Stratford Institute
FOR DIGITAL MEDIA

CAMA May 29, 2012

Becoming a Digital Nation
Social Media and Your Municipality

The Stratford Declaration

Canada3.0, 2010

- We have the opportunity to lead the world in digital media and create a national advantage by commercializing innovation

- To be a leader in digital media all Canadians should be connected to all Canadian content on a fair and transparent basis.

- All Canadians should have the opportunity to participate fully in the digital world – an increasingly mobile world.

- Success requires new business models that encourage national collaboration and co-operation

- All of this requires unprecedented collaboration between government, academia and business.

The STRATFORD INDEX 2012

- A portrait of our collective efforts in advancing Canada as a Digital Nation

- Presenting statistics compiled and published by authoritative bodies such as:
  - The World Economic Forum
  - The Conference Board of Canada
  - Organization for Economic Co-operation and Development

The STRATFORD INDEX 2012

- **Cdn Businesses with Broadband Connection**

2010	2011
90%	94.3%
OECD AV: 85.7%	

- **Cdn Connectivity and Economic Performance**

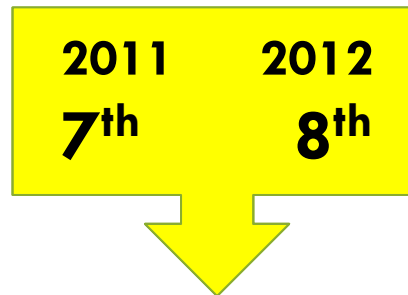| 2010	2011
9th	8th

The STRATFORD INDEX r2

- **Broadband & Internet Available to Households**

- **Cdn households with broadband & internet services**

- **Time Average Cdn spends on Web per month**

	2010	2011
	96%	98%
	70%	72%
	43.5	45.3

World Aver: 23.8 hr

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World Economic Forum 138 countries

- **Canada overall**

  2011   2012
  7th   **8th**

- **Importance of ICT to Government Vision Of Future:**   **28th**

- **Government Prioritization of ICT**   **31st**

The STRATFORD INDEX 2012

World Economic Forum

- **Cdn capacity for innovation**

24th

- **Govt procurement of advanced technology products**

2010	2011
26th	35th

Evaluating Government Web Initiatives

How well can the average Canadian citizen:

