

Successful Application of Government 2.0 in a Government 1.0 World

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Government 2.0 Advocate



Applying Gov 2.0 in a Gov 1.0 world

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Gov 1.0

Magna Carta
1215 AD



to 2.0

Internet
2010 AD



Gov 1.0 to 2.0



Magna Carta – 1215 AD



Internet – 2010 AD



Government 2.0

represents a fundamental shift
in the relationship between
citizens and government,
to the benefit of both.

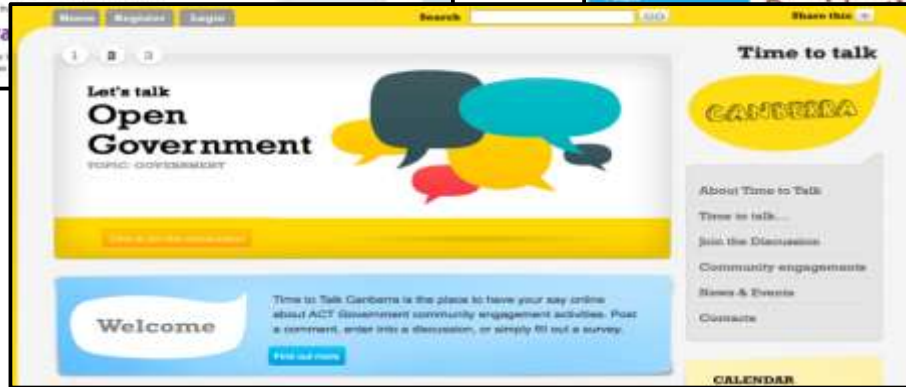
Government 2.0 includes...

- Using tools and techniques enabled by digital technologies to bring citizens 'inside the tent'.
- Empowering citizens to be active participants in government decision-making processes and supporting them to do for themselves.
- Opening up public data for public reuse to inform and enable new insights, better decisions and more effective policy.
- Initiatives from individuals and non-government organisations as well as government.

