

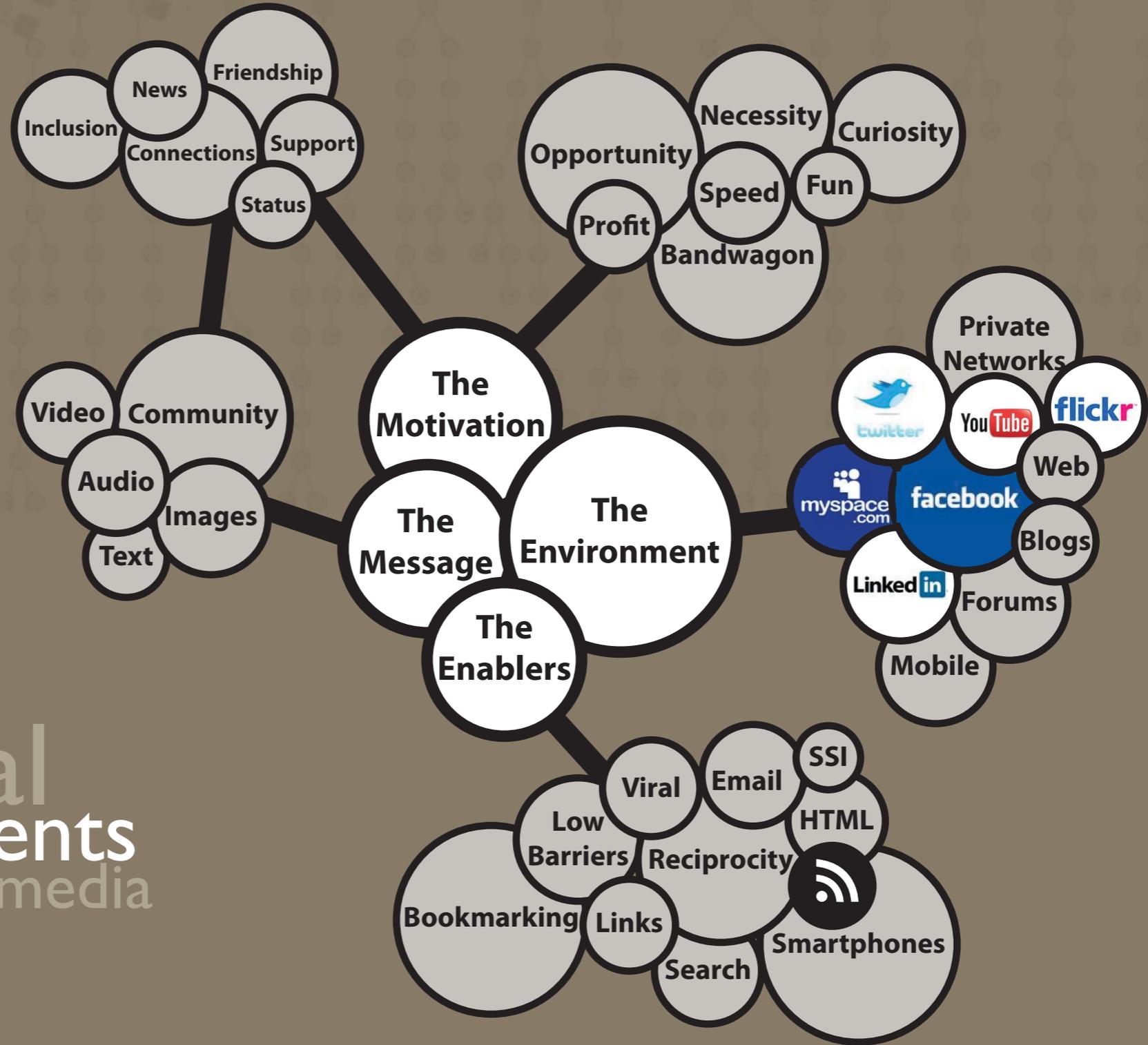
social media

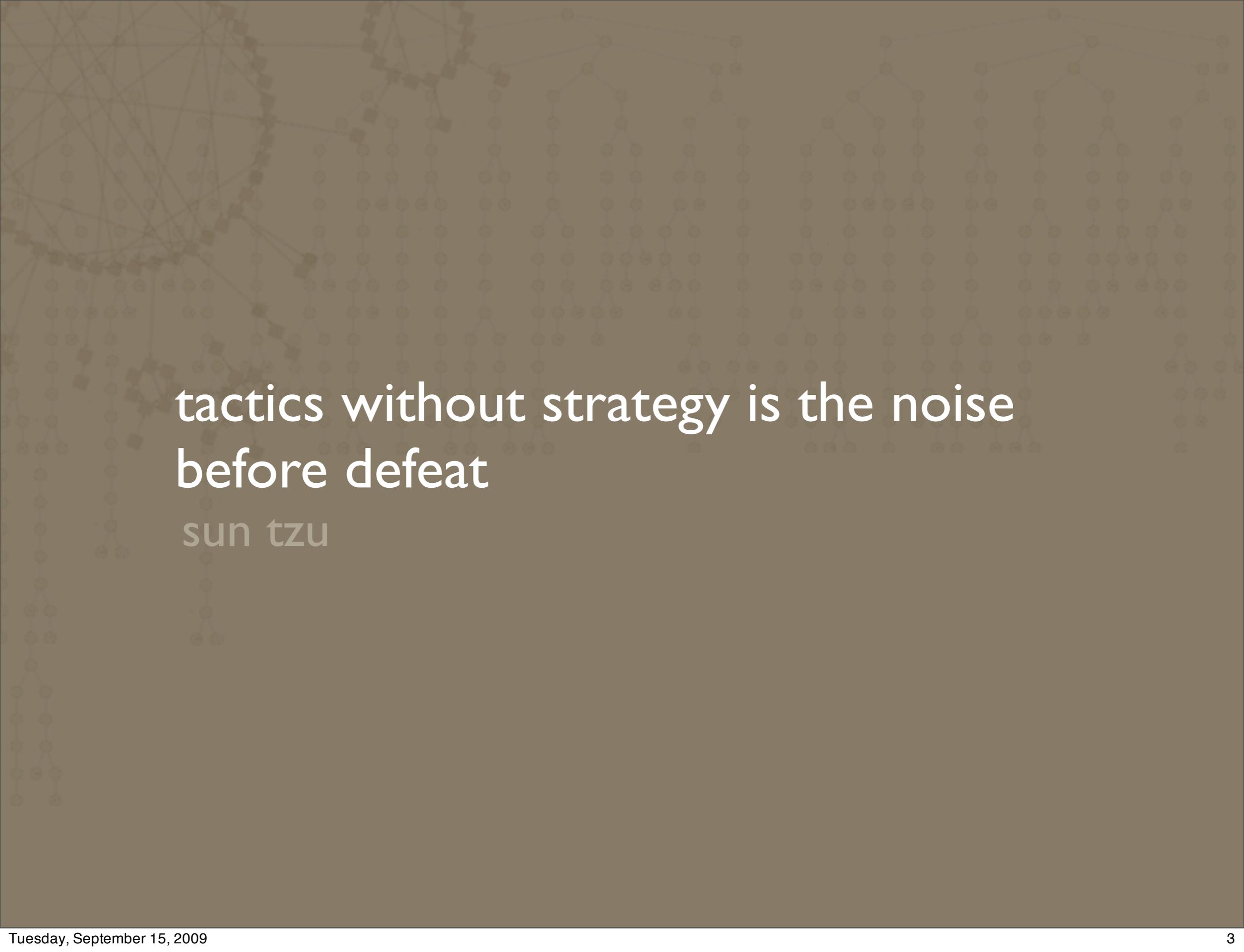
strategy and intel
for local government



INNOVATION INSIGHT
www.innovationinsight.com

tactical
elements
of social media



