

# SOCIAL MEDIA in GOVERNMENT

## *Workshop Included: Social Media Strategies for Citizen Engagement*

### participating organizations

Ascentum, Inc.  
City of Ottawa  
Fisheries and Oceans Canada  
Genome Alberta  
Human Resources and Skills Development Canada

Indian and Northern Affairs Canada  
Innovapost  
Prescient Digital Media  
WebDrive Canada Inc.

### who should attend

Public Sector Directors & Managers in Corporate, Internal & External Communications, Corporate Affairs, Corporate Relations, Public Affairs, Public & Media Relations, Community Relations, Internet, Intranet

### course highlights

- Discover ways to make the case for investment in social media
- Hear best practices for developing a social media strategy
- Examine ways to get your organization ready for social media
- Learn how to integrate social media to facilitate collaboration and project management
- Explore best practices and lessons learned through case studies and interactive sessions



**Course Leader**  
Julian Mills,  
Prescient  
Digital Media



**Course Leader**  
Jennifer  
Savage,  
WebDrive  
Canada Inc.



Manon Abud,  
Ascentum, Inc.



Joseph Peters,  
Ascentum, Inc.



Robert Sibley,  
Innovapost



Mike Spear,  
Genome  
Alberta



Denis Abbott,  
City of Ottawa

### as well as:

Lewis Eisen,  
Fisheries and Oceans Canada

Adrian Cloethe,  
Human Resources and Skills Development Canada

Nicholas Charney,  
Indian and Northern Affairs Canada

Tracie Nofle,  
Human Resources and Skills Development Canada

## FACULTY

### COURSE LEADERS

#### JULIAN MILLS

Julian Mills has over 20 years of experience in web strategy and design, marketing, management, business development, publishing and writing. His areas of expertise include leading intranet and Internet projects based on a clear understanding of an organization's strategic objectives, established best practices and value for service delivered, as well as developing strategic management and marketing plans and leading the execution of web initiatives, marketing campaigns and management initiatives.

#### JENNIFER SAVAGE

WebDrive is one of Ottawa's leading providers of government web strategies and government-grade Web 2.0 solutions. Under Jennifer Savage's lead, WebDrive has worked on internet, extranet and intranet projects for almost every department within the Federal Government as well as many large private sector corporations. Their most recent projects include the departmental wiki at DFAIT, The Expert Panel on Security Regulations' Web 2.0 forum for Finance Canada, the CIDA Web 2.0 and social media strategies, e-collaboration forum for the Task Force on Financial Literacy and many social media campaigns for HRSDC.

### CO-LECTURERS

#### DENIS ABBOTT

Denis Abbott, APR is the Director of Communications and Customer Service for the City of Ottawa. He leads an integrated, multi-disciplinary team that provides information products and services across multiple citizen-centric platforms. He brings over 20 years

experience in public policy development, corporate communications management, public affairs and strategic alliance engagement.

#### MANON ABUD

Manon Abud is a high-energy, results-oriented public engagement professional, with a broad base of expertise and experiences in the public, not-for-profit and private sectors. She is currently a partner and the Service Delivery Lead at Ascentum, putting her skills at the service of innovative public engagement projects across Canada and abroad.

#### NICHOLAS CHARNEY

Nicholas Charney is currently a Project Manager for Indian and Northern Affairs Canada, in the Federal Relations and Issues Management Directorate. He is responsible for facilitating better policy, consultation and communication using new and collaborative technologies.

#### ADRIAN CLOETE

Working in the innovative Public Affairs & Stakeholder Relations Branch of Human Resources and Skills Development Canada, Adrian Cloete manages social media initiatives. After careers as a journalist and professor in South Africa, the U.S. and Canada, Adrian is thrilled to be a communications manager in the federal public service.

#### LEWIS EISEN

Lewis Eisen, a lawyer, consultant and author, has been working with information technology for 25 years. He currently works at Fisheries and Oceans Canada in Ottawa as an IM Planning Analyst, where he is responsible for IM awareness programs and he sits on the Information Management Committee of GCPedia, the Government of Canada's inter-departmental wiki.

#### TRACIE NOFTLE

Information and communication technologies have always interested Tracie Nofhle. Upon completing her Master's in Public Administration at Dalhousie, Tracie accepted a position with the Canadian federal government where she has gained an appreciation of post-secondary education issues from different perspectives as a policy analyst, program officer, and now as a communications director.

#### JOSEPH PETERS

Joseph Peters is one of the founding partners of Ascentum and is one of the leading minds in how technology and public involvement intersect. He helps organizations build sustainable decisions to complex issues through public involvement. As President and CEO his responsibilities include marketing and new technologies.

#### ROBERT SIBLEY

Robert Sibley is a Senior Manager with Innovapost and is a certified New Product Development Professional. Currently, he champions and manages Innovapost's Web 2.0 solution, which aims to bring the power of social media to the enterprise.