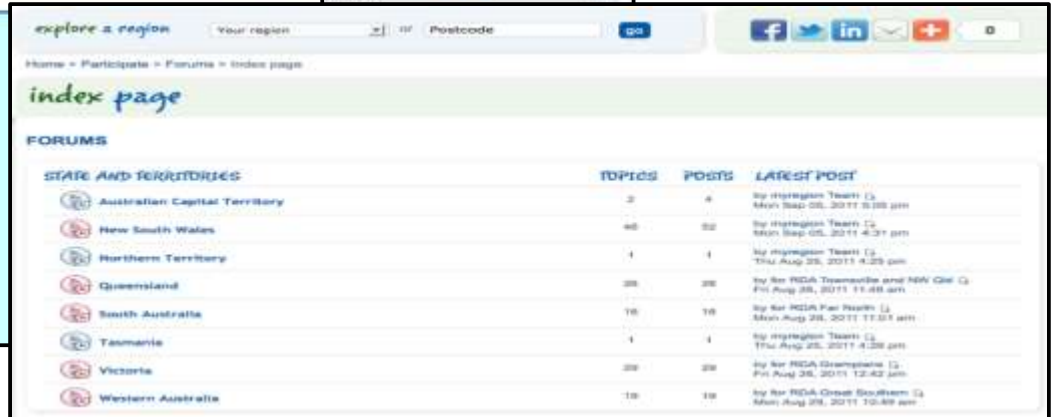
Government as media



Government as engager



Government as convenor

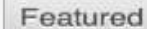


Australian Government



SEARCH

Suggest

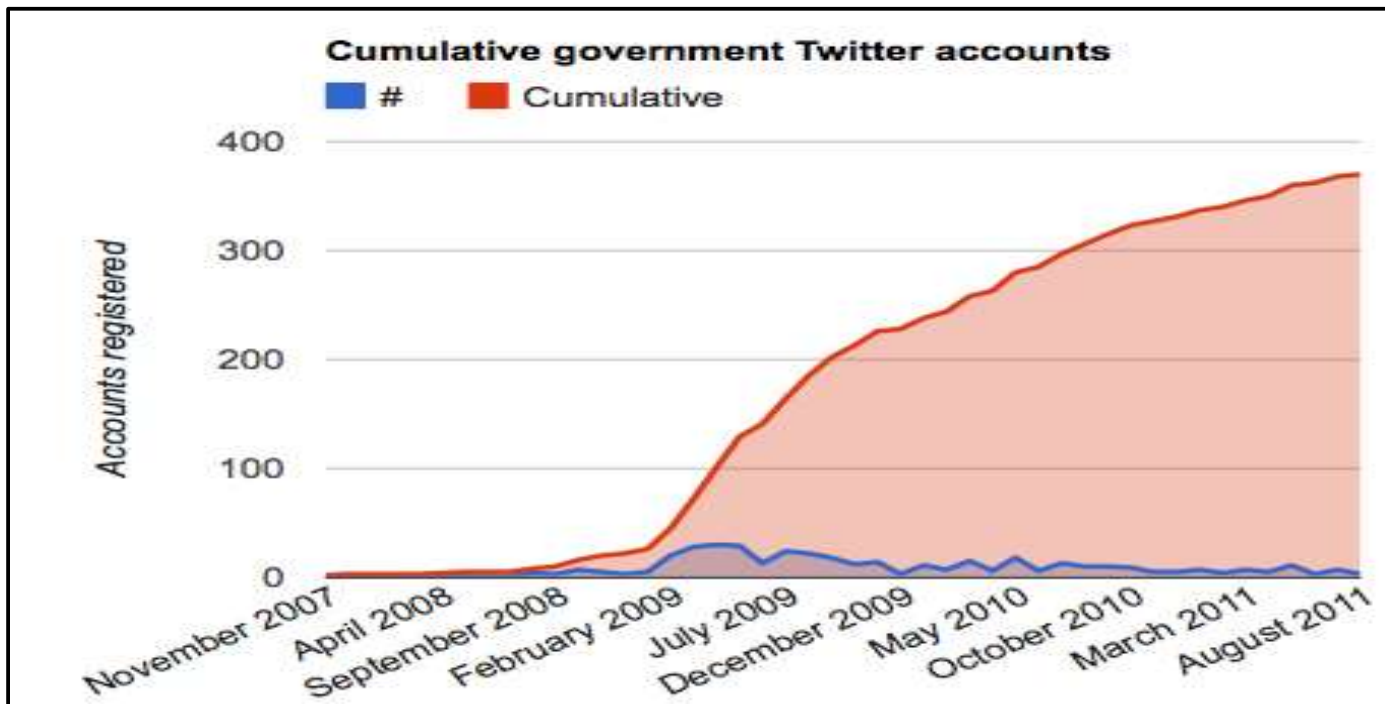


Data: MyHospitals

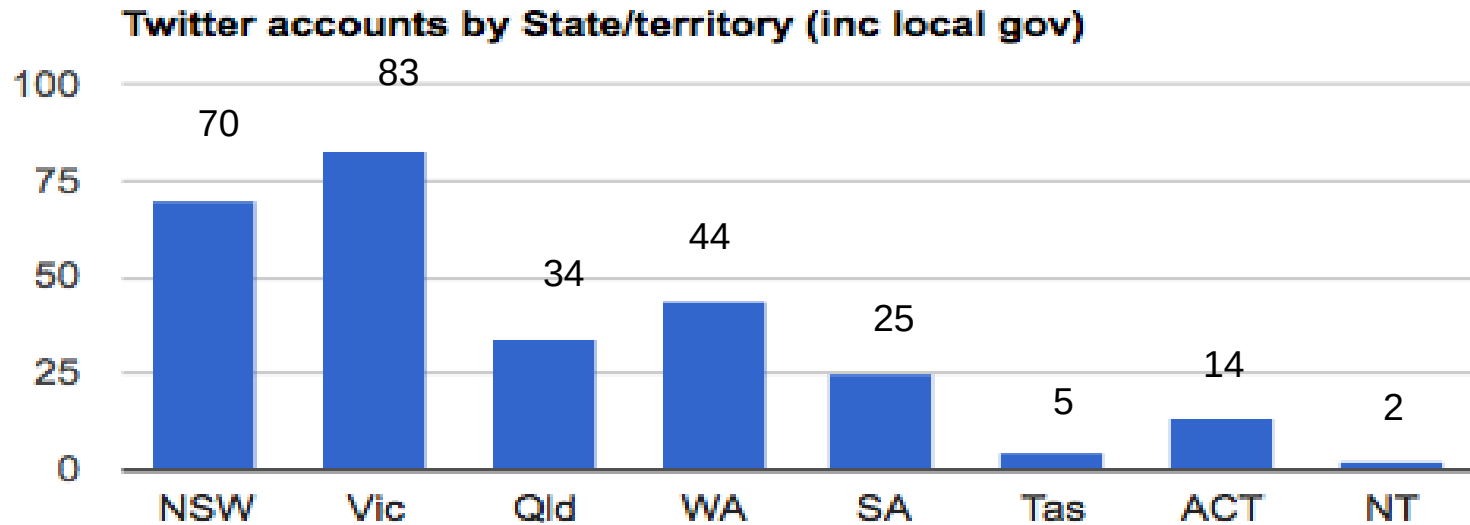
Government 2.0 in Australia

- Over 275 online consultations in last two years