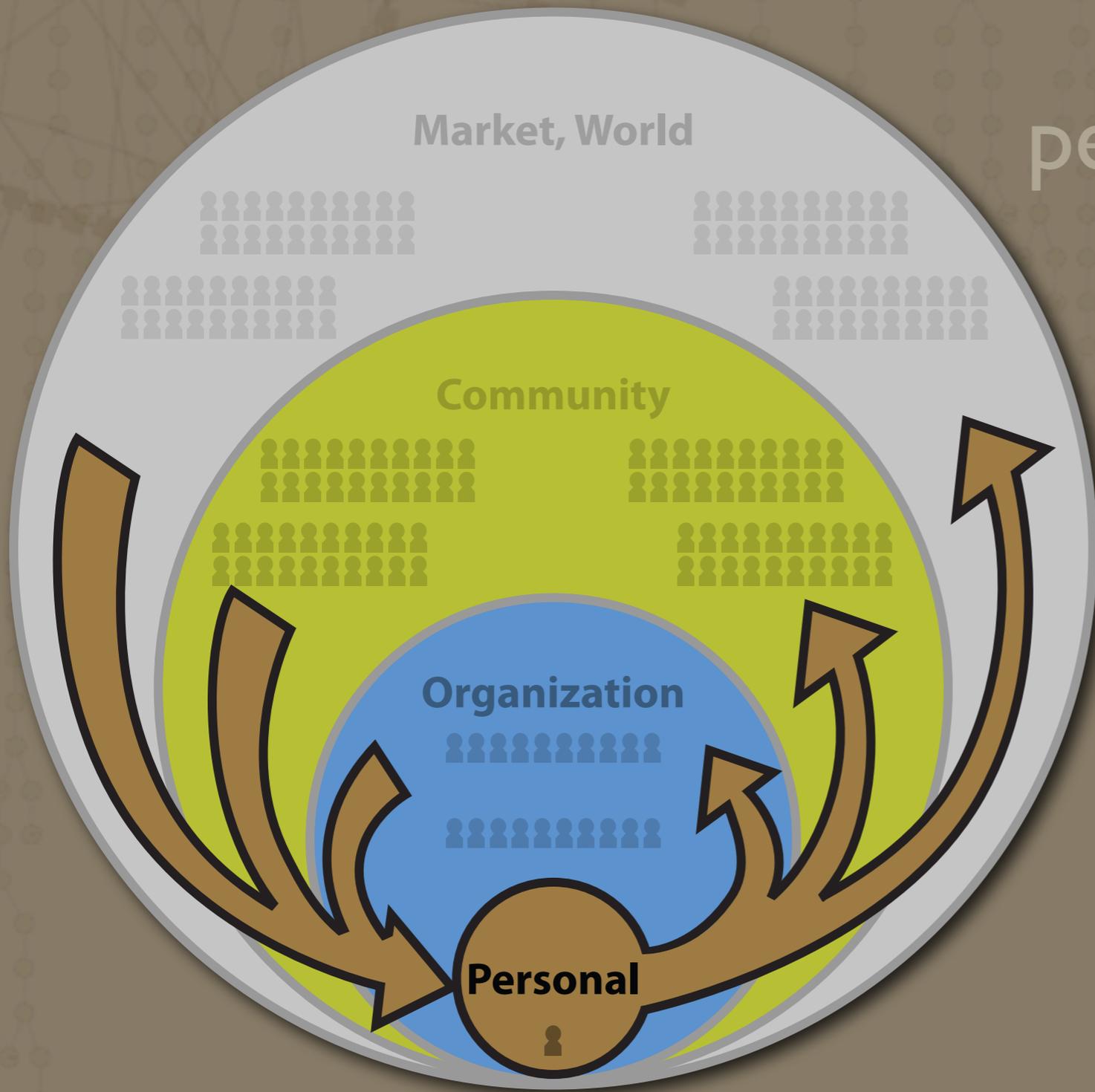


tactics without strategy is the noise
before defeat

sun tzu

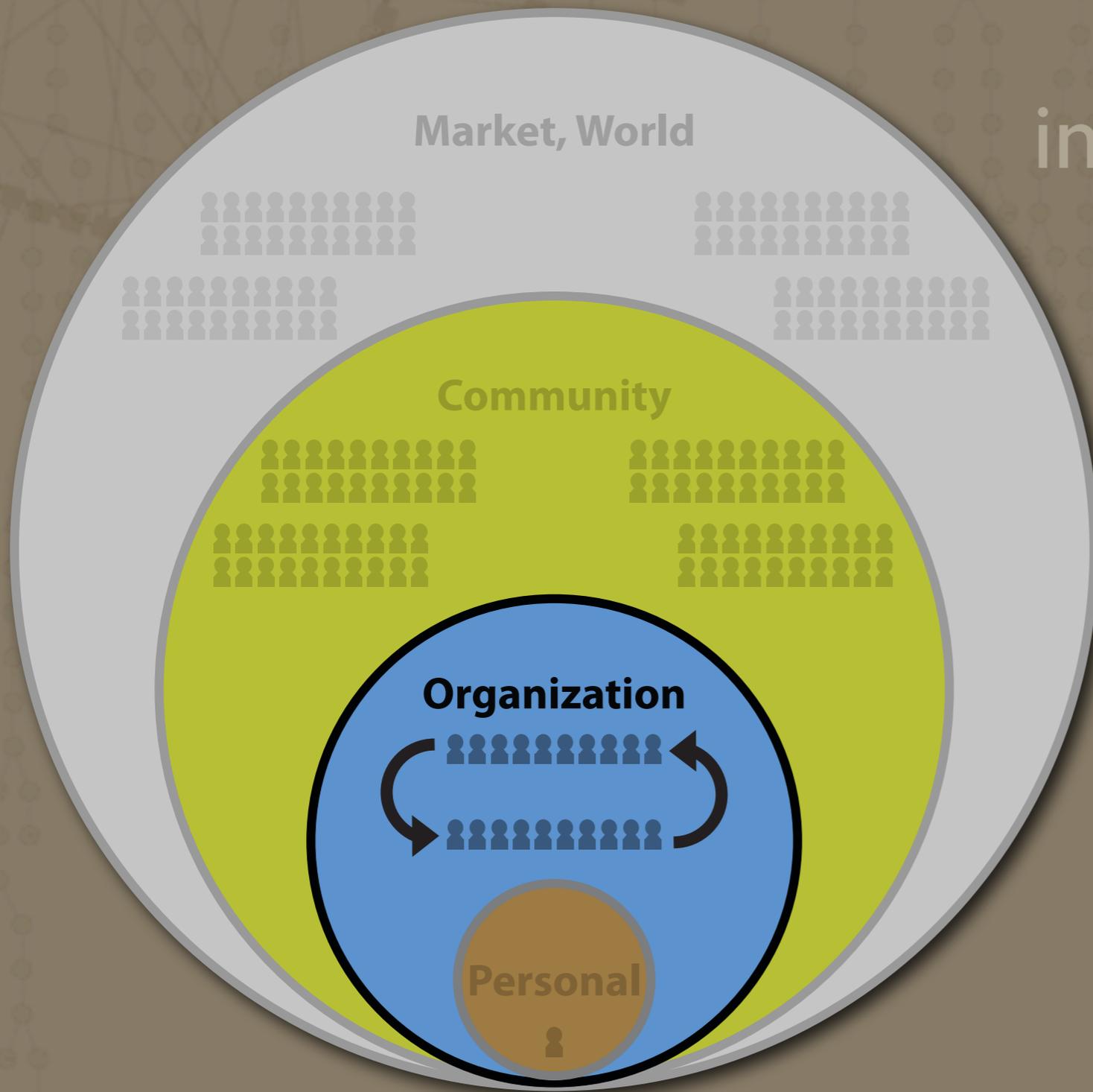


elements of social media
strategy



personal communications objectives:

- build a personal brand
- build network value
- staying informed
- establish reputation
- fundraising
- campaigning



internal communications objectives:

- document knowledge
- generate ideas
- improve retention
- reduce costs
- identify leaders
- communicate quickly
- strengthen culture
- coordinate action

Market, World

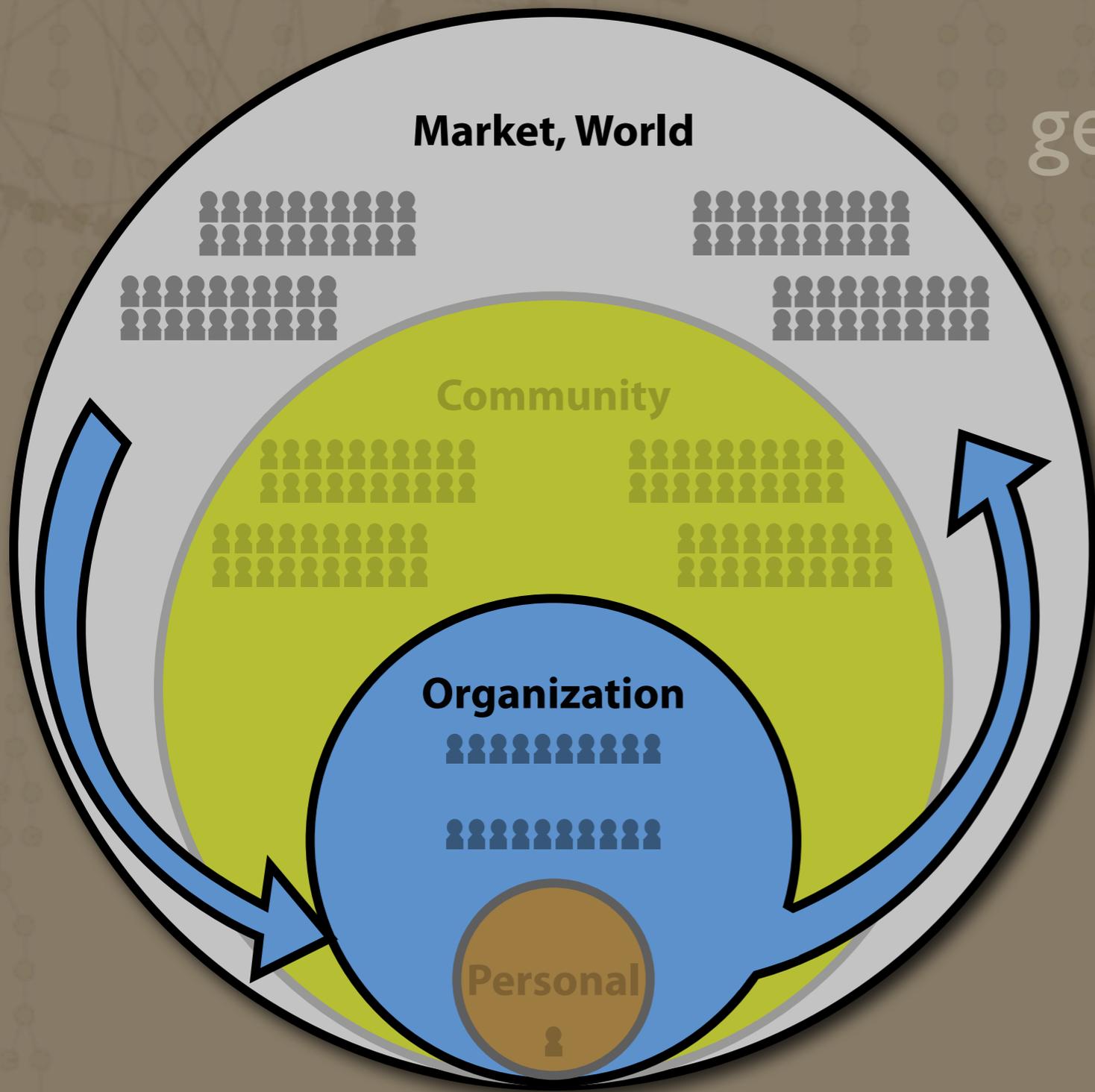
Community

Organization

Personal

community
communications
objectives:

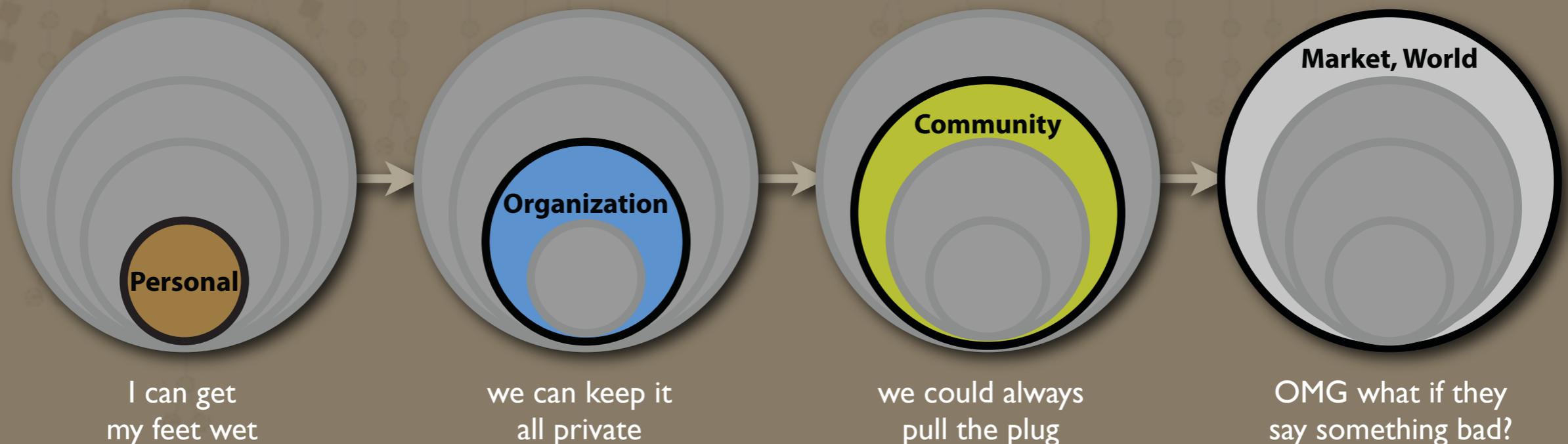
- focus issue activity
- reduce support costs
- generate ideas
- energize enthusiasts
- cheap, fast research
- public engagement
- disseminate information
- interagency collaboration



general public communications objectives:

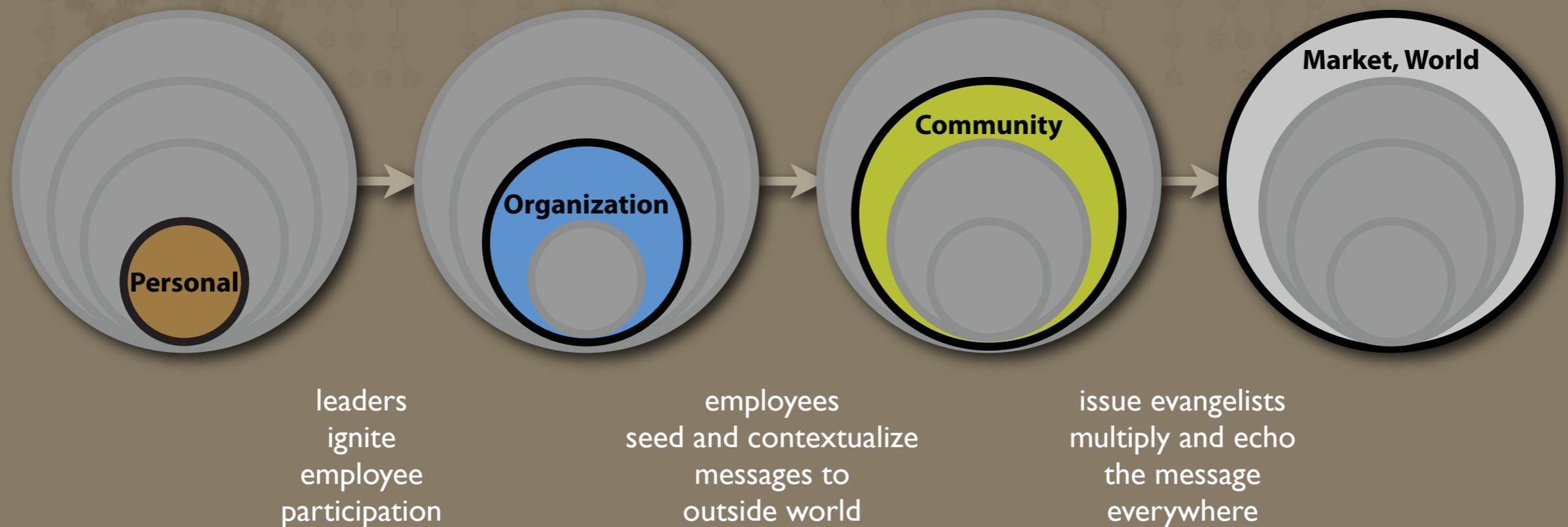
- increase visibility
- public opinion intel
- competing region intel
- brand / agency intel
- issue tracking
- regional benchmarking
- crisis mitigation

implementation: grow from your comfort zone slowly



... but start **listening** at all levels now

implementation: strength at one level can be leveraged to the next level



implementation:

Florida Sunshine Law rules may have special implications for social media

- don't assume that network is private
- be careful about crossing the line between personal and official
- you might have to keep records
- do you have a strong social media policy?

implementation:

each tool has its own strengths and weaknesses

twitter

fast followers, faster news
shallow friends, noisy

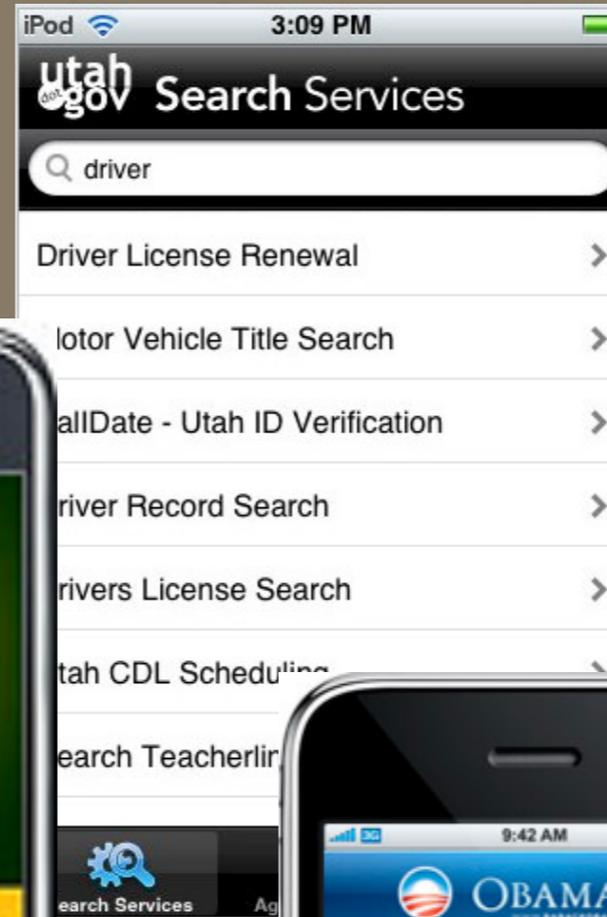
facebook

deep connections, viral
private, slow building

blogs

great control, unlimited content
slow building, commitment

Utah.gov



San Francisco Ecofinder



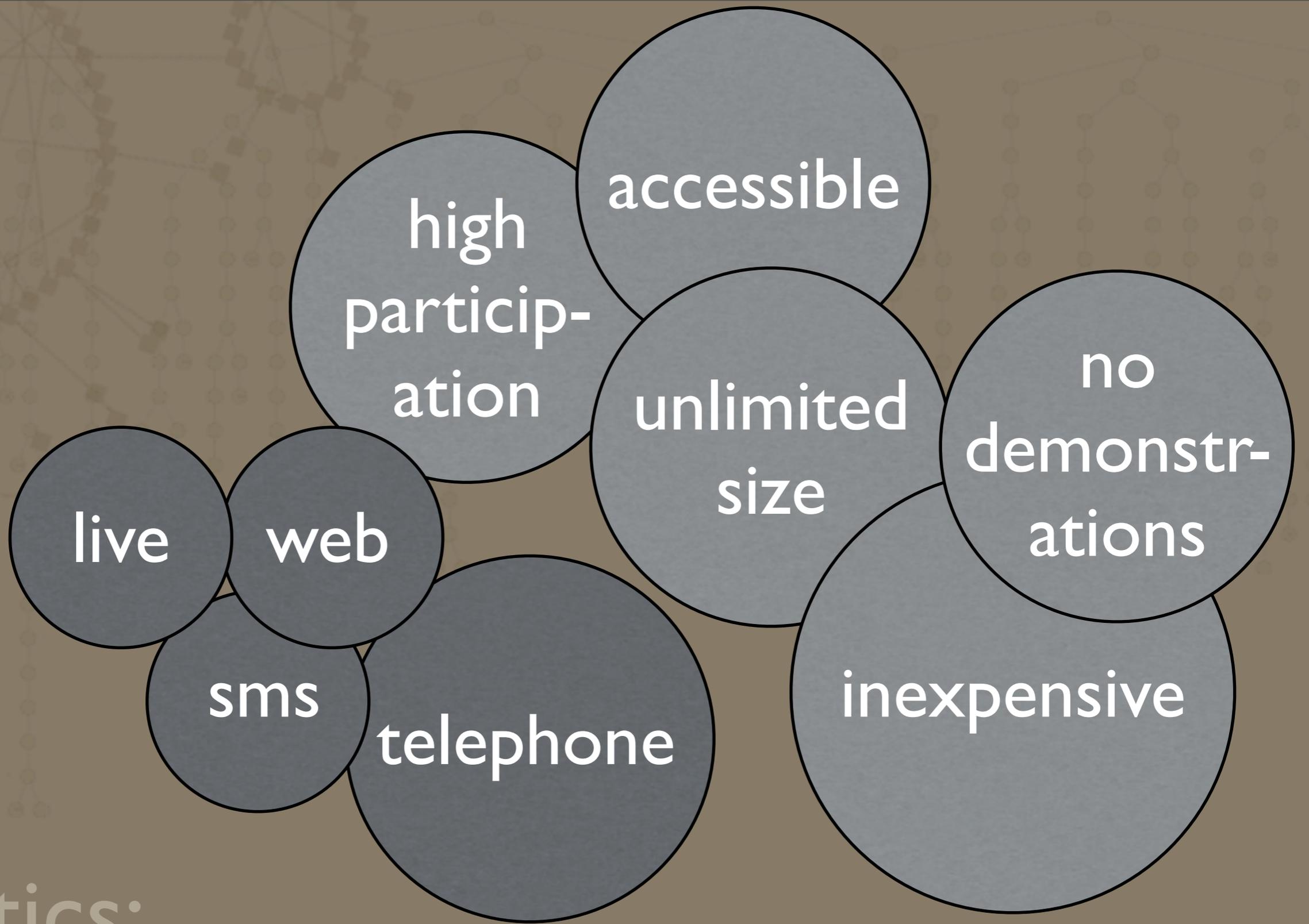
City of Pittsburgh complaint dept.



