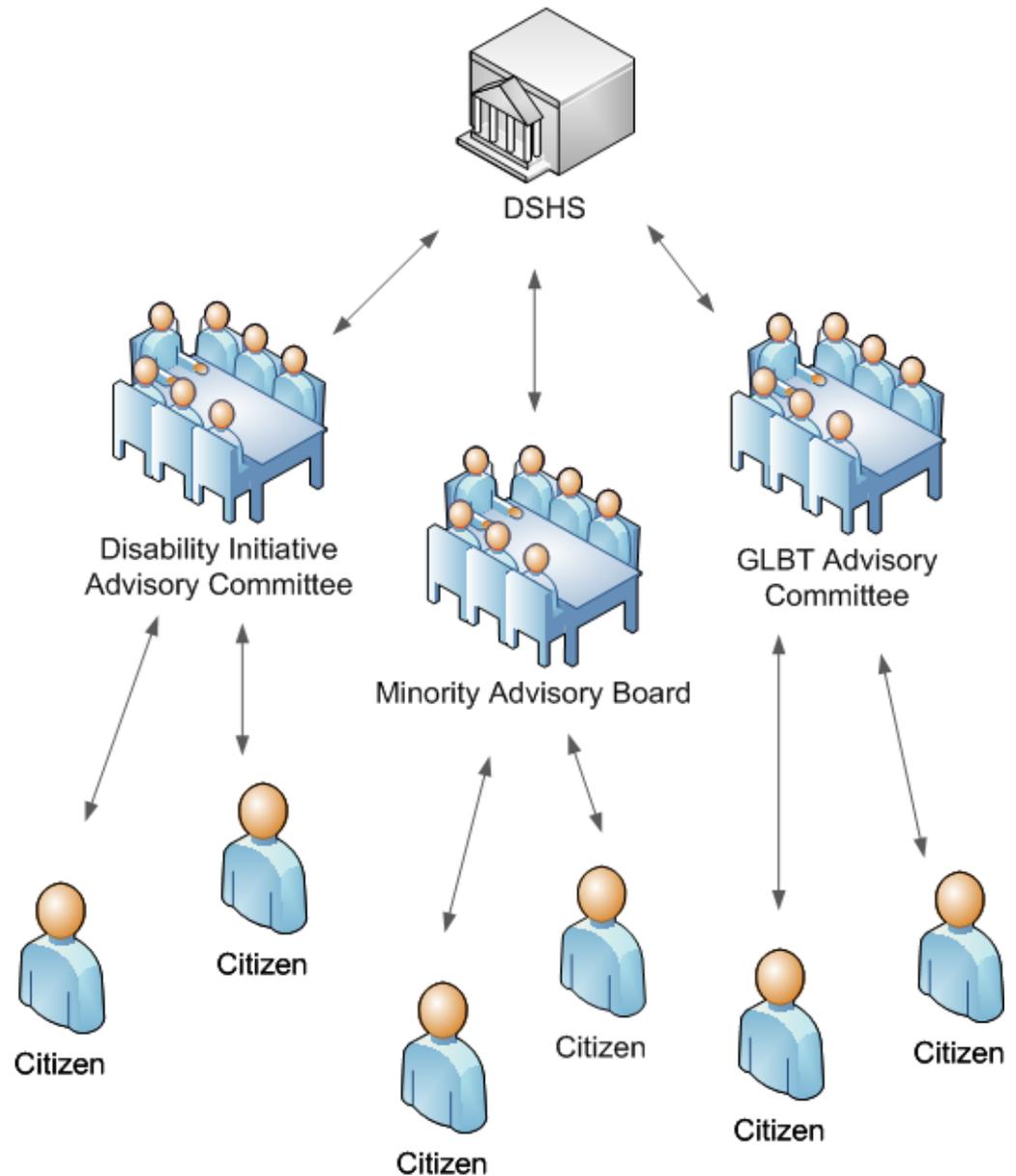


PLEASE STAND BY

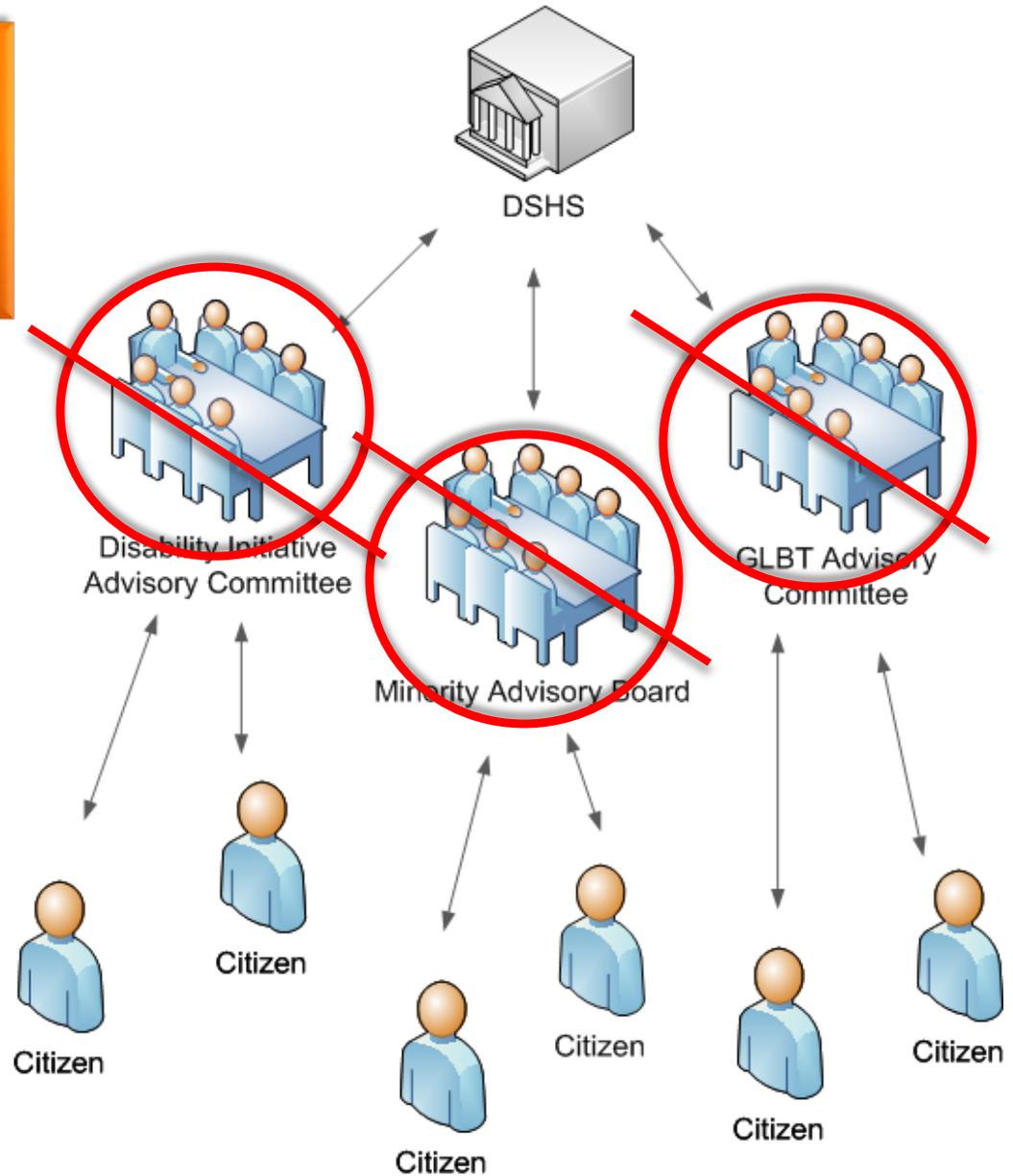
The Need for a New Social Media

Presentation to the DSHS Extended Management Team
May 20, 2009

Traditionally, DSHS has sought counsel from representative boards and commissions.



