

"Do You Tweet?"

Social Media Opportunities for Justice and Public Safety

NAJIS Annual Conference, Nashville, TN USA Sept. 16, 2009 Connie Clem connie@cleminfostrategies.com

What We'll Cover

- What Is (Are) Online Social Media?
- Why Should My Organization Care?
- How Can We Use Social Media?
- What Are the Major Social Media Players?
- How Do We Start?



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Survey – Share What You Know!

- Complete the survey and drop off as you leave this session.
- Leave your card to receive an e-mailed report of the survey results.
- Results will be posted online in about 2 weeks.



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What Do We Mean by Social Media?

- Web 1.0 = Static content.
- Web 2.0 = Users create, share, and engage with web content . . . using Social Media.

Web 2.0 = The "next generation" Web.



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(Yes!)

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Social Media Matters Because:

- People are online.
 - Fate of print newspapers?
- Government is about People.
- People expect engagement, and they expect it in real time.

.... Now what?



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How Do You Feel About Social Media?

- Oblivious
- Suspicious
- Curious
- Enthusiastic
- Alarmed!



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Where Are People Online?

- Social networking sites
 - 250 million on Facebook (Aug 2009)
 - 45 million on LinkedIn (June 2009)
- News media sites
- Media sharing sites
- Anywhere and everywhere



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Justice & Social Media

Outward Uses:

- Public information and engagement
- Professional connections and research Internal Uses:
- Agency-Staff communications
- Human resources
- Investigations



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Public Information Uses

- Sharing good news
- Promoting a positive community image
- Requesting resident input
- Responding to concerns
- Correcting misperceptions or errors
- · Attracting new recruits



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Professional Connections

- Staying current (with less travel)
- Finding ideas
- Sharing knowledge
- Keeping in touch with colleagues
- Reflecting well on your organization



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Agency-Staff Communications

- Creating work & social linkages
- Connecting staff across sites and schedules
- Sharing:
 - Policy
 - Training content
 - News
 - Knowledge



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HR Uses

Background checks for new hires:

- Career moves
- Connections and affiliations
- Professional contributions and recognition
- Recommendations
- Anything iffy?



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Investigations

Researching suspects:

- Evidence and leads
 - Friends, activities, photos, travel
- Personal information
 - Names, family, addresses

Locating expert witnesses



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"What happens in V	egas stays on
YouTube, Flickr, Twit	ter, & Facebook'

Source: Erik Qualman Insightful short video –

http://socialnomics.net/2009/08/11/statistics-show-social-media-is-bigger-than-you-think



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Staff personal use of social media?

Typical agency policy:

- No personal social networking on work time
- No references to the agency or work
- No photos of staff in uniform.
- But keep an eye on it!



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Who Are the Major Players?

- Facebook
- LinkedIn
- Twitter
- Dozens of others (YouTube, Flickr, Delicious, Ning groups, SecondLife, . . .)

 $See: http://en.wikipedia.org/wiki/List_of_social_networking_websites$



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Facebook

- 250 million active users , all ages
- 120 million users log on to Facebook at least once each day
- Fastest growth among users 35 years old and older

http://www.facebook.com/press/info.php?statistics, Aug 24, 2009



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Facebook Basics

- Personal or business/entity page.
- Customize your security settings!
- Multimedia: notes, photos, videos, links.
- "Friends" = connections.
- "Fans" = people associated with a business, organization, or cause.



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Facebook Examples Tacebook Name Pedit Procedo Salvas (2) Cerce Cast No Cerdo Serviço Loyal Anisofican Correctional Association Wall Info Priceto Service Voldeo Vo

Facebook: Examples

LinkedIn

- 45 million professionals
- Personal connections
- Group connections
 - Professional interests
 - Organizations
 - School and business alumni

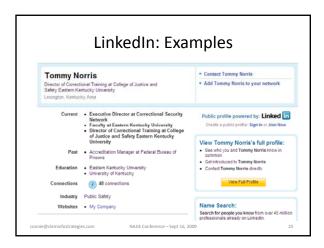


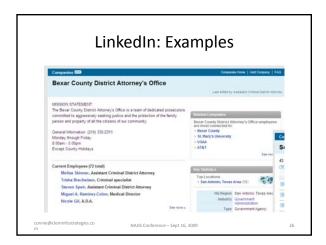
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LinkedIn: Basics

- Create a personal profile.
- Customize your security settings!
- Connect with colleagues and join groups.
- Create your own group?
- Keep up with discussions, projects, news, career moves.









