

BEINVENTIV

BB2e

CIMA 2011 Conference

Social Media Governance in a Gov 2.0 World

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Agenda

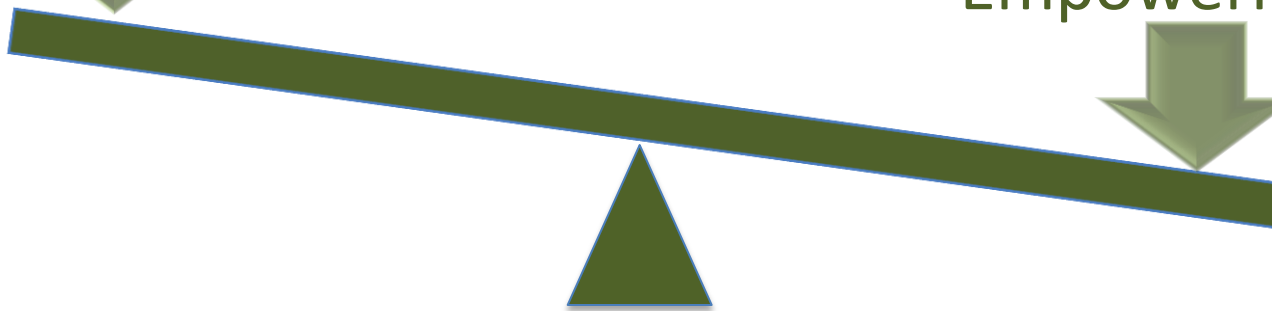
- IT Governance
- Governance for Government
- Social Media and Government
- Social Media Governance for Government
- Governance Tools
- Colorado Social Media Governance Cases
 - GEO - Recharge Colorado
 - GEO - Weatherization Portal
- BelInventiv Resources

IT Governance

IT Control &
Security



User Adoption
&
Empowerment



Governance uses people, process, technology, and policies to define a service, policies, roles, responsibilities, resolve ambiguity, and mitigate conflict within an organization.

Social Media/Web Applications such as:

- Facebook/LinkedIn
- Twitter
- RSS Feeds
- Blogs
- Wikis
- Web Chat
- Podcasts
- Mashups
- Photo/Video-sharing
- Virtual Worlds
- ...



Web 2.0 Use Cases for Government

Sharing Direction	Internal	Inward Intra-organizational (internal Wikis, SharePoint)	Inbound “Crowd-sourcing” (public polls, change.gov)
	External	Outward Inter-Institutional (GovLoop, STAR-TIDES)	Outbound Govt engagement on commercial Social Media (Twitter)
		Group	Individual
Interaction Level			

Government Adoption of Web 2.0

- **Drivers**
 - Memorandum on Transparency and Open Government
 - President's Memorandum on Transparency and Open Government - Interagency Collaboration
 - Open Government Initiative
- **Value**
 - Increase education/outreach/training
 - Allow Rapid dissemination of information
 - Support Recruitment
 - Promote citizen participation in Government
 - Facilitate interactive communication

Government Policy for Web 2.0

- **Memo on Social Media, Web-based Interactive Technologies and the Paperwork Reduction Act**
(Apr 7, 2010)
 - Describes activities that are not subject to the Paperwork Reduction Act (PRA)
- **Guidance for the Use of Third-Party Websites and Application** (Jun M-10-23 - 25, 2010)
 - Protecting Individual Privacy while using 3rd party websites/tools to engage with public
- **Sharing Data While Protecting Personal Privacy**
Nov 3, 2010 – M-11-02 –
 - Promotes data sharing while embracing responsible stewardship

Roadmap

Web 2.0

- Blogs
- Chat / IM
- Podcasting
- Mash-ups
- Social networking
- Videoconferencing / Webcast
- Wikis

Enterprise 2.0

- Internally Hosted Apps - Web 2.0
- Rich Internet Apps
- Data Structures / Taxonomy
- Find / Share Data

Gov 2.0

- Data Mining / Aggregation
- Knowledge / Information
- Commonalities
- Transparency