With the announcement of Executive Order 09-02, many of these boards are abolished.

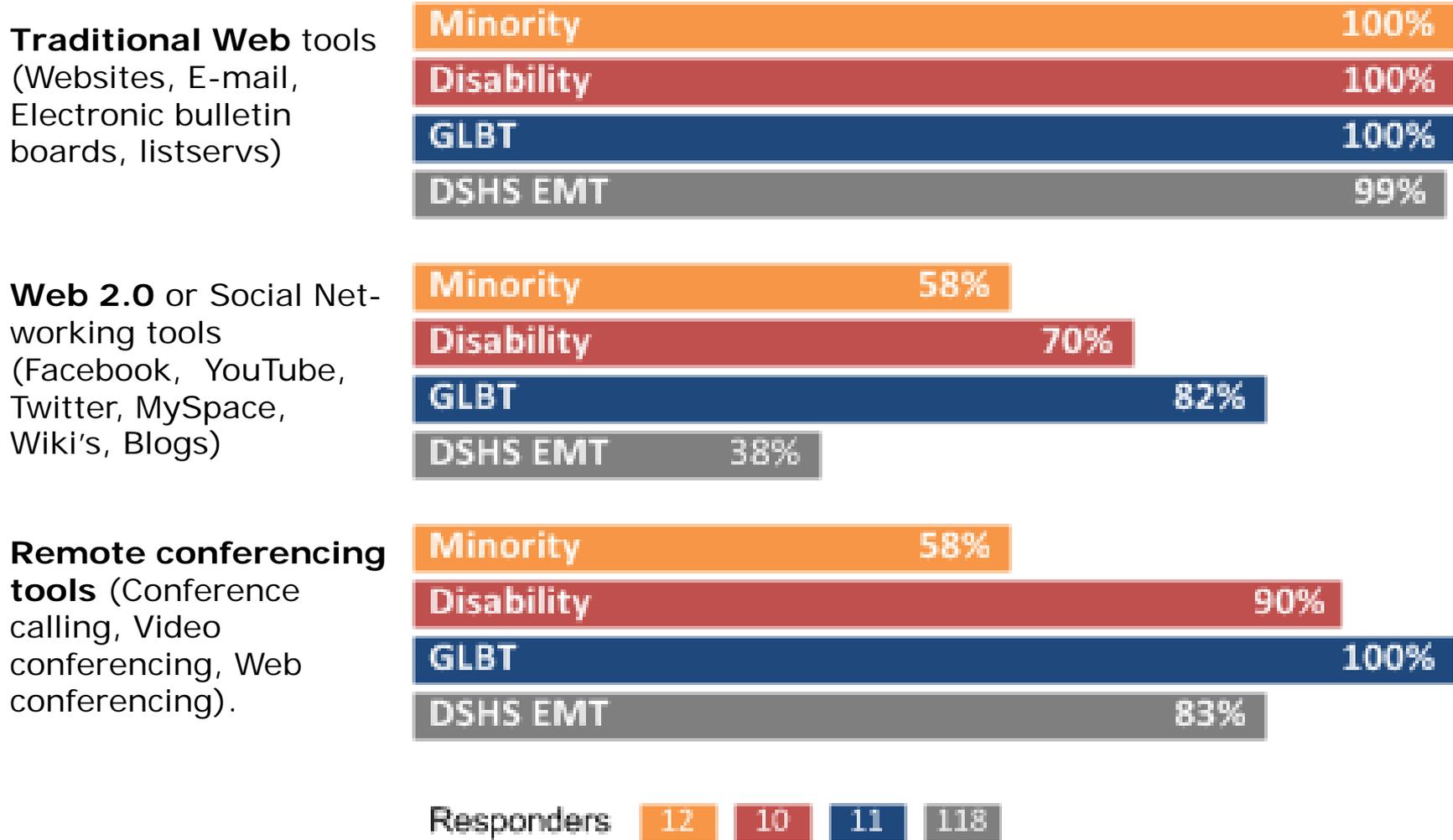


Our Task:

*Can we use technology
to expand our conversations
with citizens?*

Where do we start?

