



<b>Task Force Final Report</b>	<b>Prepared for</b>	<b>Date</b>
Social and Collaborative Computing Task Force	ITPG – Task Force Steering Committee	May 28, 2009
<b>Prepared by</b>		
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## **Executive Summary**

**Background:** This project supports the agency strategic goal #5 “Achieve high performance through efficiency, innovation and accountability.”

- Federal, state and local governments are using social media to communicate with the general public and internally with their employees.
- The Governor formed a statewide committee to examine the use of social media in state government.
- Several Business Areas have requested the use of various forms of social media (i.e. SHARP – Second Life and Facebook, Communications – Twitter, OMD – Facebook).
- Washington agencies currently using social media (DOT, DIS, DSHS, AGO, The Governor’s office).
- L&I’s ITPG sanctioned a Social Media Task Force in March 2009.

### **Technology Overview:**

**Social and Collaborative Computing** refers to those online collaborative platforms that encourage innovation through open dialogue and exchange of ideas. This can take many forms including Internet forums, blogs, wikis, social networks, document sharing, picture and video sharing, and virtual worlds, to name a few. It can also include sites dedicated to collaboration with a smaller audience with a specific focus like vocational rehabilitation, public safety, or project management.

### **Task Force Deliverables:**

1. Draft Agency Policy - Complete
2. Final Report to Steering Committee (ITPG) - Complete

**Recommendations & Suggested Next Steps:** Significant challenges face our agency in implementing a Social Media system. The Social and Collaborative Computing Task Force recommends the following:

- A. ITPG (Appendix A)
  - Create and Charter Agency Level Social Media Committee.
  - Approve Agency Policy 7.40 to move forward through the Agency policy approval process.
- B. L&I Communications Office Recommendations (Appendix B)
  - Develop Social Media Handbook.
  - Provide Chair to Agency Social Media Committee.
- C. Social Media Handbook and Guidelines Recommendations (Appendix C)
  - Request Feedback and comment from Agency Social Media Committee.
  - Provide a checklist/form that shows customers how to bring in Social Media to their business unit.
- D. Social Media Committee Recommendations (Appendix D)
  - Assist Communications Office and make recommendations in preparing Social Media Requests for Deputy Director Approval.
  - Provide feedback to Communications Office for Social Media Handbook.
  - Develop L&I Strategy for using Social Media.
  - Partner with Communications to explore Social Media opportunities.



E. Information Services Recommendations (Appendix E)

- Modify Information Services current Governance processes to include Virtual World site development and solutions architecture approval processes.
- Provide IS Security review for all Social Media Sites.

F. Social Media Approval Processes Recommendations (Appendix F)

- Any new Social Media site must be approved through Assistant Director for Communications and Deputy Director of Operations.
- See Appendix F for more detail.

G. Additional Considerations and *excerpts* from Governor's Committee on Social Media (Appendix G)

H. Agency Draft Policy 7.40 (Social Networking) Recommendation

- Policy to begin review process by Agency Leadership.



***Appendix List (Recommendations):***

<b>Task Force Final Report – Appendix A</b>
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Information Technology Planning Group
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Charter an Agency Level Social Media Committee. A Social Media Committee is needed to assist the agency in the challenges around social media. This committee would provide consultation to the L&I Communications office as well as internal support to better equip our agency to explore the many facets of the emerging Social Media world. This committee would also develop agency strategy pertaining to Social Media and its business use at L&I.

Agency Draft Policy 7.40 is finished and has been briefed to the ITPG as well as Task Force members. The Task Force requests the ITPG to Approve Agency Policy 7.40 to move forward through the Agency policy approval process. The draft policy will undergo the full Agency governance and review process required for any new policy.



**Task Force Final Report – Appendix B**

**L&I Communications Office**

The L&I Communications office will play an integral part in Social Media. A critical component in the Social Media movement for our agency is the 'to be developed' L&I Social Media Handbook. This handbook will cover specific criteria that will provide guidance and procedures for L&I employees to use Social Media. It will include but is not limited to a by-site specific operational manual that covers topics such as site security, records management, legal, human resources, public disclosure, and technology impact of using sites. It is expected that the Communications Office will seek input and provide updates to the Social Media Committee.