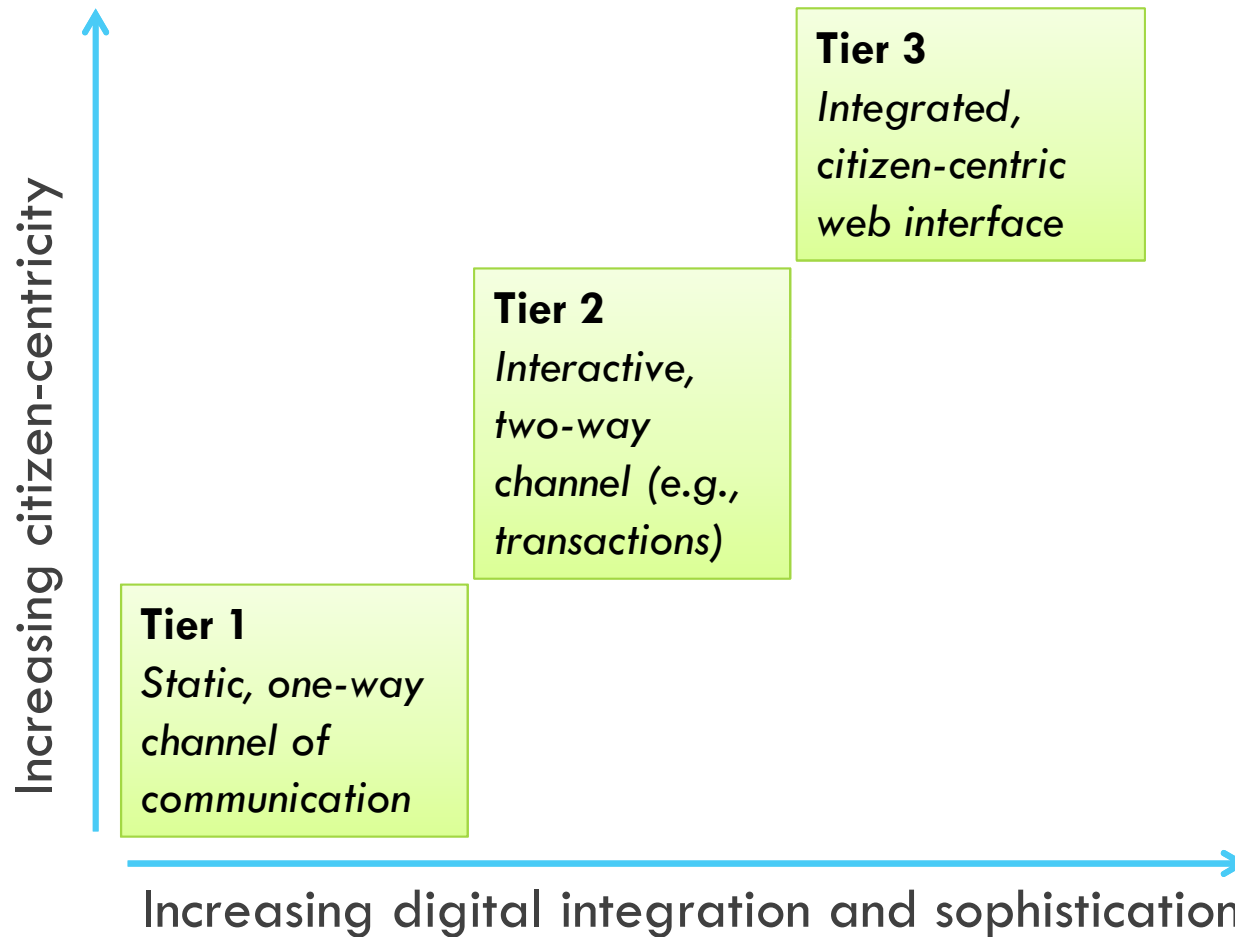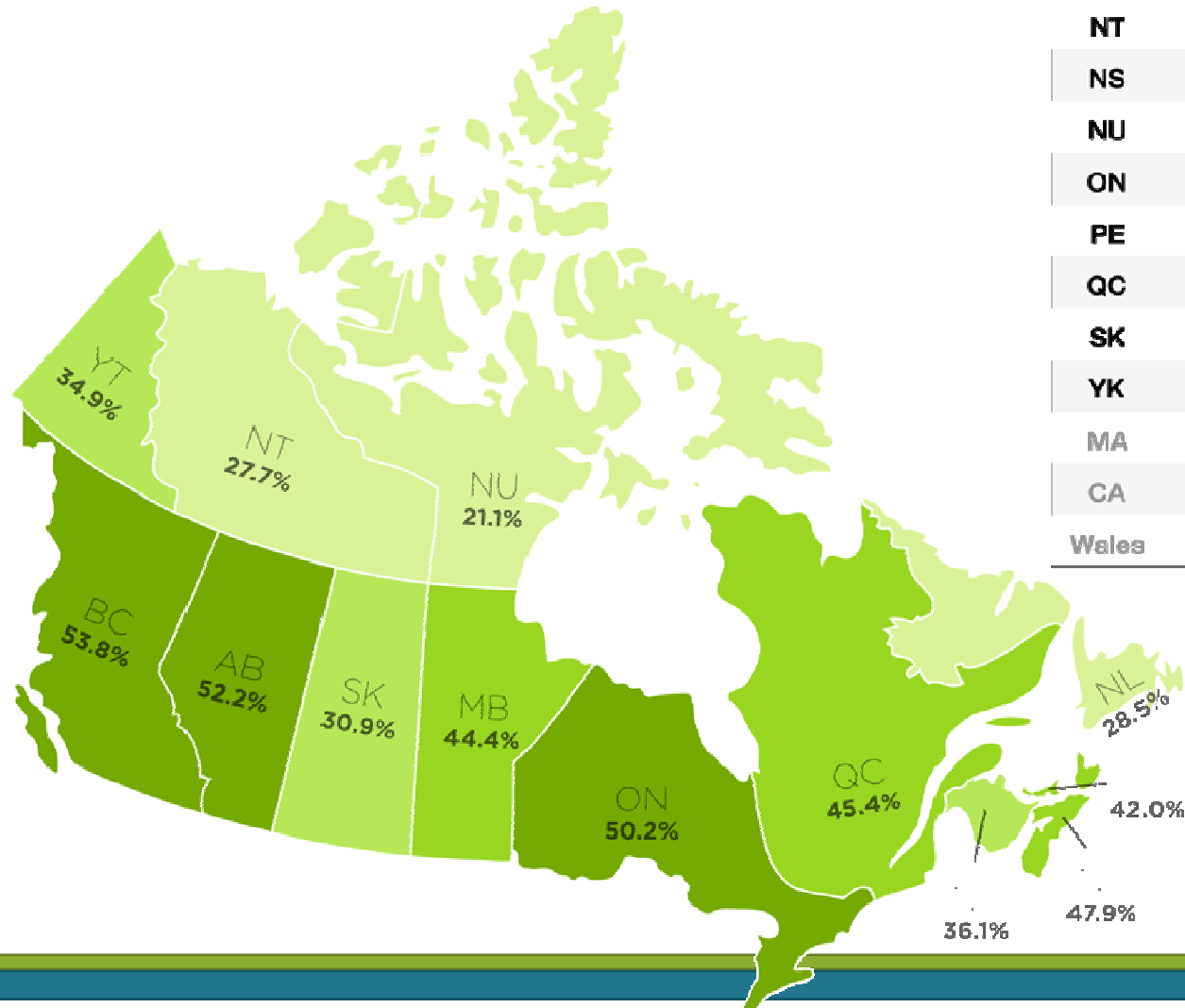| Complete basic government services online	Access government information online	Engage and interact with their government online