- Over 380 Departmental Twitter accounts
- Over 80 agency mobile apps
- Over 70 agency blogs (all levels of government)
- Over 45 Facebook pages
- Over 40 agency YouTube channels
- At least 5 data mash-up competitions

Growth in Twitter use

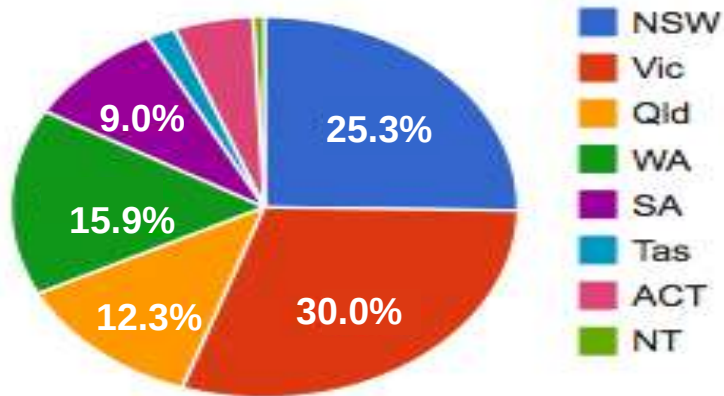


WA is a 'Tweader'

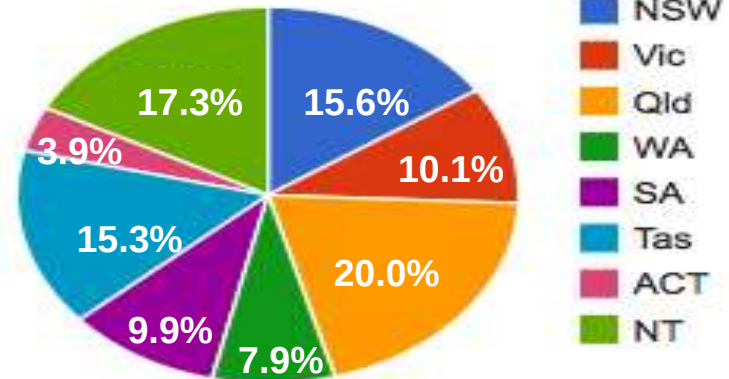


WA is a 'Tweader'

