

Social Media and Community Engagement



A sensible place to start...

http://www.youtube.com/watch?v=sIFYPQjYhv8&feature=player_embedded

How does social media fit into empowerment policy?

- Governance of Britain Green Paper, 2007
- Communities in Control, 2008
- Duty to Involve, 2008
- Digital Inclusion, 2008
- Connecting Communities, 2009
- Duty to Promote Democracy

How does social media fit into Local Authority targets?

“Community empowerment is local
government’s core business”

- *Sir Simon Milton, LGA*

- It is a shared **local** priority (LAAs)
- It is a **core component** of the CAA
- It is a **strategic** priority (National Improvement and Efficiency Strategy)
- It is an **improvement** priority

How does social media fit into empowerment practice?

- More empowered consumers leading to a personalisation of services
- Growth in online user feedback driving the perception of LAs
- Instant information society
- Overcomes barriers to participation (caution)
- Efficiency savings (fewer sparrows)

Is there a downside?

The Social Media Formula:

> use of social media + < digital exclusion = > marginalisation

What are the implications?

- Despite increased access to the internet amongst the population, there is a 'digital divide' between those who do not use the internet for reasons of skill competency, failure to see its relevance or lack of access, and those who make regular use of it. There is also a divide between those with access to high speed broadband and those with access to slower connections
- Further marginalisation and increased socio-economic inequalities for those who are 'digitally excluded' particularly for the elderly and those in lower socio-economic groups
- If ICT costs continue to decrease, there is likely to be a higher proportion of the population online, which may further exclude those who are not and/or do not want to be online.

What do we do?

- Community Engagement is never one-size-fits-all
- Develop strategy to ensure you account for any possible exclusion that online services might bring
- Develop skills of both staff and marginalised constituents

Let's see how it works...