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A VISION AND FEASIBLE STRATEGIES OF SOCIAL MEDIA FOR THE PUBLIC SECTOR OF TAIWAN

DR. ZHOU-PENG LIAO

- Research Fellow,, Taiwan e-Governance Research Center
- Assistant professor , Dep. Public Administration, National Open University

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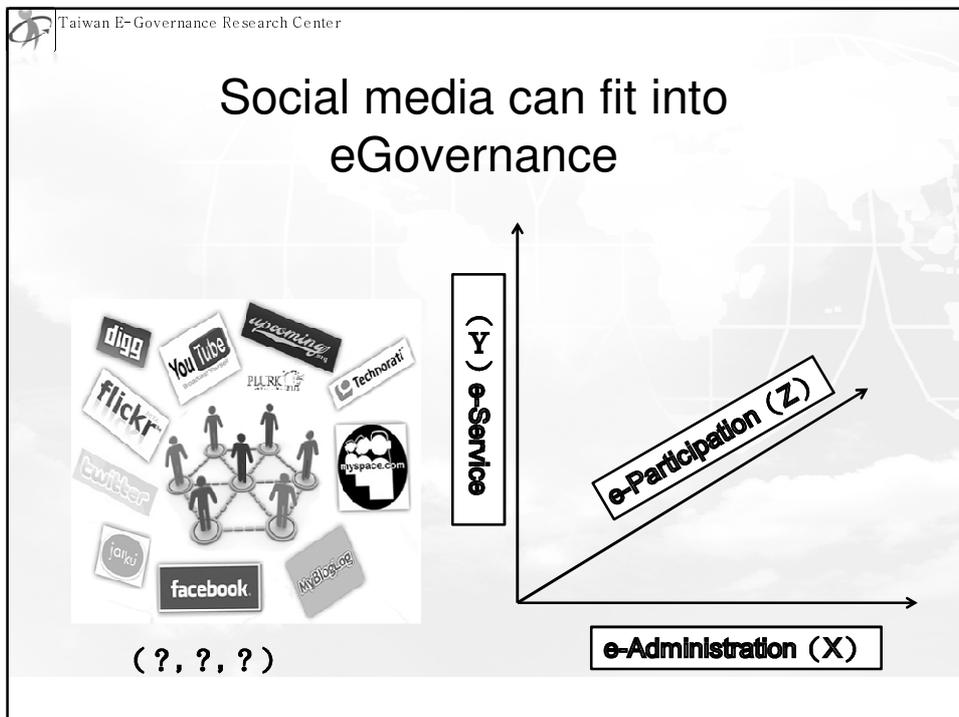
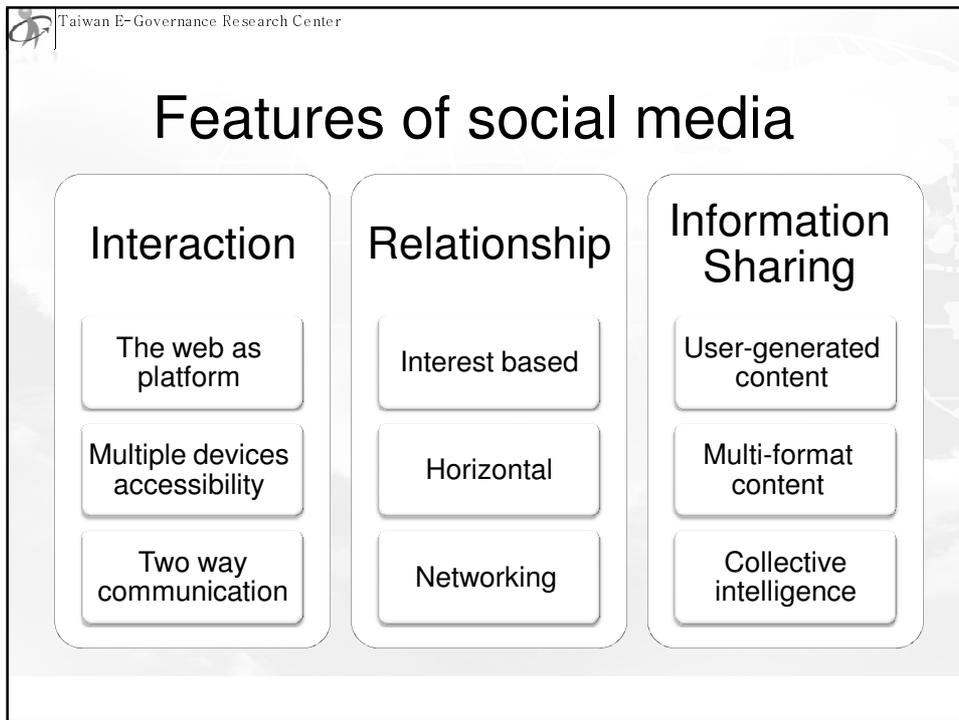


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What is social media?

“A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content.” (Kaplan & Haenlein, 2010)

“Social media is an information sharing and knowledge creation tool.”(Mergel, 2010).



