Developing a Social Media Strategy for Bangladesh

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Drafting a Social Media Strategy

A social media strategy should be aligned with your Government’s national development strategy

A social media strategy provides direction to civil servants that produce and handle content
Social Media Cycle
# Drafting a Social Media Strategy

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<th>Core Business</th>
<th>People</th>
<th>Content</th>
<th>Method</th>
<th>Audience</th>
<th>Tool</th>
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<th>Cost</th>
<th>Marketing</th>
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<td>Content Managers</td>
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<td>Targeted Group</td>
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<td>Identify data analytics tools to measure outcome</td>
<td>Budget</td>
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<td>Transparency</td>
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<td>Etc..</td>
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<td>Finance</td>
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<td>Vulnerable Groups</td>
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The table above outlines a Social Media Strategy Template, detailing various core businesses, people, content, methods, audiences, tools, impact, costs, and marketing strategies.
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Core Business

- Organizational objectives and goals
- National Development Strategies
- Vision
- Social media activities in support of core business
- Placing the citizen in the center of development
Team Members
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People

Social media Evangelist: (Guru – Leader): Strategist and visionary responsible for content design, marketing, analysis and data analytics
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People

- Content creators: Staff responsible for daily posting
- Content providers: Core Business people, Thematic specialists, government civil servants with good communication skills
- IT Staff: to maintain the social media platforms
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Capacity Building

• Recruit social media savvy employees

• Establish training programs for novices

• Encourage all staff to use social media

• Staff should engage in Social Selling or marketing their institution
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Content

- Citizen-Based Content
- Identify who owns the content
- Quality Review Requirements
- Driving audience to Government Portal
- Government Information and e-Services
- Target content to audience
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Method to obtain and sending information

- Crowdsourcing and Crowdfunding
- Push/Pull transactions
- RSS feeds
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Audience

- Women, Youth, Vulnerable Groups, Political
- Thematic Groups: Environment, Educators, etc.
- Develop partnerships to attract specific groups
- Use of Social Media Influencers
- Communities
Identify Your Voice on Social Media

https://blog.bufferapp.com/social-media-teams
Online Feedback

• What is acceptable online conduct, or etiquette?

• When should you respond to negative feedback on social media?

• It is not personal.
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Guidelines for Online Content

• High level presence
• Acknowledging Feedback from citizens
• Accuracy of content
• Timeliness of content
• Impact of content
• Do not rant
• Do not get overly defensive
• Etiquette is important
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Tools - Platforms

• Government should survey social media tools to see which platforms are in greater use.

• Departments or Ministries should be responsible for selecting social media tool.

• Provide guidelines for selection of social media platform.
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Tools - Platforms

Social Media Networking Sites

- Facebook – Government to Citizens
- Twitter – Government to Citizens
- Linked-In – Government to Business
- YouTube – Entertain and Educate
- Instagram – Visual Greatness
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Tools - Platforms

Internal Social Media tools

- Yammer – fosters communication and collaboration,
- Skype – Internal chat session in the public sector
- Podio – workflow and client relationships
- Wrike – project management tool
Unlocking Social Media
Drafting a Social Media Strategy

Impact – Data Analytics

• Measuring impact on core business

• Identify social media indicators that link to national agenda
  • Issues resolved
  • Increase in use of e-services
  • Increase in use of national portal or web sites
  • Tax revenues increase
  • Increase in citizen engagement
Impact - Data Analytics

- Understand the importance of “Big Data”
- Identify which metric tools your organization will be using
- The role of Big Data in your decision-making process
- Link metrics and KPIs to something meaningful can be beneficial
- Linking social media sentiment to intent
- Search revenues
Costs

- Staff – IT, Marketing, Content Developers, etc..
- Infrastructure
- Graphic Designs and Marketing
- Social Media Scheduling – Buffer allows you to schedule your posts ahead of time, then you can follow-up with data analytics
- Data Analytics
- Training
Implementing the Strategy
Social Media Knowledge Base

Internal Content

- Press releases
- Web content on social media channels to inform and educate the public
- Launch new e-services
- Promote government web sites and blogs
- Information Sharing
- Awareness raising on core business activities
- Customer satisfaction Surveys
Social Media Knowledge Base

External Content

• Citizen Feedback and Inputs
• Following Major Social Media Influencers
• Information from thematic communities
• External videos – citizens are becoming data providers as a result of new technologies, use it to your advantage
• Track specific # Hashtags
• Expert Feedback and inputs
Social Media Knowledge Base