#### MIKE SPEAR

Mike Spear is Director of Corporate Communications for Genome Alberta, a not-for profit research funding organization. Genome Alberta has created a successful Genomics news application on Facebook, and incorporates Twitter, a corporate blog, and YouTube into their communications activities. He is a former journalist with the CBC and was a SysOp for CompuServe, an early pioneer in social media.

## COURSE PROGRAM

### GETTING BUY-IN FOR SOCIAL MEDIA

Achieving and maintaining senior management buy-in is crucial to implementing an effective social media strategy. However, senior management does not always appreciate the need for taking such actions. Without buy-in for social media initiatives, not only will they be difficult (if not impossible) to implement, but the many benefits of implementation will be greatly diminished. This session will discuss ways to make the case for investment in social media.

- Educating senior management about social media and the advantages of its implementation
- Positioning social media as a sound investment
- Demonstrating tangible benefits of social media
- Steps to building the business case
- Case studies and best practices

### DEVELOPING YOUR SOCIAL MEDIA STRATEGY

This presentation will take you through the steps for developing a social media strategy and defining a sound approach to establishing requirements, priorities and plans for successful implementation.

- Determining business drivers and social media solutions
- Identifying and assessing risks
- Cultivating critics, friends and champions
- Developing an engagement strategy
- Instituting governance and oversight mechanisms
- Outlining a phased implementation
- Launching a measurement framework

## SOCIAL NETWORKING IN GOVERNMENT MARKETING CAMPAIGNS

Social media offers an opportunity for government to achieve greater penetration in marketing campaigns as well as a higher degree of visibility of government services availability. Find out how to increase public awareness by incorporating social networking into a comprehensive marketing strategy and engaging the public in ways that were never before possible.

- Engaging in online community development and improving citizen engagement
- Contributing to external blogs and forums – the “dos and don’ts”
- How to use tagging to connect your networks with others
- Measuring the impact of social networking on your campaign
- Applying social media capabilities in your branding strategy

## GETTING YOUR ORGANIZATION READY FOR SOCIAL MEDIA

Social media is one of the latest trends in communications inside government, but getting into the game before knowing the rules can be costly, or even embarrassing. This session will help you understand the importance of learning how to run behind the firewall, before walking outside it. In this session, you will learn:

- Why traditional hierarchies are obstacles to engagement and innovation
- How these new communication tools are tearing down silos faster than ever
- How to engage yourself, your employees and your colleagues and create an environment conducive to user-driven innovation, increased productivity and better retention

## INTEGRATING SOCIAL MEDIA TO FACILITATE COLLABORATION AND PROJECT MANAGEMENT

Social media is increasingly being used across government for knowledge sharing and enhancing interdepartmental and intergovernmental collaboration in project management and implementation. The end result of collaboration is better resource management and improved service delivery. This session will discuss how to leverage social media to facilitate greater collaboration within government’s traditional vertical silo environment.

- Creating an internal social networking site to encourage collaboration and information sharing
- Maximizing utility and facilitating project management
- Best practices for managing and monitoring employee blogs
- Measuring the effectiveness of social media on your internal communications

## ESTABLISHING A SOCIAL MEDIA UTILIZATION POLICY

Developing a social media utilization policy is a key part of the social media strategy, as a formal policy encourages buy-in and support among employees. This session will detail tactical considerations to take into account when drafting the policy.

- Elements to consider when drafting the policy: accessibility, possible data security threats, bilingualism, privacy concerns
- Keeping the policy brief to provide the organization with the flexibility it needs to deal creatively with fluid, unpredictable situations
- Using examples rather than definitions to illustrate key terms
- Ensuring buy-in and support from employees
- Guidelines for employees’ use of social media and Web 2.0 technologies

## IM CHALLENGES OF WEB 2.0

Web 2.0 technologies such as wikis and social networking sites are challenging traditional IM concepts and processes. How do we recast the stages of the information life cycle when clear lines can not be drawn between creation and use? How are issues like ownership and copyright applied to folksonomies and mash-ups? This session discusses the many IM issues raised by Web 2.0 and looks at approaches for resolving them.

- Mitigating risk in using Web 2.0 tools
- Legal issues: copyright, information ownership and ATIP
- Strategies for dealing with IM issues raised by Web 2.0

## GENOME ALBERTA CASE STUDY: SOCIAL MEDIA IN THE COMMUNICATIONS MIX

Focus on your audience and your story and then tackle which social media tools to use and how to make them part of a broader communications strategy. Drawing from a background where content is key, Mike Spear will help you navigate the ever changing new media world. He will cut past the theory and link up to specific examples of Facebook, Twitter and blogs that are integrated into the communications mix.

- Navigating the ever changing new media world
- Making the best and most efficient use of social media tools
- How to make the content meet your objectives

## SOCIAL MEDIA METRICS: MEASURING AUDIENCE IMPACT AND ROI

What are the best methods for measuring the effectiveness of your social media strategies? This session will take a close look at the value offered by social media and outline how you can best demonstrate the return and the benefits that you are getting from your investment.