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How to evaluate the usage of social media in the public sector?

e-Administration (X)	• the degree of collaboration
e-Service (Y)	• the degree of user satisfaction
e-Participation (Z)	• the degree of citizen involvement

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What will it look like?

- Scenarios building:
 - Borrowing the concept of **managerial grid model** (Blake & Mouton, 1964) .
 - Each axis can be divided into 9 degree (1-9). If you choice to use it, the degree will at least be 1.
 - 6 styles of total 729 (9x9x9) styles will be discussed below.

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Holistic style (9.9.9)

- Searching for highest degree of all dimensions.
- Be highly connected with the idea of democratic governance.
- Ex:
 1. Open Government Initiative of America.
 2. “A more transparent, participatory and Collaborative Government.” ---U.S. President Obama’s Open Government memo from January 21, 2009.

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Collaborative style (9.1.9)

- Searching for collaboration of different sectors or departments.
- Be highly connected with the idea of collaborative governance.
- Ex:
 1. Google apps for government
 2. “Collaborative governance brings multiple stakeholders together in common forums with public agencies to engage in consensus-oriented decision making.”(Ansell & Gash, 2008)

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eBusiness style (1.9.9)

- Valuing customers' feedbacks in order to improve services continually.
- Be highly connected with social CRM model of the private sector.
- Ex:
 1. Facebook fanpages.
 2. A different way of thinking about customer relationship management that focuses on using social media to enhance customer engagement.(IBM, 2011)

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One stop shop Style (9.9.1)

- Through a single portal to provide all kinds of services.
- Be highly connected with the idea of single window services.
- Ex:
 1. San Francisco 311 Facebook.
 2. "Provide a easier way for the public to reach city services"(Lee, 2011)

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Middle of the road style (5.5.5)

- Middle degree of all dimensions.
- Keep going to the holistic style, but do not touch down yet.

A signpost with two arrows: one pointing right labeled 'SUCCESS' and one pointing left labeled 'FAILURE'.

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eFashion style (1.1.1)

- Using social media just to follow the fashion.
- Many agencies create social media accounts but fail to run it well.

A thumbs-down icon.

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The Vision of Taiwan's 4th. eGov Plan 2011

The vision:	3 Goals:	5 Strategies:
<ul style="list-style-type: none"> Service without boundaries, All people got a good life. 	<ul style="list-style-type: none"> Providing cross-sectional services. Constructing green environment Promoting equal participation opportunity 	<ul style="list-style-type: none"> Constructing an multi-services environment. Providing government information actively. Using collective resources more effectively. Increasing interaction for trust connection. Connecting social network effectively.

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The purpose of using social media

行政院研究發展考核委員會

政府網站Web 2.0營運作業
參考指引(社會網絡篇)

中華民國 100 年 2 月 25 日

- Enlarge the citizen participation for improving efficiency and quality of government services. ---RDEC of Executive Yuan, Taiwan.



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- According to the vision of 4th eGov plan and the purposes of using social media of Taiwan, holistic style will be the idea model.

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Profiles of Taiwan's e-society

Computer accessibility of 12 years old and above residents

2010		2011	
yes	no	yes	no
75.6%	24.4%	77.4%	22.6%
15,420,000	4,980,000	15,890,000	4640,000

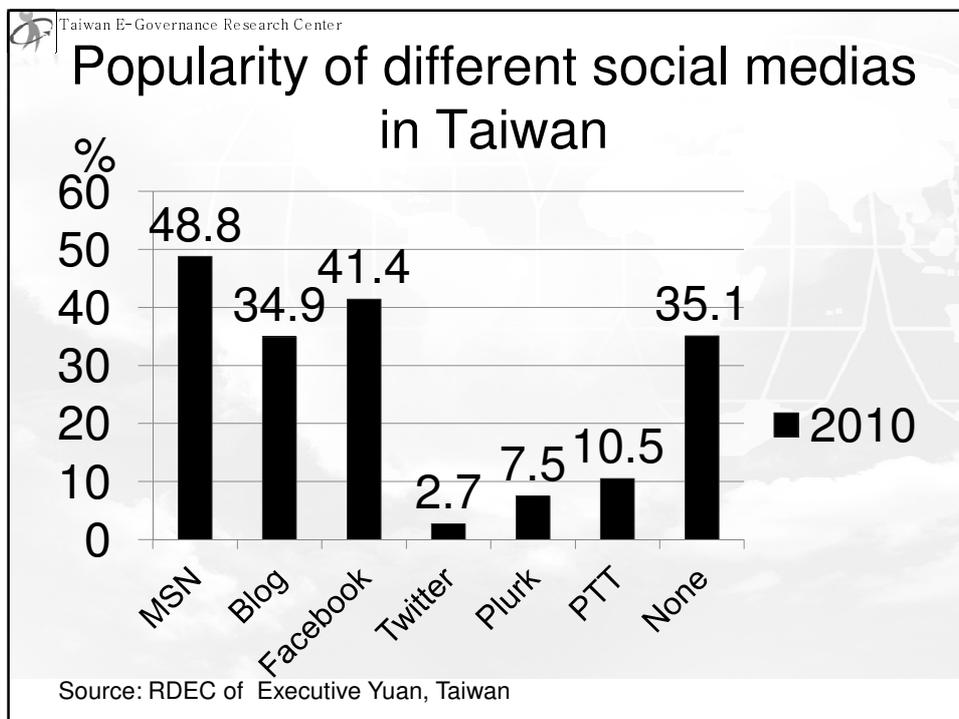
Source: RDEC of Executive Yuan, Taiwan

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Web accessibility of 12 years old and above residents