Barack Obama



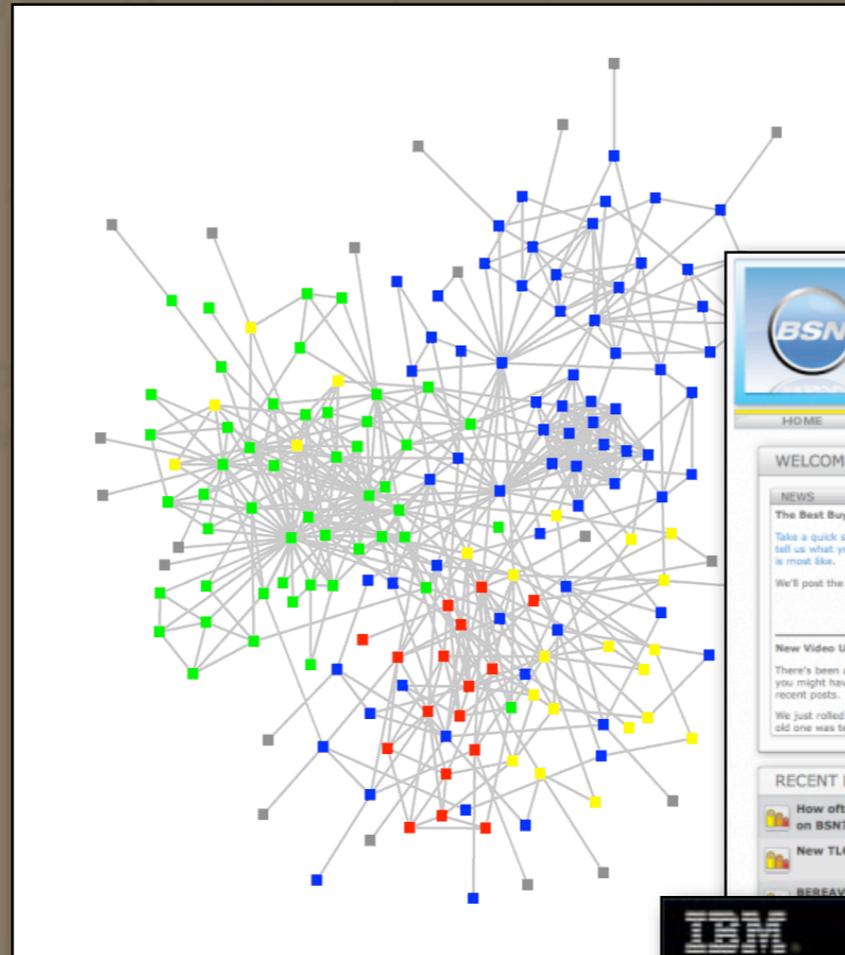
tactics: smartphone apps



tactics:
electronic town halls



tactics:
sms / mobile text



InFlow analysis of internal company emails

Best Buy's Blue Shirt Nation

IBM's Wiki Central

intel: internal wikis and networks



intel:
local
government
wikis

City of Berkeley

Berkeley Wiki

Front Page | People | Recent Changes | Random Pages

City Government

Location of City Hall
Martin Luther King, Jr. Civic Center Building (City Hall), 2

Website
<http://www.ci.berkeley.ca.us/>

Established
April 4, 1878

This is the local government for the City of [Berkeley](#). Berkeley was founded in 1878. In 1923, Berkeley adopted the Council-Manager form of government.

The Berkeley City Council consists of eight Councilmembers elected to a four-year term. The Mayor is the President of the Council.

Municipal elections are held every two years on the first Tuesday after the first Monday in February of the odd numbered years.

Comments:

[Edit](#) this page (last edited 2008-09-03 18:12:44)

Except where otherwise noted, this content is licensed under a [Creative Commons Attribution License](#). See [Copyrights](#).

This is a Wiki Spot wiki. Wiki Spot is a

Main Page

LOG IN

Navigation: [page](#) [discussion](#) [view source](#) [history](#)

- Main Page
- Categories
- New articles
- Recent changes
- Random page
- Help

Search:

Toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link
- Print as PDF

Welcome to the Southern Maryland Wiki! For more information about this project, please visit [Project:About](#) or [Help:Contents](#). The wiki is a work in progress. Changes and additions are ongoing.

Want to be constantly aware of new and updated pages using RSS Feeds:

- [New Articles RSS Feed](#)
- [Updated Articles RSS Feed](#)

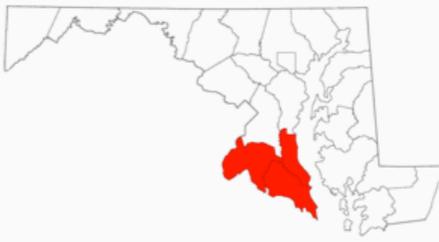
If you're looking for something in particular, use the Search box on the left side of the page. If you just want to browse, either look at the list of categories or a list of all articles in the wiki.

Do you want to be a contributor to the Southern Maryland Wiki? Please [open a support ticket](#) or email us at [webmaster \(at\) somd.com](mailto:webmaster@somd.com)

Southern Maryland is composed of the state's three southernmost counties on the "Western Shore." These counties are Calvert County, Charles County, and St. Mary's County.

Southern Maryland has traditionally been a rural and agricultural region, but over the past few decades has experienced some suburban development as the Washington suburbs expand southward. This has primarily taken place around Waldorf (Charles County), Lexington Park (St. Mary's County), and Prince Frederick (Calvert County).

Southern Maryland has many unique and interesting colloquialisms.