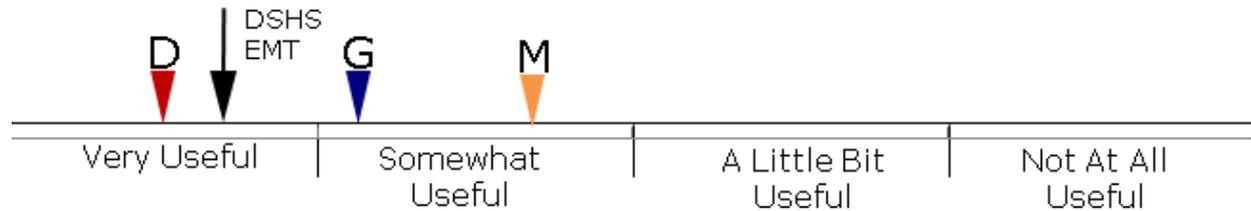
Which of the following communication tools have you used?



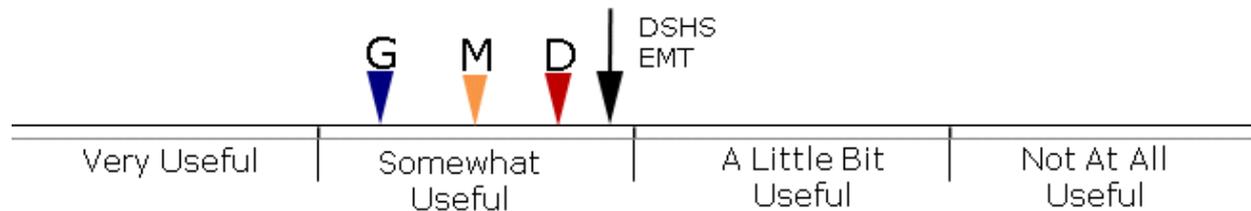
Source: DSHS | RDA

Would these tools be useful to increase communication between DSHS and your community?

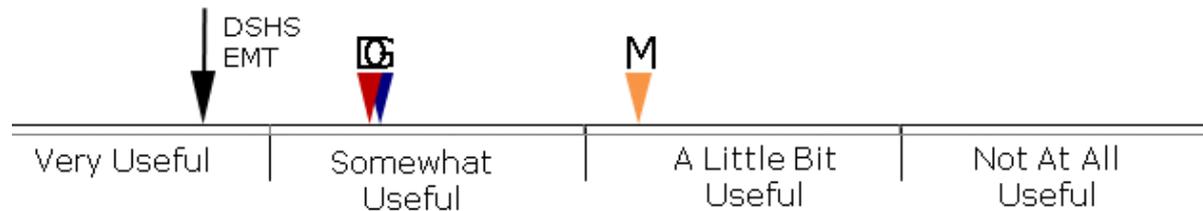
Traditional Web tools
(Websites, E-mail, Electronic bulletin boards, listservs)



Web 2.0 or Social Networking tools
(Facebook, YouTube, Twitter, MySpace, Wiki's, Blogs)



Remote conferencing tools (Conference calling, Video conferencing, Web conferencing).



Let's explore and evaluate.