Total eGovernment Rank

Methodology

Increasing citizen-centricity (vertical axis)

Increasing digital integration and sophistication (horizontal axis)

Tier 1
Static, one-way channel of communication

Tier 2
Interactive, two-way channel (e.g., transactions)

Tier 3
Integrated, citizen-centric web interface

Key Findings

	Overall	Services	Information	Engagement
AB	2	5	4	1
BC	1	4	2	2
MB	6	7	7	4
NB	8	6	9	10
NL	11	9	10	12
NT	12	10	12	9
NS	4	3	8	5
NU	13	13	13	11
ON	3	2	1	7
PE	7	11	5	3
QC	5	1	3	8
SK	10	8	6	12
YK	9	12	11	6
MA	9.5	8.5	7.5	8.5
CA	5.5	7.5	4.5	5.5
Wales	4.5	6.5	1.5	6.5

Map labels:
- YT 34.9%
- NT 27.7%
- NU 21.1%
- BC 53.8%
- AB 52.2%
- SK 30.9%
- MB 44.4%
- ON 50.2%
- QC 45.4%
- NL 28.5%
- 42.0%
- 47.9%
- 36.1%

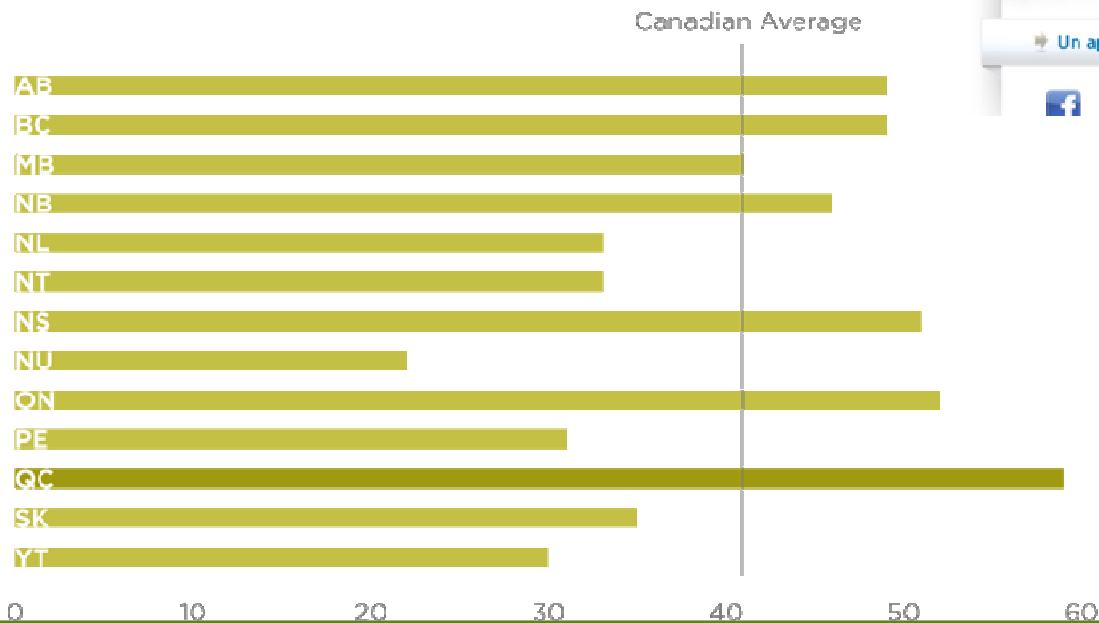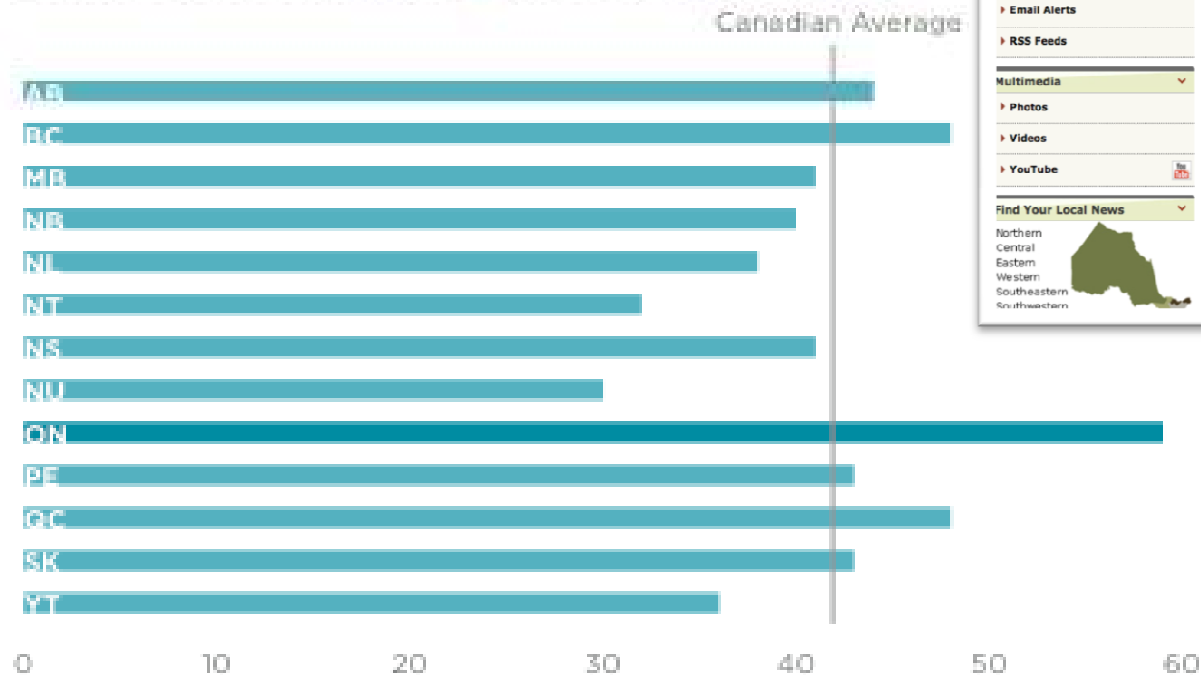# Top Overall – British Columbia
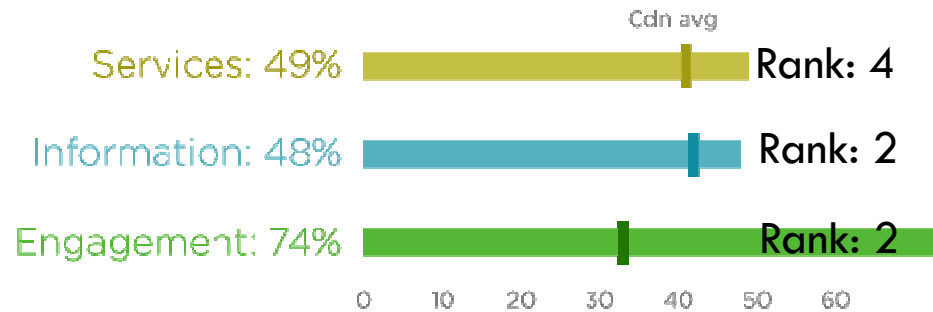
Top Online Services - Québec