- Identifying the components of a communications measurement framework
- Setting targets and benchmarks for your social media campaign
- Developing a data-driven approach to evaluating engagement campaigns
- Conducting a results-oriented social media communications audit
- Placing a value on effectiveness of content and feedback generation
- What to measure in blogs, podcasts and other content-sharing sites

## WORKSHOP

### SOCIAL MEDIA STRATEGIES FOR CITIZEN ENGAGEMENT

If you are a communicator, it is likely that “social media” has recently been added to your “to do” list. But what, exactly, counts as “social media”? How does “social media” fit in your organization’s broader communication and/or public engagement strategies? And, related to this, are you making the necessary distinction between using social media for social marketing purposes and using social media as a citizen engagement strategy? This session will explore how the rise of social media is gradually changing the way we seek and obtain information and the way we connect to one another – and to our institutions. In particular, we will focus on:

- Key considerations for planning your social media strategy
- Social media as a social marketing tool
- Social media as a citizen engagement strategy

# MULTIMEDIA PRESENTATIONS

Register for Social Media in Government and we will give you free of charge a CD-ROM comprising the following virtual presentations from recent Federated Press courses and conferences. Presented in their entirety with complete audio and accompanying PowerPoint slides totaling 745 minutes of expert learning, these presentations are an added bonus to this year's course. Bear in mind that these presenters are not necessarily those that you will see and hear at this year's course.

## E-branding: Building Your Brand in a Digital World

Adam Muscott & Tim Robertson,  
Bell Canada & BCG Group  
Time: 27 Slides: 34

## Web 2.0 Implications for Corporate Intranets

Angela Wissink,  
CBC/Radio-Canada  
Time: 41

## Monitoring & Measuring Social Media

Alan Chumley,  
Hill & Knowlton Canada  
Time: 30 Slides: 23

## Online Metrics for Communicators

Jennifer Evans,  
Sequentia Communications  
Time: 76 Slides: 32

## Integrating Web 2.0 at Bell

Johanna Segerström,  
Bell Canada  
Time: 41 Slides: 11

## Designing and Implementing Online Development Plans

Emanuele (Manny) campione,  
LoyaltyOne Inc.  
Time: 45 Slides: 28

## Web 2.0: The New IM Frontier

Alex Beraskow & Nick McKeown,  
IT/Net Group Inc.  
Time: 61 Slides: 23

## Developing an Effective Document and Records Management System

Denise Going,  
DG Consulting  
Time: 56 Slides: 14

## Web 2.0 Copyright Issues

Jill Jarvis-Tonus,  
Bereskin & Parr LLP  
Time: 38 Slides: 54

## Internet Defamation

Sue Gaudi,  
The Globe and Mail  
Time: 44 Slides: 15

## Strategies for developing web content

Nandy Heule,  
Heule Communications  
Time: 52 Slides: 32

## Online Marketing Strategies

Jess McMullin,  
nForm  
Time: 75

## Web 2.0, a conversation on the new marketing

Howard Oliver,  
What If What Next  
Time: 48 Slides: 19

## Philosophical/Ethical Considerations in Social Marketing

Nora Abercombe,  
Alberta Agriculture and Food  
Time: 53 Slides: 21

## Effective Social Marketing Strategies to Promote Social Change

Phillip Coppard,  
Provoke Applied Strategy  
Time: 58 Slides: 52

Audio/Video segments clickable slide by slide  
Papers and overheads also included  
Print any of the material for your own use



**Registration:** To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

**Location:** Crowne Meeting Manager, 101 Lyon St. Ottawa, ON, K1R 5T9

**Cost:** The attendance fee for the course is \$1825 per person and covers attendance for one person and the lecturers' presentation material. The fee further includes lunch on both days, morning coffee on both days and refreshments during all breaks. You may purchase a Proceedings CD-ROM containing edited actual proceedings and materials from the course.

**Time:** This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 4:00 p.m.

**Cancellation:** Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to February 3, 2010. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

**Discounts:** Federated Press has **special team discounts**. Groups of 3 or more from the same organization receive a **10%** discount. Groups of 7 or more from the same organization receive a **15%** discount.

Payment must be received prior to February 9, 2010

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### TO REGISTER FOR SOCIAL MEDIA IN GOVERNMENT

Name \_\_\_\_\_  
 Title \_\_\_\_\_ Department \_\_\_\_\_  
 Approving Manager Name \_\_\_\_\_  
 Approving Manager Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ e-mail \_\_\_\_\_  
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### REGISTRATION COSTS

NUMBER OF PARTICIPANTS:   
 COURSE: \$1825  
 COURSE + PROCEEDINGS CD-ROM:  
 \$1825 + \$125 = \$1950  
 PROCEEDINGS CD-ROM: \$499  
 NOTE: Please add 5% GST to all prices.  
 Proceedings CD-ROM will be available 60 days after the course takes place  
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