Southern Maryland

Orange County, CA

OC REGISTER WIKI

Orange County's collaborative encyclopedia

Home | My Page | Recent changes | Tools | Help

SEARCH:

Log in

[Edit page](#) [New page](#) [More](#) [View page](#) [Talk page](#) [Page Notifications Off](#)

OC Register Wiki | [O.C. Topics](#) | [Table of contents](#)

O.C. Topics

Page last modified 12:28, 2 Sep 2009 by [sonyasmith](#) | [Page History](#)

- [Orange County Beaches](#)
 - [Orange County Beach organizations](#)
 - [Dana Point coast](#)
 - [Huntington Beach coast](#)
 - [Laguna Beach coast](#)
 - [Newport Beach coast](#)
 - [Orange County surfing schools](#)
 - [Orange County Beach People](#)
 - [San Clemente coast](#)
 - [Orange County scuba diving](#)
 - [Seal Beach coast](#)
- [Orange County Business](#)
 - [Orange County Businesses](#)
 - [Orange County Development](#)
- [Orange County Crime and Safety](#)
 - [Orange County Fire Authority](#)
- [Orange County Education](#)
 - [Cal State Fullerton](#)
 - [Concordia University](#)
 - [Irvine Unified School District Board of Trustees](#)
 - [Irvine Valley College](#)
 - [South Orange County Community College District](#)
 - [Tustin Unified School District](#)
 - [UC Irvine](#)
- [Orange County Environment](#)
 - [Orange County Birds](#)



General Feedback Forum

Welcome to the official TweetDeck feedback forum. Use this page to submit feedback on TweetDeck such as ideas for new features, bugs you've found or just general thoughts on the application, what works, what doesn't. We added a long list of our own ideas for forthcoming versions so please vote up those you'd like to see implemented and feel free to add your own. Thanks.

10 votes left
What happens if I run out?

I suggest you ...
- enter your idea (new feature, fix bug, etc.) -

top ideas | hot | new 176 | accepted 10 | completed 169

- 4,373 votes** **Tabbed Columns**
ability to tab columns so that desktop space can be limited to one "column" wide with tabs above that are clickable
by anonymous | 45 comments
- 3,203 votes** **Have 'All Friends' display only those not part of a group**
After adding a friend to a group, it would be great if they no longer appeared in the All Friends list, since they now show in the Group list you've added them to.
by bkbarr | 56 comments | Is it? Spam Duplicate Inappropriate
- 3,083 votes** **Support for Identi.ca and Laconica federated µBlogg**
Identi.ca is a new µblogging tool just like Twitter. It uses the Laconica project to achieve a federated µblogging network. It would be great to have a version of tweetdeck for it, and I think it would be this project.
by anonymous | 67 comments | Is it? Spam Duplicate Inappropriate
- 2,419 votes** **I suggest that you support TwitLonger in TweetDeck**
This question involves the popular Twitter API service, Twitlonger. I love using Twitlonger on my iPod Touch and I am wanting to use this feature also on my TweetDeck. Please include this!
Thanks!
-@Cp123
by cp123 | 72 comments | Is it? Spam Duplicate Inappropriate
- 2,408 votes** **Resizable columns**
Allow for any column (esp. the "All Tweets" column) to be resized via drag empty column of space just waiting to be used.
by Chris Moritz | 18 comments | Is it? Spam Duplicate Inappropriate

TweetDeck UserVoice forum

Dell IdeaStorm

IdeaStorm

Community Home

IdeaStorm Categories

- All
- Product Ideas
 - Accessories (Keyboards, etc.)
 - Adamo
 - Broadband and Mobility
 - Desktops
 - Desktops and Laptops
 - Dimension
 - Inspiron
 - Laptop Power
 - Laptops
 - Latitude
 - Linux
 - Monitors and Displays
 - Netbooks
 - New Product Ideas
 - Operating Systems
 - OptiPlex
 - Precision Workstations
 - Printers and Ink
 - Servers and Storage
 - Software
 - Studio
 - Vostro
 - XPS
- Dell Ideas

IDEASTORM
WHERE YOUR IDEAS REIGN

VIEW all posted ideas by the community

POST your idea for Dell products or services

VOTE promote or demote ideas

SEE your ideas in action

Sort By: Popular Ideas | Recent Ideas | Top Ideas | Comments

Idea List

1630 **Provide an option for Linux on all of your desktops and notebooks**
By vgehts, Jul 3, 2009 |

Promote

Demote

I purchased your Dell Mini 9 several months ago with Ubuntu preinstalled instead of Windows. I wasn't sure what to expect, but after using it for a while I really like the way it performs. I saved myself \$40 going that route and have no regrets. I have since wiped my desktop computer's hard drive clean and installed Ubuntu on that too. I really like the speed and performance of Linux over Windows and like the fact that I'm more in control of the operating system. Sure there was a learning curve, but there was a learning curve when I went from using MS-DOS to using Windows back in the 90s. There are no guarantees that Windows 7 will be any better or more stable than Vista (which was a bad O/S) and more and more people are discovering Linux as a result of the popular Ubuntu version. On top of that, Microsoft's pricing of Windows 7 is extremely high. Dell is the leader in PC sales in the United States and needs to provide its customers with a choice. Instead of only offering Ubuntu on a very limited number of netbooks, Dell should offer Ubuntu or all of their desktops and notebooks. Why should consumers have to pay for an operating system when all they want is a computer to work with Linux, which is free?

