

## Appendix A: Values sought from social media tools

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As mentioned in the text of the report, the eleven value statements are not rank-ordered; the numbers in front of the statements are purely for ease of reference. The capital “E” and “I” in parenthesis behind some of the statements designate “external” and “internal” uses of social media.

Exploratory Social Media Project: Phase I State agency workshop results		
	Category	Social media value statement
1	Greater competitiveness	<ul style="list-style-type: none"> <li>Competing for employees where private sector is looking</li> </ul>
2	Enhanced access for disabled	<ul style="list-style-type: none"> <li>Enhanced access for the disabled and those in SES sectors without internet or ability to use IT</li> <li>Accessibility for disabled</li> </ul>
3	Create virtual communities	<ul style="list-style-type: none"> <li>Promote career readiness among peer groups</li> <li>Creation of online communities around issues of interest to them (constituents)</li> </ul>
4	Speed/instant	<ul style="list-style-type: none"> <li>Communication with constituents independent of time and location</li> <li>Getting incident information into traffic management/response staff and state police</li> <li>Get immediate feedback from wide geographic area</li> <li>Instant communication</li> <li>Get most up-to-date information about cyber attack vulnerability</li> <li>Quick communication of information—don't have to wait on news cycle or shrinking news media (E)</li> <li>Quick dissemination of info</li> </ul>
5	Collaboration	<ul style="list-style-type: none"> <li>Enhance interactive collaborative work to lower cost of single threaded tasks</li> <li>Improve communications (i.e. agency, multiple locations, IT staff don't know each other—similar challenge in other professions) (I)</li> <li>Internal communication/collaboration with project managers and employees to share project related info (I)</li> <li>Information collaboration/sharing from different sources</li> <li>Collaboration without the cost of time and travel (E)</li> <li>Collaborative, dynamic, problem-solving vs, isolated limited perspective and outcomes</li> <li>Knowledge sharing—share tips, ask questions to a wider audience, communities with common interest (Java, Oracle, etc.) (I)</li> <li>Collaborate with peers (problem solving) in other states (National Guard) (E)</li> <li>Collective knowledge</li> </ul>
6	Public safety	<ul style="list-style-type: none"> <li>Help save lives (E)</li> <li>DR “response” team coordination + communication (I/E)</li> <li>Increased awareness of agency mission and program (save lives, reduce injury)</li> <li>Sharing of safety programs/best practices throughout the state (E)</li> <li>Improved EMS communications</li> </ul>

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		<ul style="list-style-type: none"> <li>Vehicle for crisis communication</li> </ul>
7	Information dissemination/exchange	<ul style="list-style-type: none"> <li>Share documentation and information (I)</li> <li>New method of engaging our target audience (generation X—soldiers and families)</li> <li>Greater public awareness and participation</li> <li>Can open communication between public and government</li> <li>Reaching people with “push” technology (E)</li> <li>Increase our audience (E)</li> <li>Greater public awareness of our agency’s mission (E)</li> <li>Make the public more aware of and give greater access to our cultural holdings and offerings (E)</li> <li>The ability to reach populations we serve in ways we couldn’t before (faster, different audiences, wider cast) (E)</li> <li>Communicating with teens and other young people on issues of dating abuse (E)</li> <li>Direct access to one of our target users—students (E)</li> <li>Another communication platform to distribute traveler info to thruway/canal customers (E)</li> <li>Can help reach wider/different audiences change government image to more in touch</li> <li>Distribution of TV/radio PSA campaigns to public (E)</li> <li>Communicate with millennia in a medium they are accessing already (I/E)</li> <li>Dissemination of information to a wider audience than you otherwise might have—go viral, using other networks (E)</li> <li>Disseminate young driver safety messages to a large number of teens</li> <li>Ability to reach stakeholders outside networks</li> <li>Broaden distribution of materials</li> <li>Ability to get feedback from public</li> <li>Better way to communicate to public</li> <li>Better ways to communicate</li> <li>Distribute the labor message through viral distribution channels</li> <li>Drive traffic to labor sites for the “whole story”</li> <li>For some groups only/bets way to reach them—i.e. younger audience</li> <li>Creates dialog with public</li> <li>Information sharing with teens—outreach to teens</li> <li>Expand public awareness</li> <li>Open government communication—up, down, sideways</li> </ul>
8	Coolness factor	<ul style="list-style-type: none"> <li>Increase public perception as being “in touch” and “social” (The cool factor) (E)</li> <li>Puts a personal face on a faceless gov’t entity</li> <li>Enhance “coolness” of STEM education through peer reinforcement</li> <li>Puts human “face” on agency</li> <li>Speaking new language</li> <li>Reaching younger demographic</li> <li>Looking “cool” to the next working generation</li> </ul>
9	Training	<ul style="list-style-type: none"> <li>Distribution of video training resources to DMV employees (I)</li> <li>Distribution of training to other agencies (E)</li> <li>We use these tools for research and training of our external customers</li> </ul>

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10	Documentation	<ul style="list-style-type: none"><li>• Wiki: easy to use and value exceeds effort (documentation) (I)</li><li>• Forms of documentation</li><li>• Posting of consistent responses to inquiries—interpretation of legislation</li></ul>
11	Saving money	<ul style="list-style-type: none"><li>• Saving money</li><li>• Saving money through electronic communication</li></ul>