Collaboration

Transparency

Accountability

- Social Media
- Process
- Budget
- Detail
- Mining

Participation

- Web / Gov 2.0
- Agency / Public –
Input / Tracking
- Constituent Tracking

Transparency

- Process
- Data / Info
- Expertise
- Feedback
- Reporting



Web 2.0 Risks

- Spear Phishing
- Social Engineering
- Web Application Attacks
 - Cross Site Scripting (XSS)
 - Cross Site Request Forgery (XSRF)
 - Security Flaws in (Aggregation) Partner Sites
 - Weak Authentication Controls
 - Information Leakage
 - Injection Flaws

Governance of Content Elements



Strategic

Objectives, Business Alignment, Roles and responsibilities, Metrics



Operational

How to accomplish common tasks such as creating a new site, training, support, security, customizations, etc...



Technology

Leveraging features and tools to enforce policies and security through technology, architecture, backups, etc...

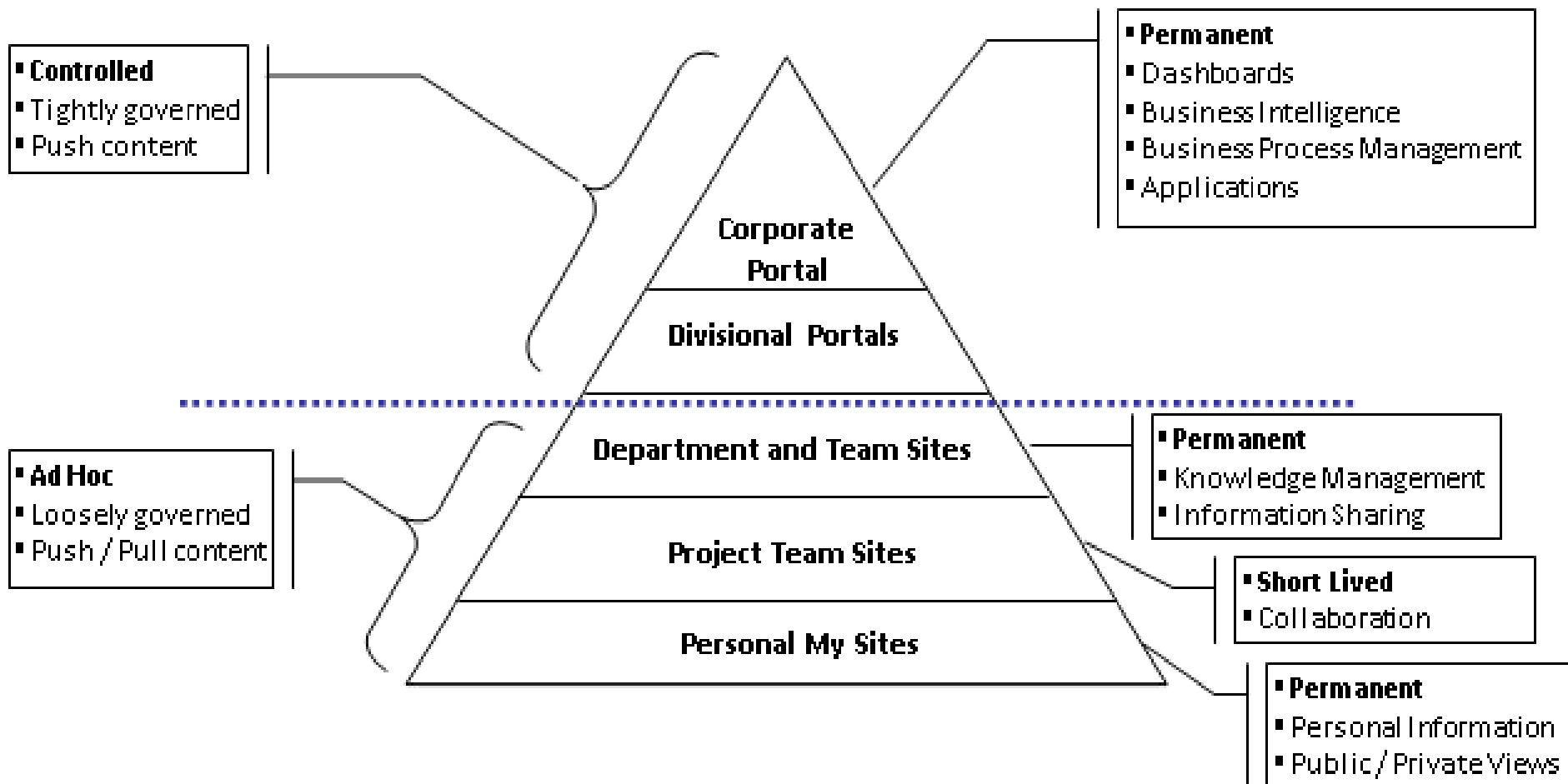


Policy

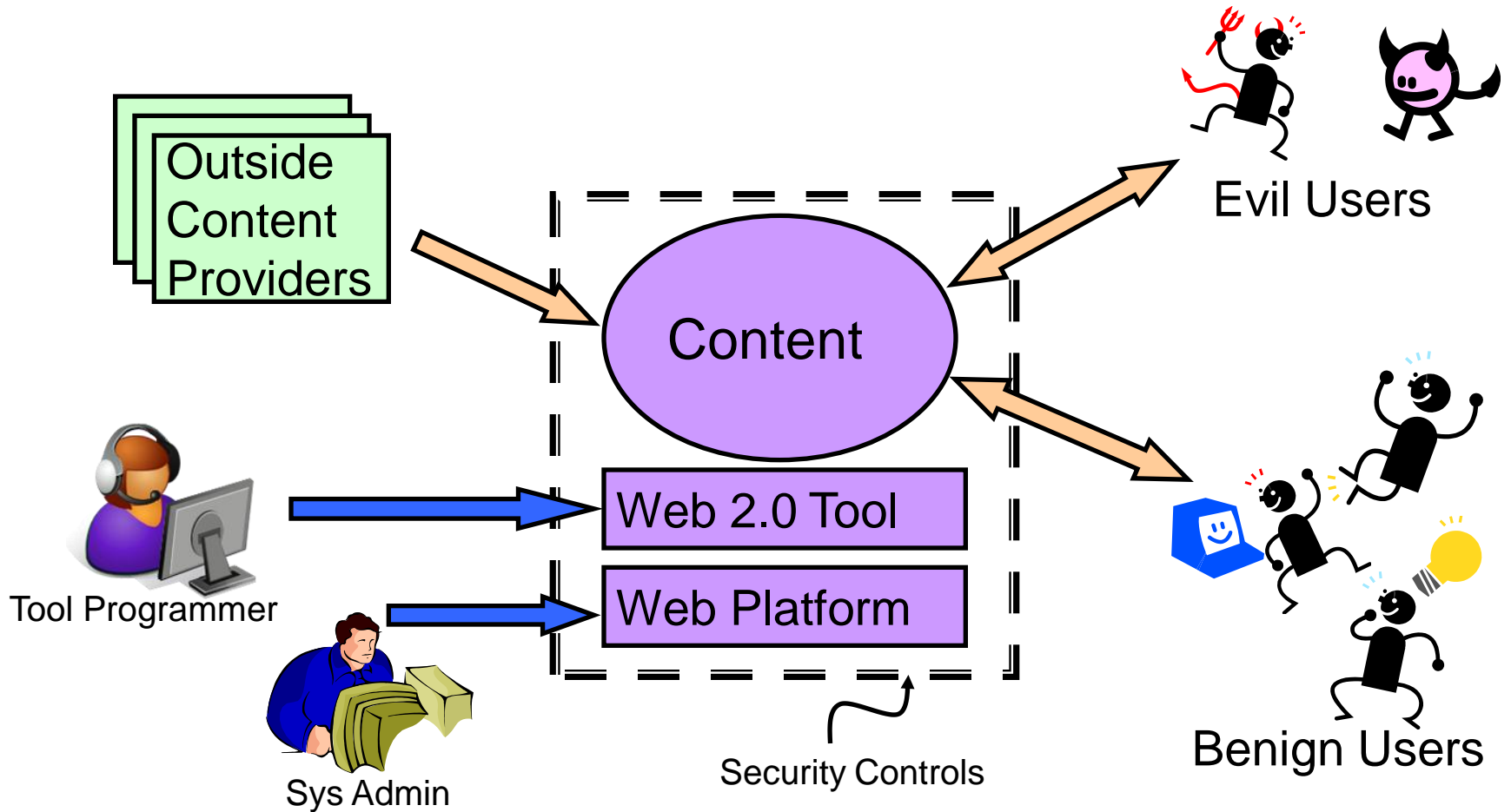
Collection of principles - Acceptable use, legal, branding, what site owners, designers, developers should/shouldn't do