Twitter

- 45 million users (June 2009)
- Posts are 140 characters or shorter -"microblogging"
- Voices in professional fields, media, and business
- "Followers" how information moves
- Rapid adoption: organizations, agencies



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Twitter Basics

- Create a username and profile.
- Customize your security settings!
- Find good sources to "follow."
- Share what's interesting news links, achievements, knowledge, events.
- Pass along hot items by "re-tweeting"



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Leveraging Twitter

- "Hashtags" help make content findable.
 - Example: #najis2009 in a message referring to this conference
- Search.twitter.com find content.
- TweetDeck.com and others make sending & monitoring easier.
- Many more . . .
- All are free! (so far)



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Twitter and Government

Read and click button to "follow" at http://twitter.com/username

Tweets use format @username

- @NACoTweets National Assn of Counties
- @adacosheriff Ada County Sheriff, Boise, Idaho
- @CAcorrections California Dept of Corrections and Rehabilitation
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Twitter: Examples NACoTweets NACOTweets

How Do We Start?

Define your agency's social media goals:

- Where will you benefit from more dialogue and communication?
 - Agency and staff
 - Staff to staff
 - Agency and community
 - Staff and colleagues in justice field



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Intra-Agency Connections

On your intranet, or consider:

- LinkedIn, Facebook, SecondLife
- Ning.com
- Yammer.com
- Secure Twitter account



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Going Public: Plan It Out

- Involve the right people.
 - Administration, public information, IT staff, HR?
- Articulate how it fits the agency's mission.
- Determine who will do it.
- Define rules of engagement with negative posts.
- Review technology, security, and firewall aspects.



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Once You're Online -

- Learn one platform, then expand to others.
- Be interesting!
- Make your content multi-purpose: integrate Tweets, blog posts, web site, Facebook, etc.
- Connect with your community.



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Monitor Your Online Reputation

- Check local news media and resident voices.
- Search social media with:
 - search.twitter.com
 - Spokeo.com
 - FriendFeed
 - Google Alerts
 - Many more



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The Agency's Voice

- Responsiveness speed is important.
- Be friendly and casual, but professional.
- Bad news? Control the message.
- Thank people when they say something good about you.



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Safety, Government, and More

http://pewinternet.org

http://www.realcostofprisons.org/blog/

http://correctionalofficersafety.blogspot.com

http://cops2point0.com

http://community.nicic.gov

LinkedIn groups -

 NIEM, Public safety communications, Corrections evidence-based practices, more . . .

http://govloop.com

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For Further Reading

- Use http://Technorati.com to find blogs with good value. Follow links to others. Pentagon's adoption of social media http://www.govexec.com/story_page_cfm?articleid=43421&dcn=e_gvet Crime tips in D.C. "Can government be cool?" http://blogs.govexec.com/fedblog/2009/08/can_government_be_cool.php "The Wiki Way To Plan" "More and more places are using social media tools to try to engage citizens." By Ellen Perlman | August 18, 2009. http://www.governing.com/column/wiki-way-plan Wideo on social media impact_Fit/ Outgrap
- Video on social media impact, Erik Qualman. http://socialnomics.net/2009/08/11/statistics-show-social-media-is-bigger-than-you-think/
- Social media in hiring. May 20 2009, Jobvite (press release) http://www.earthtimes.org/articles/show/jobvite-social-recruitment-survey-companies,831809.shtml
- Wikipedia's index to social networking sites –
- http://en.wikipedia.org/wiki/List_of_social_networking_websites Chris Brogan http://www.chrisbrogan.com everything social media



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Thanks!

Return survey & leave card to get the write-up, or access it online.

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