

BETA
HERDICTWEB
 THE VERDICT OF THE HERD

EXPLORE PARTICIPATE ABOUT

HERDOMETER: WHAT'S BEING REPORTED HERDOMETER TICKER » VIEW

aftabnews.ir
 reported inaccessible in Iran
 9 hours ago

Map data ©2009 Tele Atlas, ZENRIN, AND, Europe Techn

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SITES WE'RE WATCHING TEST SITES USING HERDICT REPORTER » Have you ever come across a web

Mayor's Office

Residents

Business

Visitors

CapStat

Government

Digital Public Square

Discover. Participate. Connect.



DC.Gov Data Apps

The Office of the Chief Technology Officer has launched the District of Columbia's Digital Public Square which puts you, the citizen, in driver's seat to discover how District agencies work, participate in the democratic process and connect with your government.

Discover



Popular Downloads

Live Data Feeds

- [Completed Construction Projects 2008](#) ?
- [Crime incidents](#) ?
- [Current Construction Projects](#) ?
- [Service Requests Calls](#) ?

Participate

Featured Applications

iLive.at

Live or plan to live in DC? Then iLive.at is for you!
Enter a DC address and iLive.at will present you with information tailored to that exact location.

[Go there >](#) [Download source code >](#)



Connect

Twitter



[DCRA Off-Campus Housing Initiative](#)

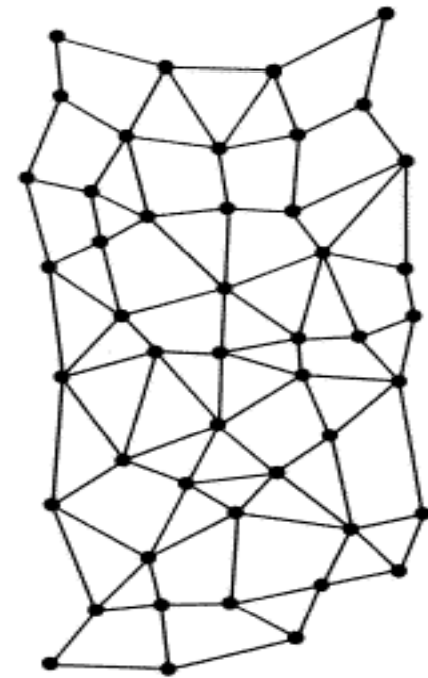
d cra: @FigaDC Vending is a very complex w/new la old laws. I would call Monday and sit down w/ vndr manager. Or DM me w/email. I'll set up.



[DC Fire & EMS](#)

A new ethic of public value...

- The power of distributed networking
- Small pieces, loosely connected
- Discovering the potential of collective intelligence



Critical capabilities

- The ability to share information and knowledge quickly, safely and easily
- The ability to learn fast and to turn the results into new ideas for policy and service design
- The ability to orchestrate more complex communities of people and organisations inside and outside government

The art and practice of Government 2.0

- Take control by giving up control
- Keep the finger off the policy panic button
- Brace for, and embrace, the unexpected
- Relinquish your pride in your own expertise
- Everything you know about productivity is wrong

<http://fcw.com/Articles/2009/06/08/feature-social-media-government.aspx?p=1>

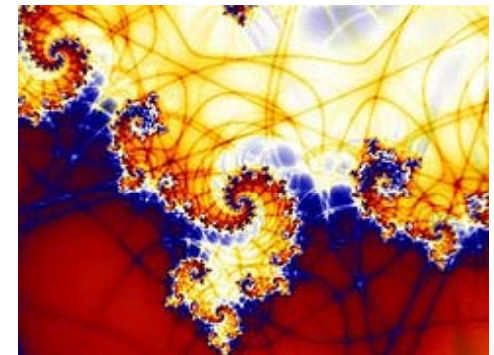
It's not that social media defies logic, like a Zen riddle. But its logic does not necessarily fit easily into government's traditional models of governance.

<http://fcw.com/articles/2009/06/08/feature-social-media-government.aspx>

“Society is going to become more volatile, not less volatile, because people now have a voice and they are going to use it.”