Social Media \ Collaboration Governance

Governance Model for Content



Web 2.0 Content Model



Social Media Governance: Colorado - Case Studies

- Governor's Energy Office
 - Recharge Colorado Portal
- GEO – Weatherization Department
 - Weatherization Portal

ENERGY ACTION PLANNER

RESIDENTIAL

COMMERCIAL & PUBLIC

CONTRACTORS & RETAILERS

COMMUNITY PARTNERS

HOME >

ENERGY ACTION PLANNER

ENERGY SAVINGS TIPS

Get Personalized Tips to help you save energy AND money!

GET STARTED »

FIND REBATES, INCENTIVES & CONTRACTORS

Start by entering your zip code below:

Zip Code

Sector:

Residential



GO

RESIDENTIAL



Comprehensive resources for Colorado residential energy consumers, including information on available rebates and energy savings guides.

[Learn More »](#)

COMMERCIAL & PUBLIC



Up-to-date information on how Colorado businesses and public institutions can save money through rebates, low cost tips, and smart investments.

[Learn More »](#)

CONTRACTORS & RETAILERS



Contractors and Retailers are vital to helping get rebates and messages out to Energy Consumers.

[Learn More »](#)

COMMUNITY PARTNERS



Our Community Partners build broad-based and grass roots support for Colorado's New Energy Economy.

[Learn More »](#)

STATEWIDE REBATE UPDATE

Close to 30,000 Rebates Issued Since 4/19

Coloradans across the state have created an economic spark for retailers and contractors. "I can definitely tell you there was a surge in sales; we've had quite an increase in the amount of volume we've done," said Michael Burkes, operations manager for the Grand Junction Sears store, where shoppers have been flocking to purchase ENERGY STAR refrigerators, washing machines and dishwashers.

[▶ Learn More](#)