State/local twitter accounts by jurisdiction



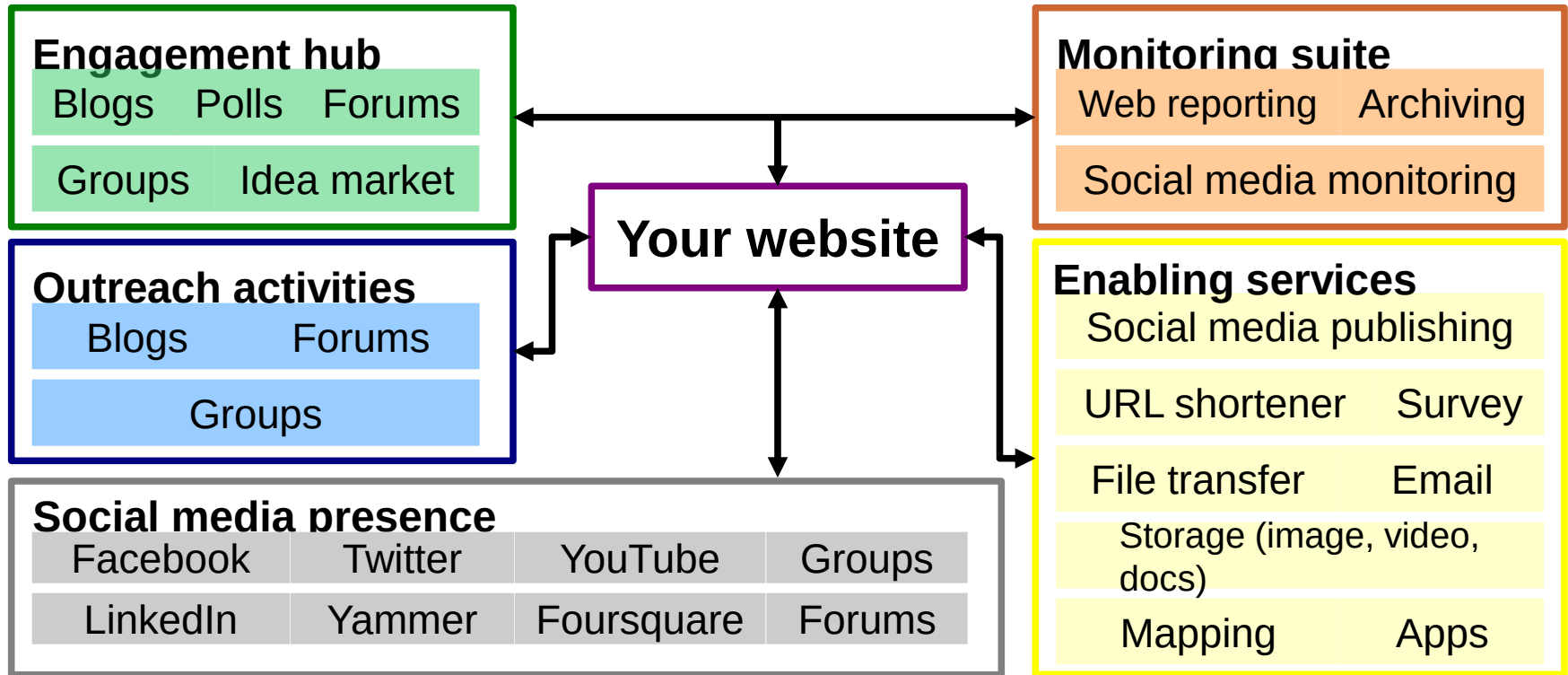
State/local Twitter accounts by population per jurisdiction (smaller good)



Building your infrastructure

- Start monitoring social media (they're already talking about you!)
- Reserve account names
- Identify needed guidance and policy
- Develop internal governance (borrow rather than build)
- Identify and mitigate risks
- Educate executives and peers
- Pilot where social media **supports your goals** (look for less critical objective)
- Build operational guidance to support good practice
- Keep executing!

Online infrastructure



Challenges remain

- Generation gap
- Political climate
- Public service culture
- Legislation and policy
- Speed of change
- Adoption and reach
- Personal versus professional