Disruption

- Lower cost of learning = higher velocity of innovation
- New spaces and conversations to explore, determine and execute (organic, adaptive, contingent)
- The network knows more than we do

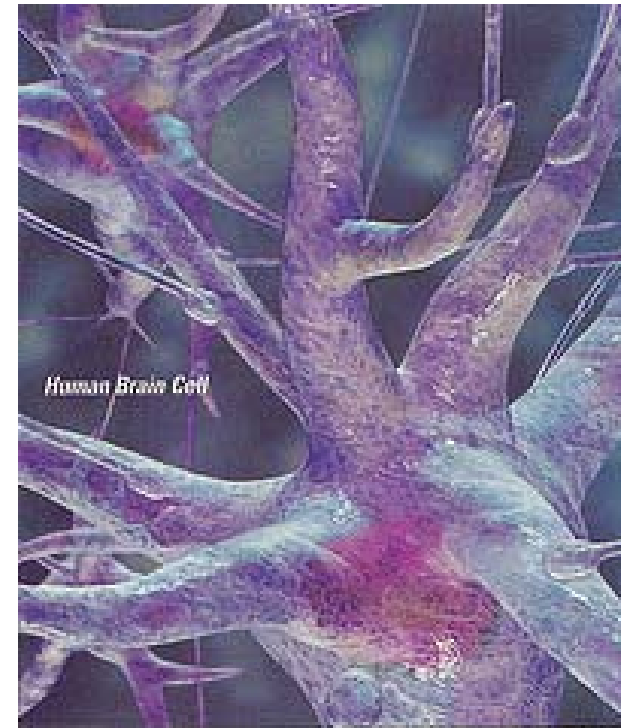


In the end..

Simple and
open wins

Dick Hardt, SXIP Identity, Identity 2.0,
<http://www.identity20.com/media/OSCON2005/>

Government 2.0?





<http://psnetwork.org.nz/blog/2007/02/19/principles-public-sector-socialmedia/>

- **Sovereignty:** do *not* use an (external) hosted solution, eg blogger. If this is an agency initiative, then you should host the site in the [.govt.nz namespace](#). I would recommend [WordPress](#), as a powerful, extensible and semantic publishing platform. It is also open source, so it is free and easy to deploy, meaning there is no significant cost to the taxpayer to set up.
- **Access:** the site *must* be [Government Web Standards](#) compliant. If it is funded by the taxpayer, then it should be accessible to *all* New Zealanders. This is another good reason for choosing WordPress as your solution.
- **Transparency:** make it very clear who is posting (do *not* claim that your CE is writing the posts if they are being ghostwritten by you and your team), and how to contact them, online and off. This is one instance where you are not an [anonymous public servant](#). Similarly, (and I know I don't need to tell you this) *no* [flogs](#), [astroturf](#) or [sockpuppets](#).
- **Trust:** do *not* disclaim the content on the blog/wiki/podcast etc. If you are engaging your publics through these media they should be able to expect a straightforward exchange of ideas and information. If your Legal team intend on vetting every post, the venture is doomed.
- **Fairness:** social media is about reciprocity, if you are going to engage and invite comment then accept the good with the bad. Post a very clear comments policy and stick to it. Don't delete comments because they are critical of your agency or policies.
- **Timeliness:** post regularly and be prepared to engage people when it suits them. This may mean checking comments or making edits after work hours and on weekends — [be prepared to make that effort](#).
- **Openness:** share content that is an honest reflection of your thinking and position. Don't set up a social media channel to broadcast your risk-averse, legal-approved and comprehensively qa'ed copy. Remember, this is about engaging people, not boring them into apathy...
- **Ethics:** respect what you can legitimately say about your agency/project in public. No matter how small you think your audience, once you hit the 'publish' button your content is in the public domain. Make sure you don't surprise your Minister this way...
- **Participation:** don't just focus on your site and expect your publics to find, engage and maintain a conversation. Get out among similarly oriented communities and participate there. Post comments, email other bloggers and recognize that your site is only part of the solution.
- **Integrity:** at *all times* measure your actions against the [Code of Conduct](#). If you think that you are close to the line with a post, or a comment, check with someone who has some distance from the issue — or hold off posting for overnight. Once it is published, [there is no taking it back](#).
- Of course, none of this should come as a surprise. In most cases we are just talking about common sense and sound judgement. It is probably not an exhaustive list either, so if you have suggestions, please add them in the comments.