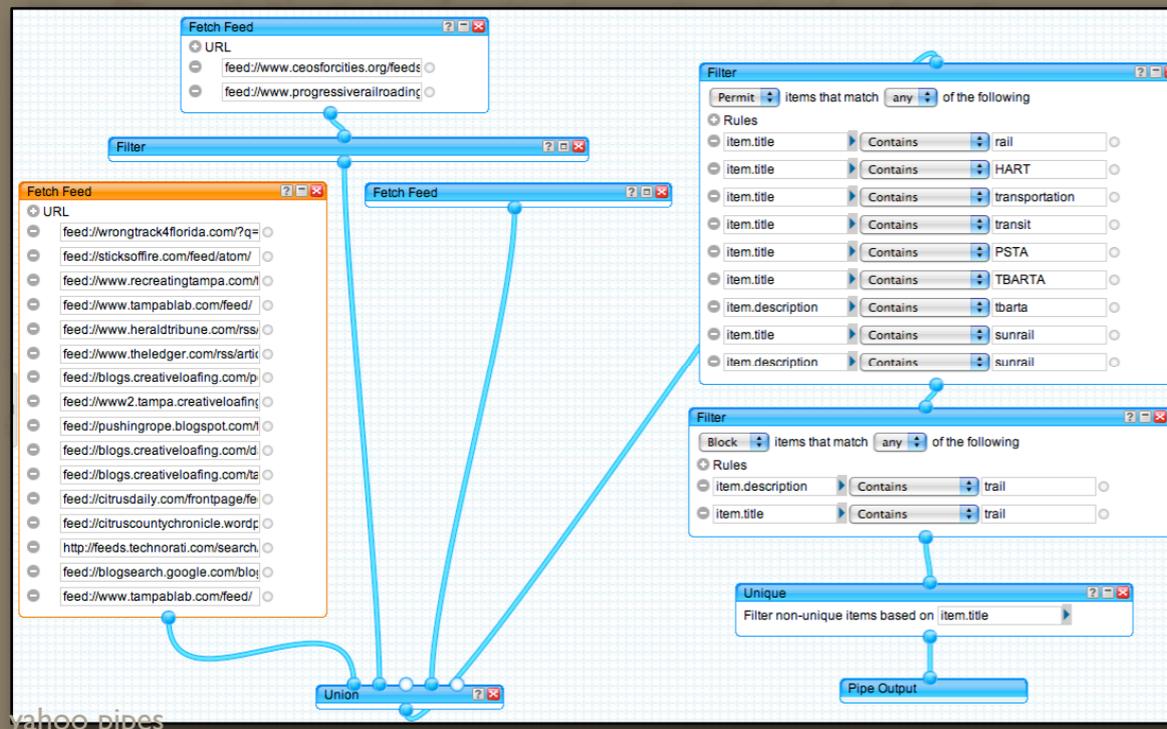
Comments: **12**

Categories: Desktops Linux

intel:
community idea forums



intel: targeted news pipes, feeds and alerts



yahoo pipes



Rail transport quote of the day
 Congressman John Mica (R-Outer Limits) addresses the miserable performance of the Florida legislature (he used more nuanced language) in effectively killing the SunRail commuter project. TFA mentions this because SunRail is an important "feeder" to any HSR operation. The News-Journal Online filed the report and a load of tragically misinformed comments. No wonder Congressman Mica is always so grumpy! "Some may wonder why a right-wing conservative . . . why do I support a left-wing idea I

Failure of Orlando-area passenger rail seen as a blow to South Florida interests> Posted by Anthony Man on May 28, 2009 01:41 PM
 It's far away and seems unimportant in South Florida, but the failure of a proposed commuter rail system for the Orlando area is a blow to Broward and other areas in the southeast part of the state. The assessment comes from George LeMieux, who is more plugged into what's going on in Tallahassee – at least in the executive branch of government – than just about anyone else. LeMieux, offering a review of the 2009 legislative session at a luncheon speech at the Riverside Hotel in Fort Lauderdale, sa

Life After Sunrail
 With their tails between their legs, Central Florida's leaders returned from Tallahassee in early May without funding from the Florida Senate for Sunrail, the region's proposed commuter rail system. This failure to convince the state Senate to fund Sunrail is a major political defeat for the 1.8 million people who were said to be served by this train. This failure now gives Central Florida a chance to recreate its growth scenario from scratch, without relying on commuter rail to cure the regio

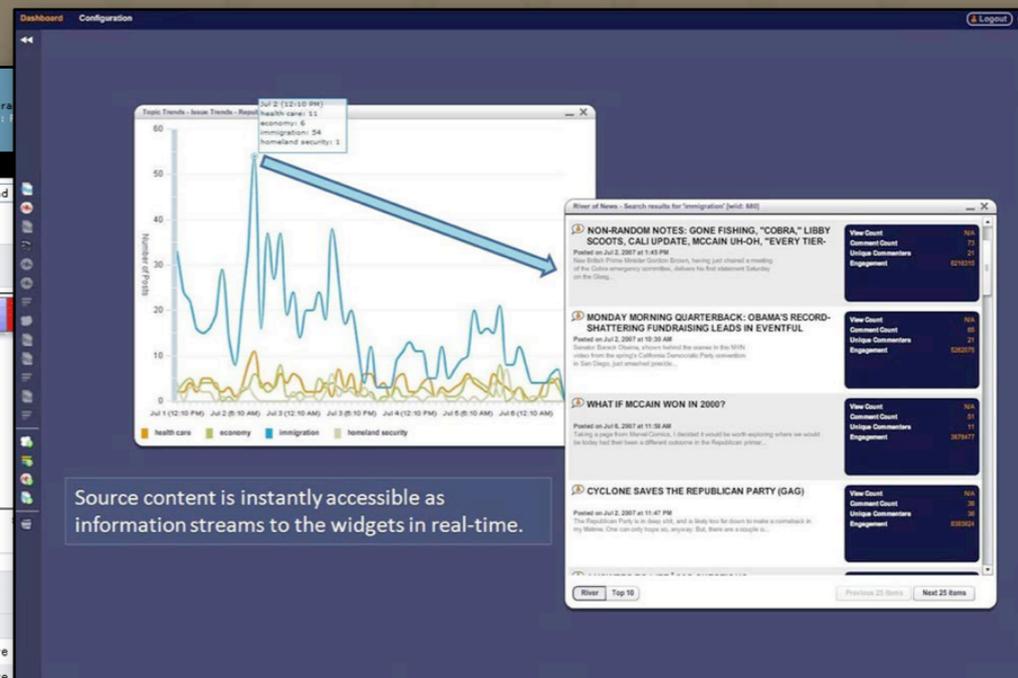
SunRail-CSX deal supporters vow to try a third time — just don't yet know how
 The controversial Orlando light rail plan, known as SunRail or the CSX deal to opponents, just won't die. Today's Orlando Sentinel is reporting that the city's mayor, Buddy Dyer, is vowing that "nothing is off the table" when it comes to trying to figure out how to resurrect the twice-killed plan. The leading idea? Find another way to get liability protection for CSX, which would sell 61.5 miles of track to for passenger transit. That could allow backers to bypass the Florida Senate.

SunRail vote haunts Tri-Rail
 A handful of senators who voted Friday to kill the Central Florida commuter rail deal known as SunRail also voted against a \$2 car-rental tax that would have helped South Florida Tri-Rail and other transportation projects throughout the state. Now, the senators say they have been informed that Tri-Rail needs \$30m more or the troubled rail line will have to lay off workers, etc. In a letter the senators just sent, they're asking legislative leaders in budget talks to redirect money from a

SunRail-CSX deal loses floor vote in Senate, appears finally dead
 For better or for worse (and there are some who say it bodes poorly for efforts to get rail transit here in Tampa Bay), but Orlando's five-year effort for a light-rail system using CSX freight tracks appears finally dead. A floor vote in the Senate yesterday that could have helped switch more votes to its side failed. From the pro-SunRail Orlando Sentinel : SunRail proponents could try to bring up the measure again today - the last day of the regular session - but its chances of success ar