It is requested that the L&I Communications Office provide the Chairperson for the L&I Social Media Committee. The Chairperson will lead the Social Media Committee forward through the challenges inherent of a new Social Media environment and direct Social Media research and project activities.

L&I Communications should also be tasked with measuring the performance of social media outlets. This can be accomplished by researching government best practices and suggested measures.



**Task Force Final Report – Appendix C**

**Social Media Handbook and Guidelines**

The L&I Social Media Handbook will be the Operations Manual for business customers to follow when using Social Media. The Handbook will be developed by the Communications Office in cooperation with multiple business areas lending subject matter expertise to the process provided to the Social Media Committee.

The Handbook will include instructions for employees to create Social Media sites and define their procedural use at L&I as well as the approval process to deploy Social Media sites. It should also include site-specific procedures and guidelines for using Social Media.

The Handbook will be a living, breathing document that is modified as deemed necessary to accommodate the ever-changing social media environment. It will function as the quintessential guide for Social Media use at LNI. The handbook will reference L&I Agency Policy (currently in draft) 7.40 Social Networking as well as other applicable agency policies.



**Task Force Final Report – Appendix D**

**Social Media Committee**

The L&I Social Media Committee works as an incubator for Social Media development and Strategy. The Committee would discuss challenges and potential opportunities that will allow L&I to communicate better with its citizens. It will also function to provide support and subject matter expertise to the Communications Office on Social Media matters.



**Task Force Final Report – Appendix E**

**Information Services**

Information Services provides a technical consulting role for Social Media use at L&I and is leveraged as a resource for the Communications Office. Information Services should provide a minimum of two subject matter experts. One FTE from the ISSO and one from the EAO should be provided to sit on the Social Media Committee.

Current IS Governance processes must be modified to include Social Media activities. Additionally, proper infrastructure monitoring and use must be developed to ensure our information systems are not overwhelmed with the additional load placed on it by Social Media applications.



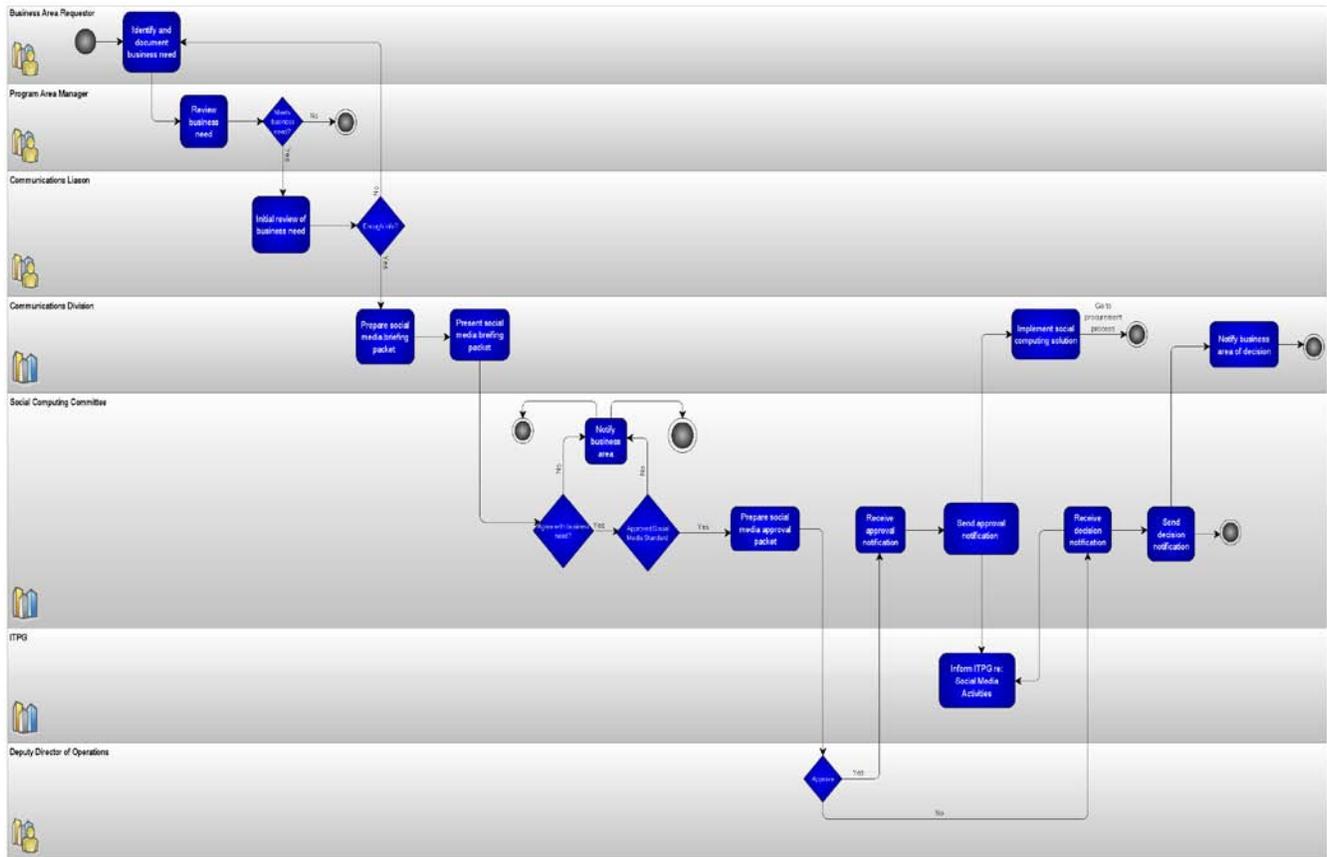
**Task Force Final Report – Appendix F**

