posts on a scale
 - ❑ Tag posts using a moderated tagset
 - Consider reward and promotion systems
 - Take advantage of anti-troll tools like selective invisibility
 - Encourage positive interaction by having moderators post responses to select posts that are on the right track: respectful, mature, constructive.

Proof that Government 2.0 is *not* about technology:

- Dominicans to the USA web forum: dominicanstotheusa.com/forum
- Visa Chief at U.S. Embassy Santo Domingo joins the forum, *listens* to user complaints and ideas, and *responds*. He gladly agrees to host a weekly "Ask the Consul" topic in the forum.
- **Ongoing dialogue** improves visa processing **efficiency** and **public trust**.
- Public gratitude and respect:
<http://dominicanstotheusa.com/forum/index.php/topic,4416.0.html>
- Time commitment of one government official:
<http://dominicanstotheusa.com/forum/index.php?action=profile;u=205;sa=statPanel>
- 1996 technology + active, productive dialogue between government and constituents = **Gov 2.0!**

“ Openness will strengthen our democracy and promote efficiency and effectiveness in Government. ”

Pitfalls to Avoid

- Focusing on technology at the expense of users and goals
- Using Web 2.0 tools for the sake of it, without Web 2.0 goals and strategies
- Failing to frame important issues for, and anticipate questions from, organizational leadership
- Failing to obtain input/feedback from your audience
- Assuming your Web 2.0 project won't require human resources, or assigning community management duties to staff who won't be around long
- Failing to keep the dialogue going: users must know that you are listening, and they will only know if you are *responding*

Go Forth...

Continuing the conversation

- Download this presentation at navigationarts.com
- Will also be posted on Slideshare.net
- Discuss further in govloop.com group "Gov 2.0 Club"

Contact us!

- Albert Thibault, Director, Government Practice
athibault@navigationarts.com
- Kirsten Miller, Information Architect kmiller@navigationarts.com
- Kristin Hodgson, Manager, Marketing Communications
khodgson@navigationarts.com