Media Review

Media Review				Issues								Effectiveness (See chart for codes)							
Media	Pros	Cons	Scope	Simple to use	Ability to control "DRHS" brand?	Required Membership?	Startup Cost	Operating Cost	Requires admin?	Potential security or privacy abuse?	A	B	1	2	3	4	5	6	
Emerging	Photo Sharing Flicker	Quick, easy & free.	Not designed for written materials. Photo only.	Many:Many	No	No	Yes	None	None	No	Low	No	No	No	Low	Low	Low	Low	Low
	Social Networking MySpace, Facebook WhiteLable, LinkedIn	Great for sharing information about yourself.	3rd Party company. Often Lots of advertisement. Often distracting.	Many:Many	No	No	Yes	None	None	No	High	No	Low	Low	Low	Low	Low	Low	Med
	Twitter	Quick.	Limited mainstream use.	One:Many	No	Yes	No	Low	None	Yes	Low	Low	Low	No	Low	No	Low	Low	Low
	Video Streaming YouTube	Great for non-readers. Huge audience.	Hard to share written materials. Mat be expensive to create content.	Few:Many	No	No	No	Med	Med	No	Low	No	No	No	Low	Low	Low	Low	Low
	Voting Systems Vote by Phone Vote by Email	Great for getting lots of responses.	Phone: Expensive start up. Limited use. Email: Potential Compatibility / Verification Problems	Many:One	No	Yes	Yes	High	Low	Yes	Low	Low	No	Low	Med	Med	Low	Low	Low
	RSS feeds	Great for spreading news.	Only one way communication. No history.	One:Many	No	Yes	No	Low	None	Yes	Low	Low	Low	Med	Med	Low	High	Low	High
	Wiki	Amazing tool to build content.	Requires some organizational skills and rules. Needs editor.	Few:Many	No	Maybe	Yes	Low	Low	Yes	High	Low	Med	Low	Low	Low	Low	Low	Low
	Web Logs	Allow everybody to created news.	Will require organizational editor.	Few:Many	No	No	No	Low	Low	Yes	High	Med	Med	Low	Low	Med	Med	Med	Med
	Custom Web-based application	Could be designed to meet 90% of needs.	Will require long time & much money to develop	Custom	Near	Yes	No	Med	Low	Yes	Low	Med	High	Med	Med	Med	Med	Med	Med
	Component Web Sites - 3rd Party Google Groups Yahoo 360	Quick to setup. No hosting costs.	Limited scope.	Few:Many	No	No	Yes	None	None	Yes	High	Med	High	Med	Med	Med	Med	Med	Med
	Component Web Sites - Hosted Extron, Bitrix, Intranet SharePoint	Has many powerful features.	Can't do everything	Few:Few	No	Yes	Yes	Med	Low	Yes	Med	High	Med	Med	Med	Med	Med	Med	Med
	Virtual Worlds Second Life	Cartoon world is hip.	Too limited in focus.	Few:Few	Yes	No	Yes	Low	Low	No	Med	Low	Low	No	No	No	Low	Low	Low
	Virtual Meetings Goto Meeting, more	Cheaper than traditional video conferencing.	Will have technical difficulty at startup due to slow network connections.	Few:Few	Yes	Yes	Yes	Low	Low	Yes	Med	Low	High	High	High	Low	Low	Med	Med
	Telephone alternatives SKYPE	Great way to avoid long distance phone calls.	This is simply a phone replacement.	Few:Few	Yes	No	Yes	Low	Low	Yes	Low	Low	Low	Low	Low	Med	Low	Low	Low
	Text Messaging SMS / IM	Great for 'on-the-go' people.	Limited bandwidth. Does not scale well.	Few:Few	Yes	No	Yes	Low	Low	No	Low	Low	Med	Low	Low	No	No	Low	Low
	"e-clubs" Yahoo clubs	Great for sharing quick ideas.	Not full featured.	Many:Many	No	No	Yes	None	None	Yes	High	Low	Med	Low	Low	No	No	Med	Med
Chat Rooms	Great for sharing quick ideas.	Hard to control audience.	Many:Many	Near	No	Yes	None	None	Yes	High	Low	Med	Low	Low	No	No	Med	Med	