**Social Media Approval Processes**

Social Media Site Request: When an individual or business unit would like to create a social media site.

\*\*See last page of Executive Summary for readable/printable view.

Workflow Modeler: Social Computing Approval Process





## Task Force Final Report – Appendix G

### Additional Considerations and *excerpts* from Governor’s Committee on Social Media

Significant challenges face government in implementing social media solutions. The social media workgroup recommends the following:

- **Evaluate.** Encourage business leaders to evaluate tools and include them in agency strategic communication planning activities.
  - Use DSHS & DIS social media tool summaries as models when creating a template to evaluate social media tools.
  - Create a risk tolerance matrix for social media tools to assess risks inherent to social media tool implementation.
  - Measure performance of social media tools. Research social media performance measurement and determine best practices and suggested measures.
- **Collaborate.** Determine ways to share information and implement ideas.
  - Continue social media workgroup monthly meetings as needed.
  - Brainstorm implementation strategies appropriate to audiences and issues.
  - Share on COMMSHare what social media tools have implemented and who the contact person is to promote knowledge sharing.
  - Use COMMSHare social media page to share information.
  - Share best practices and documentation regarding agency research of tools, technical information, and issues related to public records retention, legal concerns, privacy, accessibility and policy implementation practices.
- **Engage and educate to challenge and remove barriers to social media implementation.**
  - Create social media 101 tools and presentations to educate executive management and communication professionals.
  - Create Q&A of common social media objections and answers.
  - Convene free ½ day social media workshop for communication professionals featuring workshops by state agencies using tools to promote knowledge sharing.
  - Brief communication directors on what we have learned at each meeting and engage group in finding long term solutions to technical barriers, public records retention, etc.
  - Survey communication directors to determine current knowledge and interest levels to target tools that agencies can use to be successful.
  - Research and engage other agencies using social media tools external to Washington State (for instance, Governor’s using Twitter and FaceBook) to determine best practices, resource allocation, lessons learned, etc. and share case studies about how these groups are using tools.
- **Define technical, public records retention, legal, privacy, accessibility and policy authorizing environments.**
  - Create subgroups to engage authorizing communities, and create checklists, FAQs, etc. as needed to mitigate risk and better define authorizing environment. By using a group approach, we could save time doing this work together and create consistency as opinion often varies within these areas.



Workflow Modeler: Social Computing Approval Process