Communities Outreach

- Passive listening – Find out what people are saying
- Fact-checking – Ensure audience as the correct information
- Responsiveness – Timeliness
- Gauge level – of enthusiasm, support, anger on issues
Social Media Comment Policy

Should I Respond Online On EPA's Behalf?
Questions to guide my decision – Use with Interim Guidance, “Representing EPA Online Using Social Media”

Review
Is Responding Worthwhile?
Consider:
• Time to research and write
• Likely viewership
• Importance of the issue

Do Not Respond
Let it stand

Evaluate
Is this site dedicated to bashing and degrading others?

Correct the Information
1. Discuss with manager and obtain approval
2. Consult Response Considerations
3. Correct errors
4. Notify your Web Content Coordinator

Tone
Is the post positive or balanced?

Rectify
1. Discuss with manager and obtain approval
2. Consult Response Considerations
3. Resolve concern
4. Notify your Web Content Coordinator

Is this post a rant, rage, joke or satirical in nature?

Respond
1. Discuss with manager and obtain approval
2. Consult Response Considerations
3. Respond
4. Notify your Web Content Coordinator

Is there erroneous information in the post?

Is the post a result of a negative experience?

Response Considerations
Be Transparent – Disclose your affiliation (EPA or contractor).
Cite Your Sources – Stick to facts and cite your sources by including hyperlinks, video, images, etc.
Respect Your Time – Do not spend more time than the response is worth.
Use a Professional Tone – Respond in a tone that reflects positively on EPA.

Adapted from the Air Force Web Posting Response Assessment, Air Force Public Affairs Agency - Emerging Technology Division
Open Government Data

- Publish APIs
- Promote Hackathons
- Promote e-services that are created via Hackathons
Marketing

#Hashtags

• Publish Government Hashtags list
• Use analytic tools to track the use of Hashtags
• Develop guidelines on the use of government Hashtags
Marketing

Events

• Facebook Campaigns
  • Increase the number of visit to Facebook Page
  • Develop citizen useful content
  • Strengthen Facebook communities

• Twitter Campaign
  • Million Tweet Day
  • Identify key Government people to tweet
Marketing

Awareness Campaign

• Work with Media to have civil society better understand social media

• Develop Network of high content Government Institutions

• Work with the popular Facebook pages and Twitter users
# Suggestions

## Strategy - Collaboration ➔ Greater Impact

<table>
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<th>Key Issues</th>
<th>Methods</th>
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<tr>
<td>Deliver effective social media service to constituents</td>
<td>Integrated Strategy</td>
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<tr>
<td>Reduce inefficient accounts, identify duplicate efforts by multiple departments, and identify gaps in workflows and alignment.</td>
<td>Ownership</td>
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<tr>
<td>Base on level of expertise of staff, identify the teams and departments to lead the way.</td>
<td>Accountability</td>
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<td>Conduct a social media skill audit</td>
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<td>Hub of excellence to align efforts and implement successful practices</td>
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</tbody>
</table>
Suggestions

Usefulness - Move from engagement to public service

• Focus usefulness to citizens
• Build content and engagement strategies around real issues
• Use Metrics Data to realign social media strategy on a regular basis
• Expand number of followers and retweets
• Build partnerships with communities
Suggestions

Metrics – Developing the Business Case

Return of Investment

Are you:

• Engaging citizens
• Driving web traffic,
• Increasing awareness
• Reducing costs
• Increasing efficiency
• Creating transparency
• Increasing Revenues
Suggestions

Metrics – Identifying Impact

• Use of Hashtags to collect data
• Use a real-time social media analytics solution
• Look for upward and downward trends in social media activity
• Understand the value of “Big Data” when making decisions
Suggestions

Manage social as a core system for oversight and control

• Tracking social media activity in one social relationship platform will enhance management oversight and reputation

• A larger contributor pool with provide better content

• Unified data sources makes it easier to measure the impact of social media.

• Increase security and control over your social media platforms
Suggestions

Selecting Social Media Tools

• Identify a combination of different social media tools and platforms that support your business, content, and your objective to engage citizens

• Keep abreast of the main social media tools and platforms that your citizens are using to discuss relevant issues. This will affect your decision on selection them.

• The culture of the organization will also play an important role in selecting a set of tools and platforms
The End