Online Services by Province/Territory

Top Online Information - Ontario

Online Information by Province/Territory

Canadian Average

AB
BC
MB
NB
NL
NT
NS
NU
ON
PE
QC
SK
YT

0   10   20   30   40   50   60

NEWSROOM

Get News
▸ Today's News
▸ Communities
▸ Topics
▸ News Archive
▸ News by Ministry

News on Demand
▸ Email Alerts
▸ RSS Feeds

Multimedia
▸ Photos
▸ Videos
▸ YouTube

Find Your Local News
Northern
Central
Eastern
Western
Southeastern
Southwestern

Students Participate In Pre-Budget Consultations

March 13, 2012 3:25 PM

McGuinty Government Engages Youth On Provincial Budget and Future Prosperity

Ontario has included future voters in this year's pre-budget process through the **2012 Ontario Student Budget Consultations** - the first initiative of its kind in Canada.

Alongside **CIVIX** - a national organization devoted to active youth citizenship - the government worked with students and their teachers as they learned about the budget-making process. Through a series of short videos and follow-up questions, students offered their thoughts on how the government can eliminate the deficit while creating jobs - supporting public services and strengthening the economy.

Finance Minister Dwight Duncan has hosted several pre-budget consultations - in-person and through virtual town halls - in preparation for the 2012 Budget. The consultations have included people, organizations, associations and other stakeholders across Ontario.

QUICK FACTS

➤ CIVIX made this resource available to high schools across Ontario.
➤ This year, more than 131,000 Ontarians have participated in the virtual town hall sessions.
➤ CIVIX is a national, charitable organization and its mission is to grow young

"The Ontario Student Budget Consultations are an innovative way to connect with young Ontarians as part of our pre-budget discussions. Students provided their opinions and ideas on how we can balance the budget to strengthen our economy, create jobs and support our strong education and health care. I am grateful to have heard their views on what they want their future Ontario to look like."

– Dwight Duncan
Minister of Finance

Top Online Engagement - Alberta

Online Engagement by Province/Territory
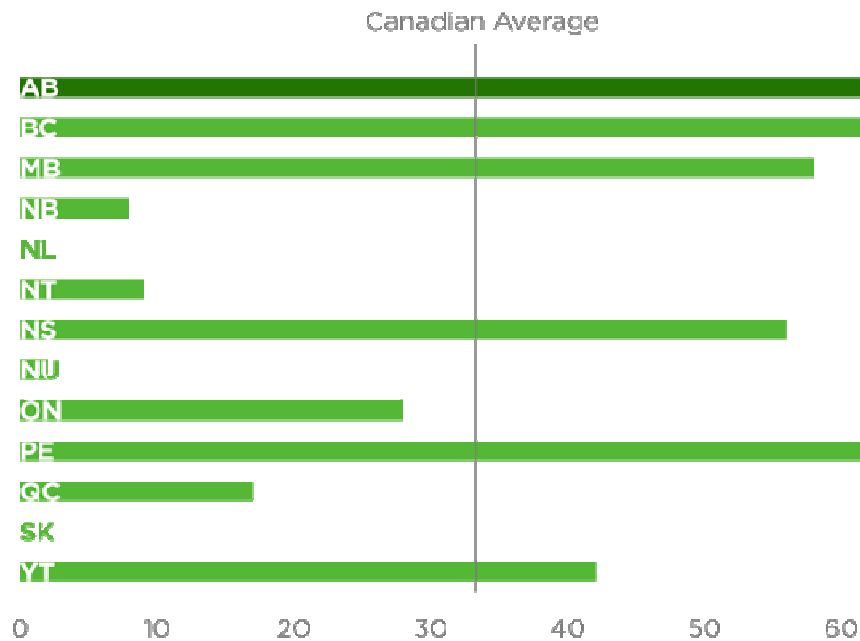
Canadian Average

Municipalities Use Social Media

- ➢ Engage new younger audiences, with events & contests (Facebook)
- ➢ Publicize community events (Twitter)
- ➢ Live coverage of council meetings (Twitter)
- ➢ Share current issues, news, info (blogs)
- ➢ Forum to discuss and receive input (Twitter & Facebook)
- ➢ Recruitment (Linkedin)
- ➢ Updates on public projects (Twitter)
- ➢ Broadcast events, ceremonies, speeches (Youtube)
- ➢ Innovative use of existing data…apps

Municipal Best Practices

➢ City of Edmonton:--web site links to several blogs, 10 Facebook pages. Public library active online. Police twitter re updates re crimes, arrests, neighbourhood crime prevention. City-based Youtube channel, app for transit system

➢ City of Vancouver:--similar to above, eg a facebook page to help cyclists

➢ City of Toronto:--dozens of facebook pages, RSS feeds for news, Twitter accounts for museums and services, city Youtube channel.

