

Oklahoma State WebManagers Group Training Day March 10, 2009

<http://www.oswg.net/>

at the Department of Libraries, 200 NE 18th

<http://socialreporter.com/?p=502>

Clay Shirky: online crowds aren't always wise

By David Wilcox · February 4, 2009 · Post a comment

Clay Shirky, leading commentator on internet technologies and author of Here Comes Everybody, last night backed away from his earlier enthusiasm for the online wisdom of crowds in democratic decision-making. He suggested that Government use of social media should focus more on “small groups of smart people arguing with each other”, than national-scale engagement online.

<http://www.indcfs.com/government-use-of-social-media/>

Colleagues: Social media is just a tool to be used when appropriate. It's not a matter of Facebook versus podcasting versus an interactive web site; it's choosing the right modality within the framework of objectives and resources.

In the case of government communicators, we do not have a lot of options. The web and social media and our customer service applications are, generally speaking, all we have to communicate. Lacking advertising budgets, we do what we can with the tools at hand.

<http://twitter.com/MWEditor>

Canadian Susan Gardner, editor of Municipal World Magazine

Some followers are government entities such as

<http://twitter.com/InnovationPhila>

many are economic development entities

<http://twitter.com/TownsAlive> is in UK

http://twitter.com/Microsoft_Gov Liaison between Microsoft's State and Local Government group and the customers seeking to fulfill daily missions

http://www.microsoft.com/industry/government/guides/economy.msp?WT.mc_id=econ_redirect

<http://twitter.com/GreenCitiesNews> Orlando Florida, Welcome to the Green Cities media portal on Twitter: breaking news, headlines and visual resources for media professionals covering Green Cities events.

<http://twitter.com/TechandUrbanDev> Washington, DC
How Advances in Technologies Alter Cities

<http://twitter.com/ottawacity> Ottawa, Canada
offers PSA's and MA's

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<http://www.oswg.net/>

<http://wordymouth.com/2007/03/28/looking-in-on-eden/>

2 years ago and still pretty much the same situation

<http://www.beelinelabs.com/2009/01/30/responses-to-marketing-news-radio-questions/>

I work for a contemporary art gallery and our Internet service currently rests on the city's server. Therefore, we are blocked from such sites as Facebook and MySpace. We're not even allowed to post pictures on flickr or Kodak gallery, etc. The city sees them as non-work related sites, understandably. Any suggestions on how we should "pitch" to the city how necessary it is for us to have access to these social communication tools?

Here's a BBC report on why "Bosses should embrace Facebook" based on a new study. To make your case find additional data and examples to show how governments - city, state and local - are using social media to be more effective, responsive and citizen-friendly. Build they case for the trend; create a Google Alert "Government use of social media." (Here's one example) Gather the best facts and examples and enlist other organizations like yours who feel the same way. Maybe even start a local social movement, using a blog or Facebook, to raise visibility of the issue. Get some ideas on how to force change from this post, Social media lessons from union organizers.

<http://markfaul.ca/2009/02/05/munigov/>

A few weeks ago I heard about a group of municipal government employees meeting on a regular basis in Second Life. The group is called MuniGov, and from the description on their website was formed as "a coalition of local/municipal governments focused on exploring the use and principles of Web 2.0 in an effort to improve citizen services and communication via technology."

<https://sites.google.com/site/munigov20/>

<http://twitter.com/munigov20/>

a coalition of municipal governments focused on exploring the use of Web 2.0 in an effort to improve citizen services and communication via technology

<http://www.inqbation.com/blog/government-policy-on-the-use-of-social-media/>

Gov 2.0 serves three primary roles:

1. Public outreach to communicate and deliver messages directly to citizens
 2. Encourage citizen involvement, interaction and feedback on social issues
 3. Provide leadership and public service announcements
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<http://www.cdc.gov/socialmedia/>

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http://scilib.typepad.com/science_library_pad/2009/03/us-now-presentation-notes.html

<http://breatheretailconsulting.blogspot.com/2009/02/government-use-of-social-media-part-1.html>

Given the government's slow acceptance and use of social media to date, last week's involvement of such sites by HHS is encouraging and certainly a big shift in their approach to public relations. Recently I have been doing quite a bit of research on the government and its use of social media, and concluded that in fact the executive branch should define an online communication strategy that encourages open engagement with the public through the use of social media sites. Social media technology offers agencies and departments the ability to:

- *expand their network in the private sector
 - *communicate quickly and easily
 - * conduct research instantaneously
 - * tap into useful micro-niches
 - *combat negative publicity
-

<http://joannejacobs.net/?p=763>

The same goes for government use of social media. In order to maximise the possible outcomes for connections forged using social media, you have to invest in responsiveness. This simultaneously builds the sense of a relationship with social media correspondents, and reduces the likelihood of negative experiences of social media, because the crowd itself is self-monitoring. (For example, in the recent episode on twitter of a phishing incident, it was twitter users themselves that warned each other of the problem, virtually wiping out the problem within hours of it emerging.)

<http://www.pbs.org/mediashift/2009/01/government-20-how-social-media-could-transform-gov-pr005.html>

excellent article by Mark Drapeau of Mashable <http://mashable.com/author/mark-drapeau/>

downloaded pdf entitled: Firefox

Examples of Using Technology and Content to Achieve Agency

<http://extendedbeta.com/>

Central Oklahoma's online hub for Internet professionals, entrepreneurs and enthusiasts

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<http://www.oswg.net/>

<http://andradecker.reputationpath.com>

(www.BuzzDing.com)

www.tweetdeck.com

TweetDeck is an Adobe Air desktop application that is currently in public beta. It aims to evolve the existing functionality of Twitter by taking an abundance of information i.e twitter feeds, and breaking it down into more manageable bite sized pieces.

www.hootsuite.com

HootSuite is the ultimate Twitter toolbox. With HootSuite, you can manage multiple Twitter profiles, pre-schedule tweets, and measure your success.

Tweetie

<http://www.atebits.com/software/tweetie/>

Full-featured twitter client for iPhone and iPod touch. (and you can manage multiple twitter accounts)

TwitterFox

<http://twitterfox.net/>

TwitterFox is a Firefox extension that notifies you of your friends' tweets on Twitter. This extension adds a tiny icon on the status bar which notifies you when your friends update their tweets. Also it has a small text input field to update your tweets.

Brightkite

<http://brightkite.com/>

Brightkite is a location-based social network. In real time you can see where your friends are and what they're up to. Depending on your privacy settings you can also meet others nearby.

Twitterrific

<http://iconfactory.com/software/twitterrific>

paid app for iphone

Feedburner

<http://www.feedburner.com/fb/a/home>