

State of Social Media 2014

Social media isn't just an outlet to connect and share with friends and family anymore – increasingly, state and local governments are using it to inform, engage and empower citizens. Find out how to maximize the use of social media in your jurisdiction as it becomes pervasive in the public sector.

SOCIAL MEDIA AND THE IMPACT ON SOCIETY

Social media use is increasingly **PERVASIVE**:



74% of adults use social media sites¹ and **AMERICANS NOW SPEND MORE TIME ON SOCIAL MEDIA** than any other Internet activity, including email.²



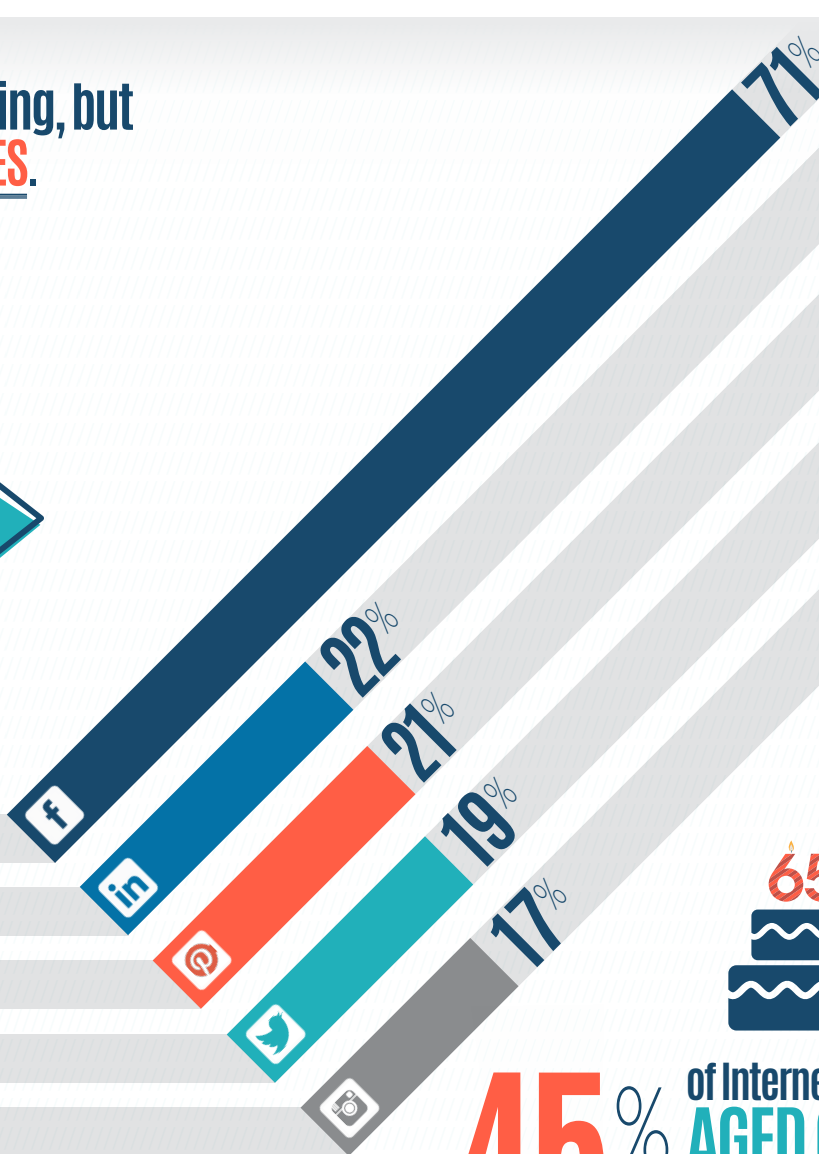
60% of social media time is spent on tablets and smartphones.³

The sheer size of social media and the communication taking place is hard to comprehend. **EVERY 30 SECONDS**.⁴



Social media is diversifying, but **FACEBOOK STILL DOMINATES**.

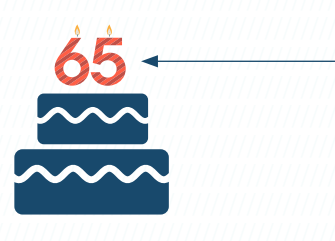
71% OF ONLINE ADULTS USE FACEBOOK



FACEBOOK
LINKEDIN
PINTEREST
TWITTER
INSTAGRAM

Social media **ISN'T JUST FOR MILLENNIALS**:

45% of Internet users **AGED 65+** USE FACEBOOK.⁶



HOW IS GOVERNMENT USING SOCIAL MEDIA?

Government adoption of social media is **GROWING**:



California government agencies alone have

430 SOCIAL MEDIA ACCOUNTS including:

154 FACEBOOK PAGES

158 TWITTER ACCOUNTS⁷

States and municipalities are using social media to...

PROVIDE BETTER CUSTOMER SERVICE:

The South Carolina Department of Health and Human Services **SCANNED TWITTER, FACEBOOK AND BLOGS** to find people who were talking about its Medicaid services.⁸



RESPOND TO AND RECOVER FROM EMERGENCIES AND DISASTERS:

The day Hurricane Sandy made landfall, **FEMA REACHED MORE THAN 300,000 PEOPLE ON FACEBOOK** and 6 million people on Twitter.⁹

6M **300K**

CATCH THE BAD GUYS:

4 OUT OF 5 law enforcement agencies use social media for investigations.¹⁰



CHALLENGES OF MANAGING SOCIAL MEDIA

Despite the growing use of social media in the public sector, it is still relatively new and **GOVERNMENTS ARE CHALLENGED BY:**

LIMITED RESOURCES (staffing, etc.):



There is a retirement wave hitting government agencies:

NEARLY HALF OF STATE WORKERS ARE BETWEEN 45-64 YEARS OLD¹¹

LACK OF POLICY:

JUST OVER HALF OF STATE GOVERNMENTS have policy language in place governing personal use of social media by state employees.¹²

RECORDS MANAGEMENT (open records requests, etc.):

On average, **AGENCIES SPEND 260 MINUTES** per day meeting public records requests.¹³

⌚ = 5 minutes

MANAGING ELECTED OFFICIALS' ACCOUNTS:

48% of Americans keep up on **POLITICS USING FACEBOOK**¹⁴



HOW DO WE KEEP UP WITH IT ALL?

The following best practices will **HELP YOU MANAGE SOCIAL MEDIA EFFECTIVELY:**

IMPLEMENT TECHNOLOGIES AND TOOLS FOR MANAGING AND ARCHIVING DAY-TO-DAY SOCIAL MEDIA RECORDS.



CREATE INTERNAL AND EXTERNAL POLICIES THAT SUPPORT THE ADMINISTRATION AND PROCESS OF SOCIAL MEDIA.

PROVIDE EDUCATION TO SUPPORT PROPER USE OF SOCIAL MEDIA BY STAFF AND ELECTED OFFICIALS.

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