Cost

Ease of Use

2009
Criteria

Usefulness

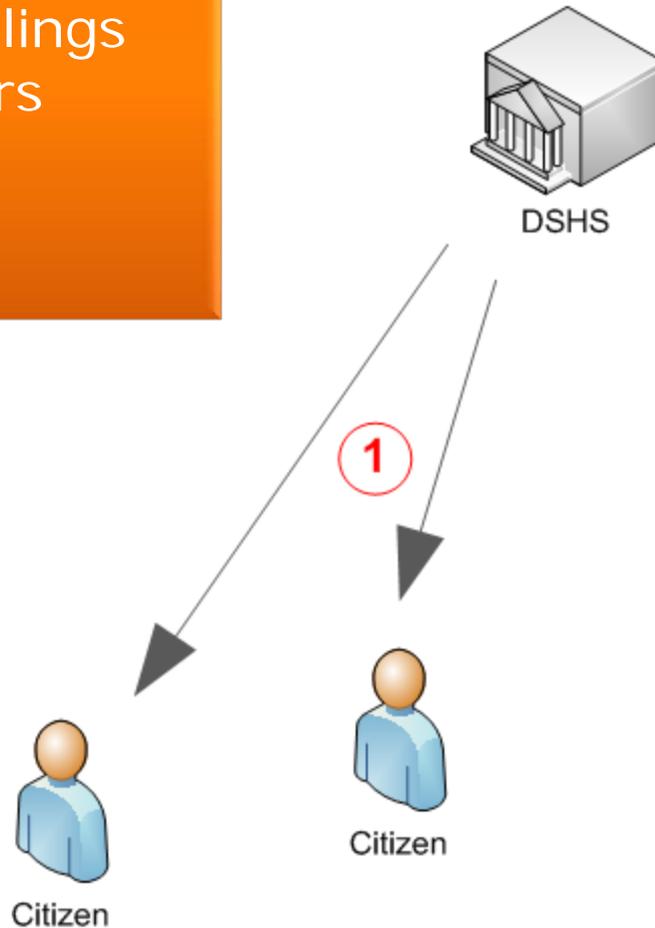
Manageability

Current

- Public mailings
- Newsletters
- Radio
- Web sites

Possible

- Video
- Podcasts
- Twitter
- Better Web sites
- RSS



1. DSHS -> Citizens



LET'S TALK  Join the conversation with DSHS and community members

Apply for
Services

Office
Locations

Topics A-Z

About DSHS

Questions

Jobs

News

AVAILABLE SERVICES

- Help with food
 - Cash assistance
 - Medical help
 - Mental health
 - Treatment for addictions
 - Adoption
 - Child care
 - Child support
 - Foster parenting
 - Medical insurance for kids
- [...more services](#)

How Do I?

- [Report abuse or neglect:](#)
1-866-363-4276
- Find out if I qualify for basic services
- Apply for services (such as food, cash, child care, etc)
- Find job opportunities
- Find a local service office
- Get a form or [publication](#)
- Lookup rules and policies
- Join a conversation with DSHS

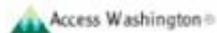
PROGRAMS AND ADMINISTRATIONS

- Aging and Disability
 - Alcohol and Substance Abuse
 - Child Support
 - Children's Services
 - Deaf and Hard of Hearing
 - Health Care Assistance
 - Juvenile Rehabilitation
 - Mental Health
 - Research and Data Analysis
 - Residential Habilitation Centers
 - Special Commitment Center
 - State Hospitals
 - Vocational Rehabilitation
- [...more](#)

- Secretary Susan Dreyfus lays out vision, agenda
- May brings media focus on foster care issues
- Major report on juvenile justice released

INFORMATION FOR...

- People in need
- Providers
- News media
- Researchers
- DSHS employees



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Access state agencies and government information

LET'S TALK



Join the conversation with DSHS and community members

- **We want to hear from you!** Join conversations about - and with - your government
- **We're starting with folks in these communities:** Disability, Gay-lesbian-bisexual-transgender, Minority
- **We plan to expand** the conversation to other communities
- **Get updated information on these issues** - Sign up with the "Talk via e-mail" button
- **Help influence decisions** that can affect your community

Issues and Events

▶ Meet Susan Dreyfus, new DSHS Secretary

Susan N. Dreyfus, a Wisconsin executive with more than a dozen years of leadership experience in both the private and public health sectors, will become secretary of the Washington Department of Social and Health Services on May 18. [Read the entire article](#)



TALK
via e-mail

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DSHS



New *Let's Talk* Page