ReCHARGE COLORADO

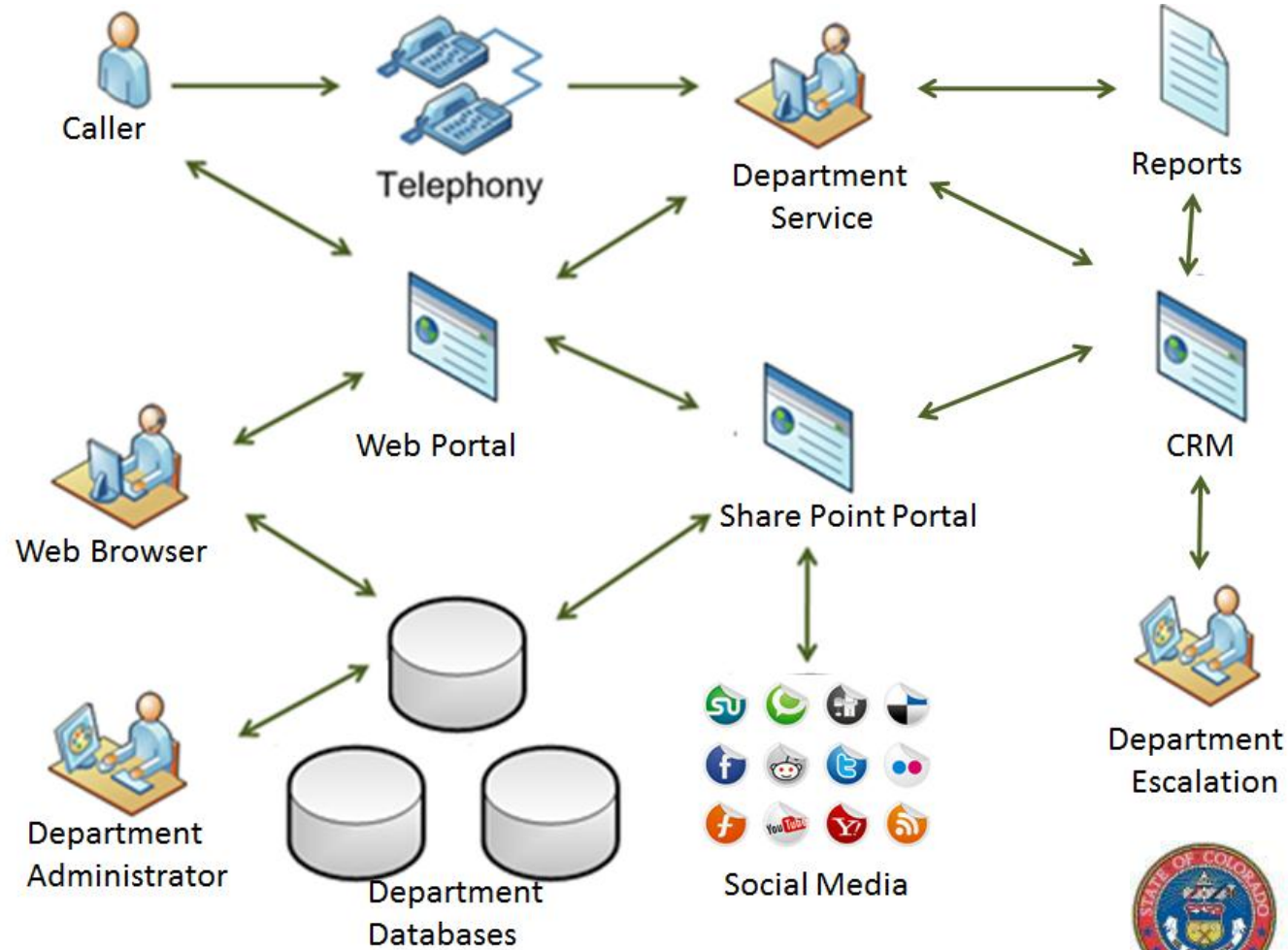
- Energy Efficiency Portal
 - Energy Efficient Products and Services
 - Contractors and Retailers / Distributors
 - Incentives for purchase
- Tools for Energy Efficiency
- Energy Efficiency Education
- GEO website



Governor's
Energy Office



ReCharge Colorado Portal



Governor's
Energy Office

Solution - Integrated Solutions with Microsoft Dynamics:

- Microsoft CRM Dynamics - Full Life cycle Relationship Management
- Microsoft Communications - Integrated VOIP / Call Center Solution
- Microsoft Share Point - Internal / External Collaboration Solution



- [View All Site Content](#)
- [Change Password](#)
- [Distributed Systems](#)
- [GEO Portal](#)
- [Weatherization](#)