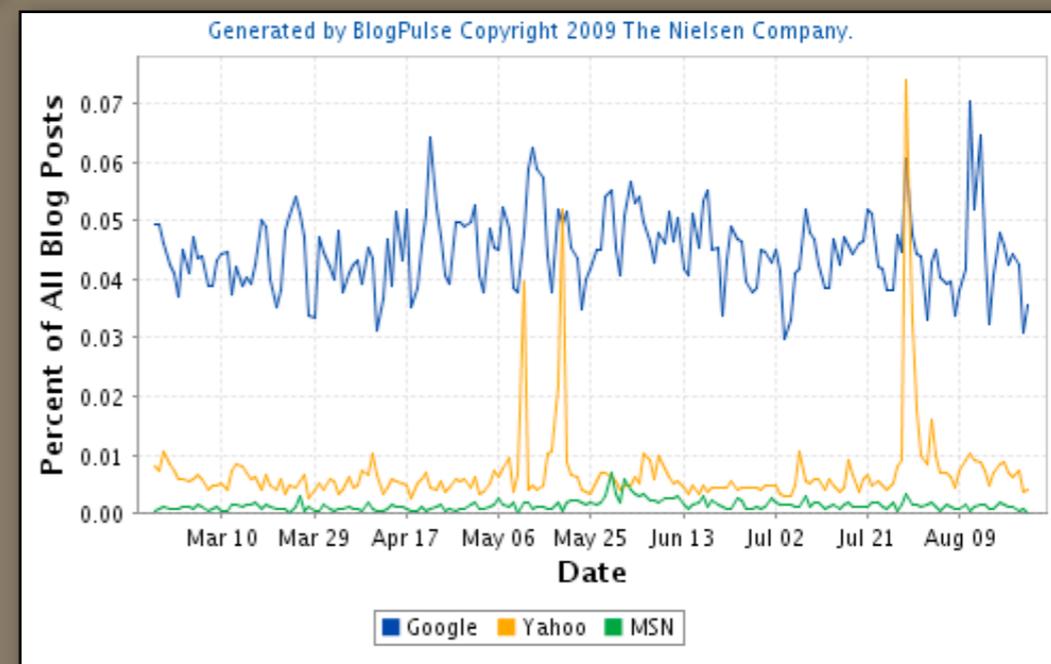


biz360



radian6

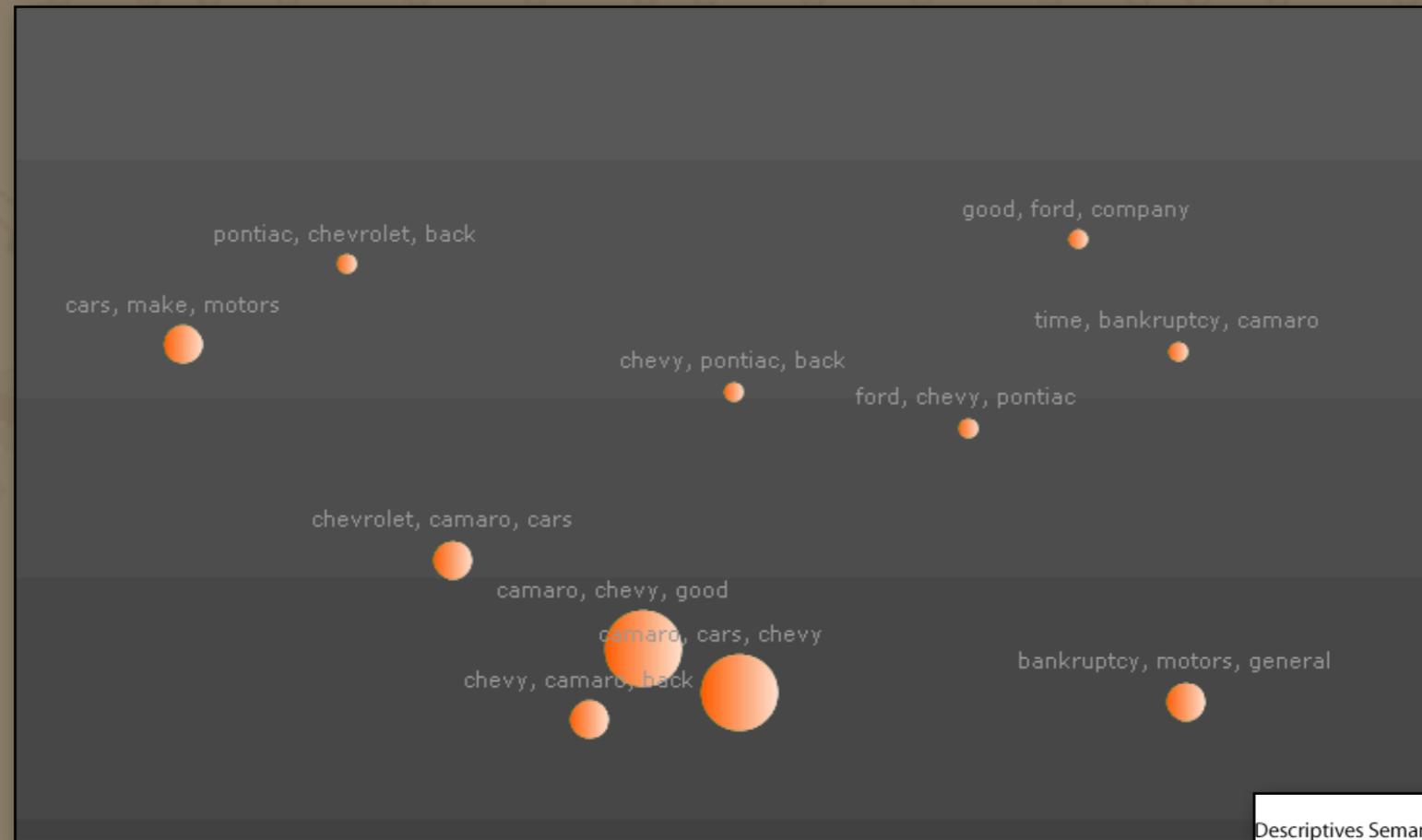
intel:
analytics dashboards



blogPulse

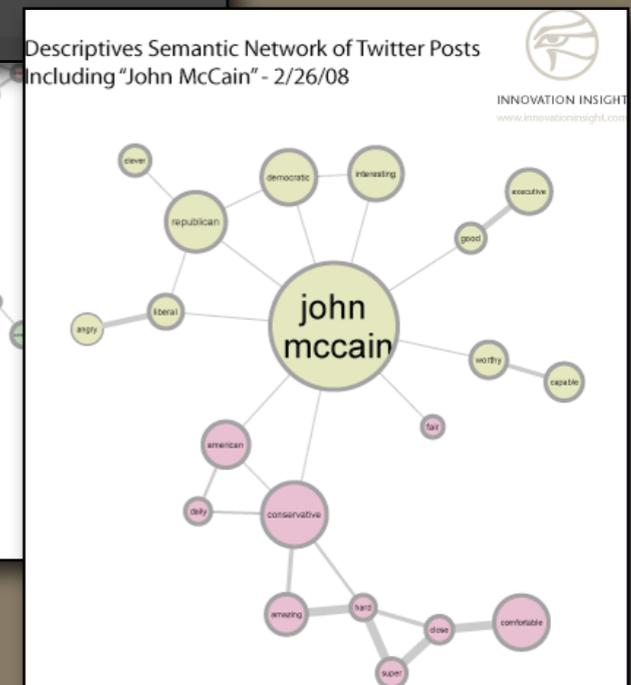
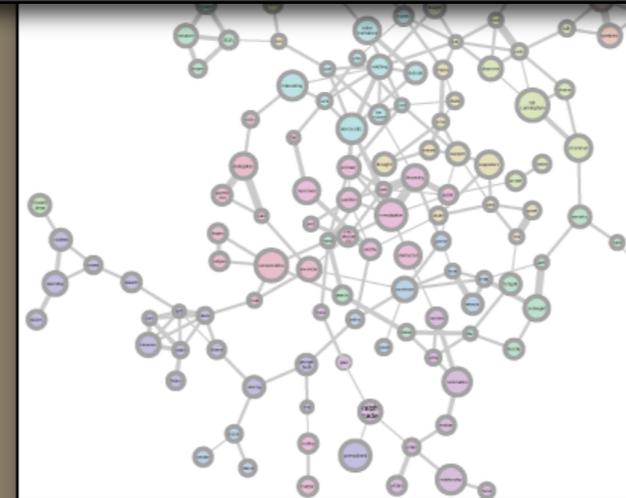


techrigy SM2 / General Motors



Innovation Insight THOTH / McCain vs. Obama

intel: conversation mining



ask yourself before you begin:
what is your objective?

If you aim at nothing, you'll hit it
every time
zig zigar



guy hagen
twitter @guyhagen
email gh@innovationinsight.com
web innovationinsight.com