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Social Media

Ready or Not,
It's Here!

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Brooke Bredel and Christine Maldonado

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Survey Results

(Polled during Registration)

- 86 polled

1) Do you have a personal Facebook page?

56% Don't

44% Do

2) Do you have a personal Twitter account?

91% Don't

9% Do

STATUS

Survey Results

(Polled during Registration)

- 86 polled

3) Does your agency have either a Facebook, Twitter, or You Tube account or page?

38% No 31% Unsure 31% Yes

4) Do you think Social Media can be an effective tool for government agencies to become more transparent?

21% No 79% Yes

STATUS

Survey Results

(Polled after Presentation)

- 36 polled*
- 1) Does your agency have either a Facebook, Twitter, or You Tube account or page?
22% No 22% Unsure 55% Yes
- 2) Do you think Social Media can be an effective tool for government agencies to become more transparent?
8% No 92% Yes

* Survey was not required

STATUS

Answering the Right Question... The right way.

- Journal of Government Financial Management
– Spring 2011 Vol. 60, NO. 1

“Answering the Right Question at the Right Time:
Why and How FASAB Added Fiscal Sustainability
Information to Financial Reports”

By Wendy M Payne, CGFM, CPA



Understandability

- “Understandability is often the greatest challenge for the preparer in presenting fiscal sustainability information.”



Accountability

- “Citizens can rightly demand information in their role as the ultimate overseers of government.”
- “In this sense, accountability ‘is not only a reactive response to overseers but also a proactive one linked to insuring that the public trust is served.’ ”

Topic of Interest: The Budget

- “The most visible form of accountability is the budget - the most often referenced federal financial information.”

- FY 2010 was the first year the Citizen Guide was required by GAAP.



Governing Magazine

- Develop Policies for Responsible Social Media Use
 - Heather Kerrigan
 - “Arguably, governments can't tweet or update the same way private citizens can. But the conversational manner of social media means that governments need to adapt their messages to an extent.”
 - <http://www.governing.com/topics/public-workforce/developing-policies-responsible-social-media-use.html#continued>

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Social Media Policies

- Utah
- North Carolina
- Virginia Treasury –contact us

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Applications of Social Media

- Transparency
- Communication



What is Transparency?

- Can people find the information they need?
- Can they access/use the information?
- Can they trust the information?

– Open Government and Transparency Discussion on Federal News Radio with Adobe's Rob Pinkerton

– <http://www.youtube.com/watch?v=JNzDNjTIXtc>

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What Does Communication Mean?

- The key is focusing on people and the community.
- Find where people engage around your mission and amplify those points through social media and technology.
 - White House 2.0: Social Media and Government Transparency
 - <http://www.youtube.com/watch?v=rAnDfAWv2hM>

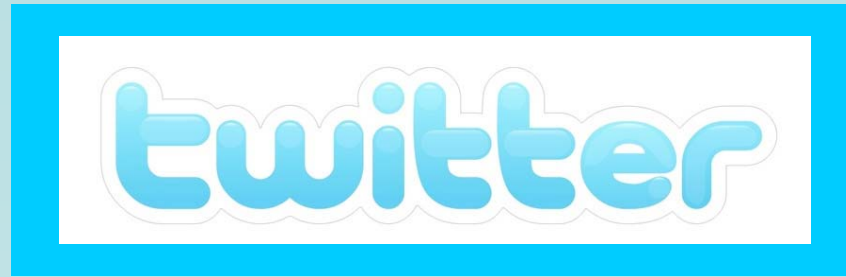
Share Like Post FOLLOW Tweet STATUS



- More than 500 million active users
- 50% log on to FB in any given day
- Average user has 130 friends
- Collectively, people spend over 700 billion minutes per month on FB
 - <http://www.facebook.com/press/info.php?statistics>



- Exceeds 2 billion views a day
- 24 hours of video are uploaded every minute
- 2nd most used search engine after Google
 - <http://www.website-monitoring.com/blog/2010/05/17/youtube-facts-and-figures-history-statistics/>



- 190 million users
- 65 million tweets go out every day
- Charlie Sheen holds the record for reaching 1 million fans the quickest, 25 hours
 - <http://techcrunch.com/2010/06/08/twitter-190-million-users/#>
 - <http://content.usatoday.com/communities/entertainment/post/2011/03/charlie-sheen-breaks-twitter-record/1>

AGA Richmond's Social Score

- Scale of 1-10---- 2
 - Why? We have a News Feed.
- AGA National's score---- 9
 - Why? They have presence on 4 platforms

Network with AGA Online...Anytime—



Become a Fan of AGA on Facebook



Create a LinkedIn Profile



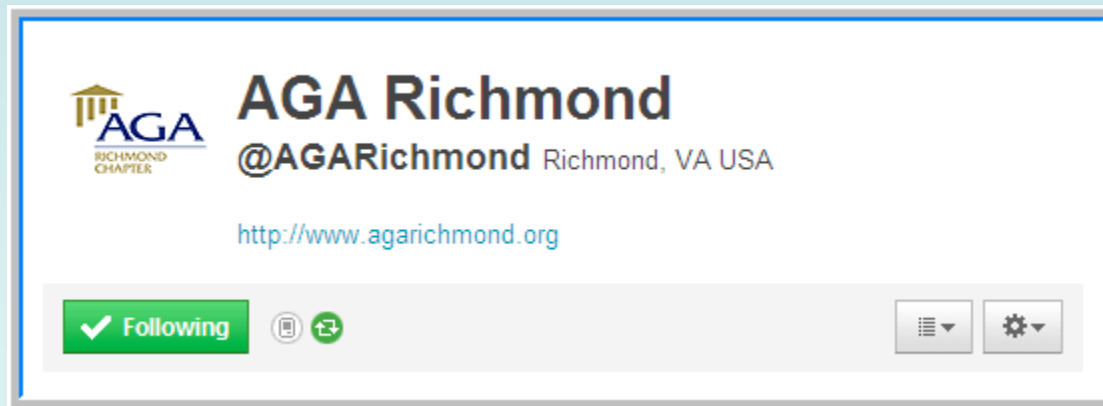
Follow AGA on Twitter



Join AGA's Group on GovLoop.

Raising our Score

- We're on Twitter!
- Follow AGARichmond



Questions?

- You know you have them...
- Contact
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