2010		2011	
yes	no	yes	no
70.9%	29.1%	72.0%	28.0%
14,460,000	5,930,000	14,780,000	5,750,000

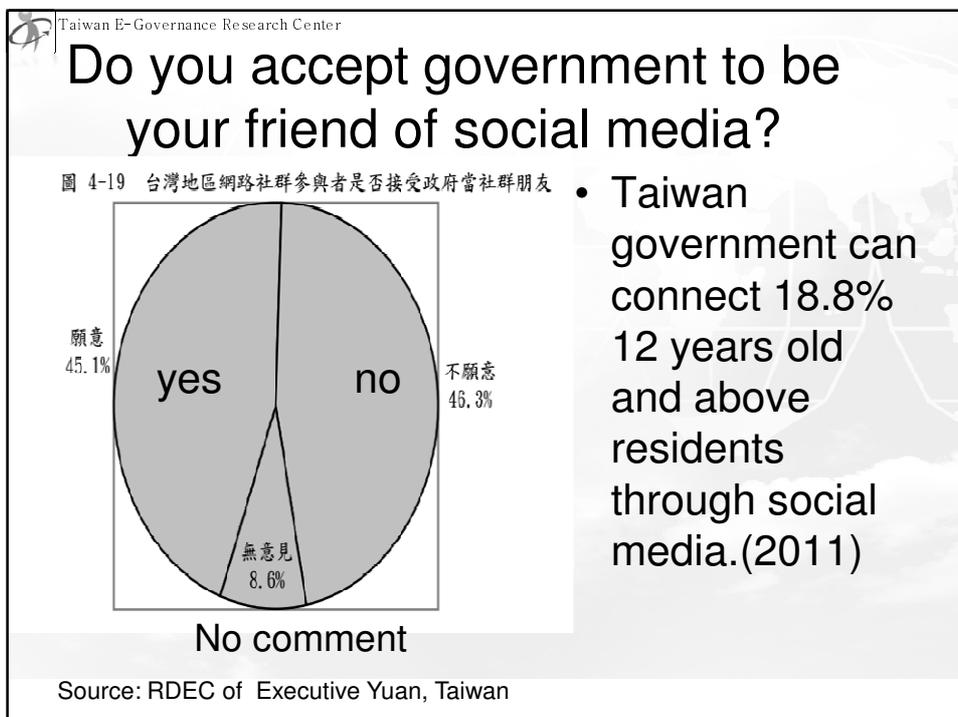
Source: RDEC of Executive Yuan, Taiwan



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Ranking	Top 10 social media of Taiwan
1	Facebook
2	YouTube
3	無名小站
4	PIXNET 痞客邦
5	伊莉論壇
6	巴哈姆特電玩資訊站
7	Mobile01
8	blogspot.tw
9	卡提諾王國論壇
10	plus

Source: ALEXA, 2012.9



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Frequent usages of social media in the public sector of Taiwan

- Policy marketing
- Politician fanpages
- Public service
- Policy forum

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facebook

期待臺北

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25,218 讚

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- Most cases are only focused on one or two dimensions.
- Less cases are focused on e-participation dimension. The most important reason is afraid to loss control of policy process.

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The facts of Taiwan

- The official vision and strategies of using social media have not be a common view of the public sector in Taiwan.
- The public sectors are less willing to increase the level of e-Participation.
- The public sector is just in the beginning stage of using social media. Both the public sector and the citizen should continue to learn how to use this powerful tool.

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Some suggestions for public managers

1. Remember, not every agency has the same goal to use social media. We need the top management and all departments to setup its own goals.
 - “We need to decide how the different social media channels fit into an agency’s mission is a crucial step that should involve top management but also all departments that might populate the social media channels with content.”(Mergel, 2010).

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2. Be a smarter user

- There are five points about using social media (Kaplan & Haenlein, 2010)
 - ① Choose carefully
 - ② Pick the application, or make your own
 - ③ Ensure activity alignment
 - ④ Media plan integration
 - ⑤ Access for all

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3. Be a friend of your clients/citizens:

- There are five points about being social (Kaplan & Haenlein, 2010)
 - ① Be active
 - ② Be interesting
 - ③ Be humble
 - ④ Be unprofessional
 - ⑤ Be honest

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4. Action in a collaborative way

- The pursuit of authoritatively chosen public goals by means that include engaging the efforts of, and sharing discretion with, producers outside of government. (Donahue & Zeckhauser, 2006).

THANK YOU!



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