OIT



Office of Information Technology



Governor's
Energy Office

GEO - Weatherization Department

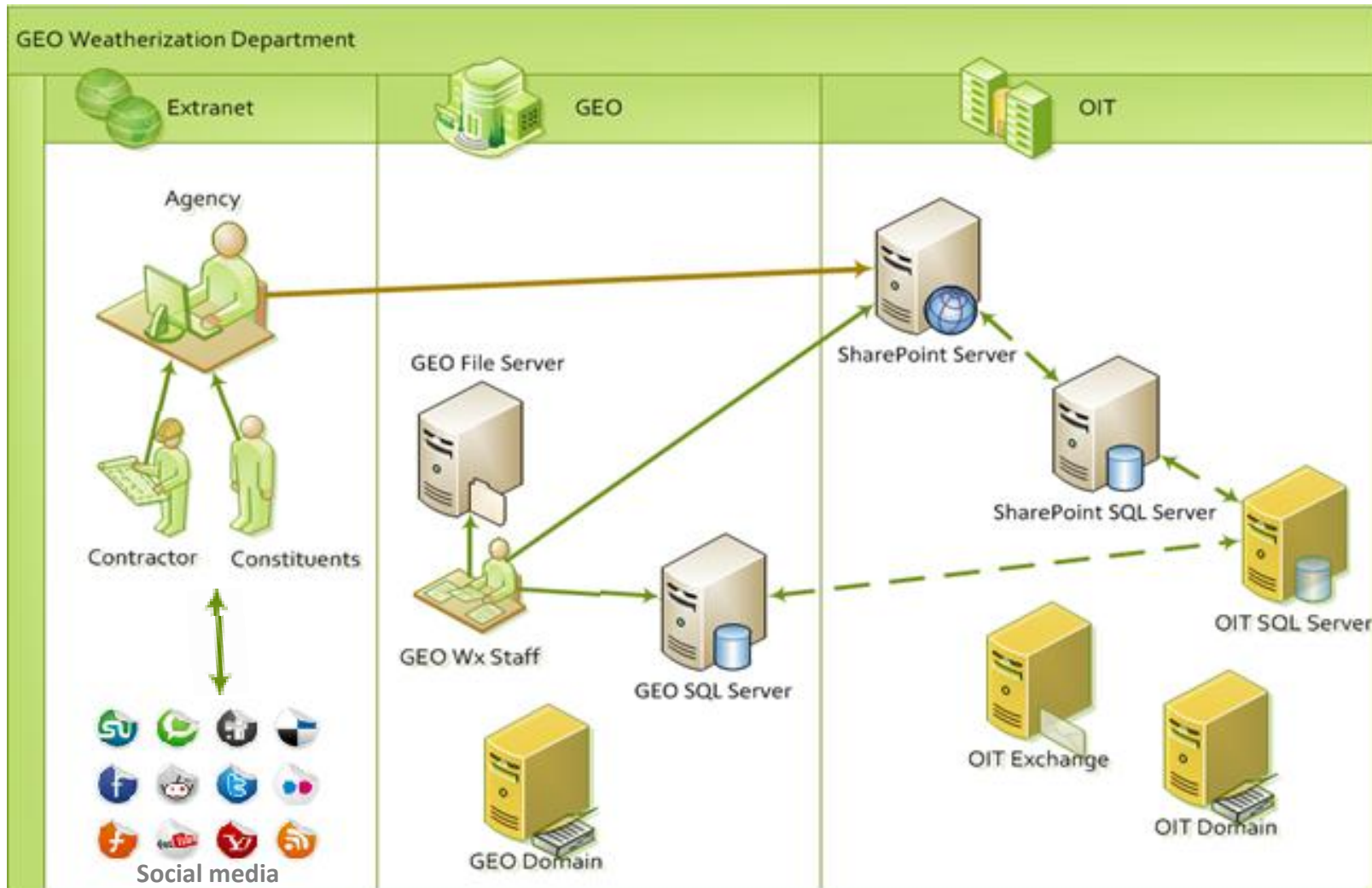
- Weatherization Portal
 - Low Income Homeowners
 - Weatherization Contractors
 - Incentives for Weatherization
- Tools for Weatherization
- Weatherization Education
- GEO website



Governor's
Energy Office



GEO Weatherization Portal



Solution - Integrated Solutions with Microsoft Dynamics:

- Microsoft Dynamics - Full Life Cycle Service Management
- Microsoft SQL Server - Data Management Suite
- Microsoft Share Point - Internal / External Collaboration Solution



BelInventiv Resources

- Portals - Information Access, Research, Education
- Document management - Efficiency, Sustainability
- Collaboration - Collecting, Sharing, Change Mgt
- Social Media – Communication, Community building
- Data Management - Aggregating Disparate Data

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