➢ ALL: updated frequently and responses sent, discussion engaged .   Use Public Library as knowledge central

➢ YOUR CITY ??

Municipalities & Social Media WHY?

City of Stratford (pop: 32,000)

➢ Ability to upload quickly by multiple users

➢ Ensure quality of info and data

➢ Create dynamic interactive environment

➢ Save money over traditional comm channels

➢ Track/analyze data, use and results

➢ Public expectations

➢ Reach public, esp younger, where they are

Government & Social Media
Why Not ?

➢ Skepticism re effectiveness; legal-privacy concerns; workload; security and productivity; control of official message.

IPAC STUDY, 2010:--

➢ Dearth of analysis re cost/benefits or measures of success

➢ Issue is not technology or policy but organizational and cultural within public service

IPAC Study conclusion

- Social media demand a new paradigm regarding the ownership, use and management of information.

- The public sector needs organizational change, developing a culture of trust and openness that will allow public servants to take advantage of the benefits that social media offer.

(see: *Social Media and Public Sector Policy Dilemmas*. Toby Fyfe and Paul Crookall. IPAC 2010)

The Public Service Challenge

- To meet these many challenges, the Public Service must get better at dealing with complexity. This will require new approaches to creative and collaborative problem solving. It will mean working with other levels of government, the private sector, civil society and citizens themselves. All of these players are demanding a larger role in public policy and in the design and delivery of programs and services.

- As we move forward, we must continue to take advantage of new technologies. The Internet and Web 2.0 have become integral to the personal lives of most public servants. Within the Public Service, we have begun to adapt to and better use Web 2.0 tools. But we can do more to take full advantage of the opportunities they present for more efficient service delivery, faster knowledge and information sharing, and more effective collaboration.

Wayne Wouters. 18th Annual Report to the Prime Minister, Nov. 2011

Productivity in Public Services-federal, provincial and municipal

➢Efficient service delivery,

➢Faster knowledge and information sharing

➢More effective collaboration

The vital issue for all governments over the coming decade is:--- improving the productivity of a knowledge work force

The Culture is Shifting

I heard a number of ideas, which I shared with deputies. Most of these rightly point to the need for culture change in the Public Service. We need to nurture a more performance-oriented, collaborative and innovative culture by, for example, taking greater advantage of Web 2.0 tools to deliver on our business.

Wayne Wouters. 18th Annual Report to the Prime Minister. Nov. 2011

UK Government How to use social media. May 2012

- ➢ Communicate with citizens where they are
- ➢ Use social media to consult and engage
- ➢ Use to be more transparent & accountable
- ➢ Be part of the conversation and all the benefits that brings
- ➢ Understand that we cannot do everything alone or in isolation (wisdom of the crowd)
- ➢ Adhere to Civil Service Code online as well as offline

Ultimate Social Network: The G20

G20 and Commonwealth Platforms ---all social media in secure mobile environment, behind the firewall

The Content-driven World will Transform Organizations

Fast
- Find experts/answers quickly
- Real time notification of key information updates
- New content instantly available for searching
- Information already stored in the right place

Smart
- Leverage thought leaders wherever they are
- Tap into the collective intelligence of the group
- Build knowledge bases, not jammed mailboxes
- Connect the dots, spot the trends, stay in touch

Together
- Build a sense of community that spans distance
- Enable teams to work together effectively
- Break down silos and bring greater transparency
- Enable people to better learn from each other
- Facilitate new people getting up to speed

Content is a vital Corporate Asset

Knowledge Workers must be able to connect to all of the major enterprise repositories used by their organization

Social Media within the Corporation

Challenges:

➢ Balance ease of use and security

➢ Manage BYOD trend

➢ Corporate apps store

And inside and outside the corporation, all comments are records and must be managed as such

The Stratford Institute
for digital media

THANK YOU

Ian E. Wilson
Executive Director

For social media, we are still in the early days

www.stratfordinstitute.ca