

Government 2.0

From Traditional to Social Media

Department of Communication and Information
June 22–24, 2010

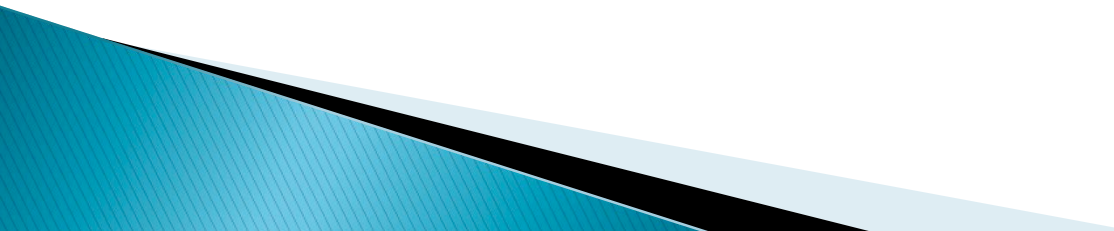


About Your Trainers

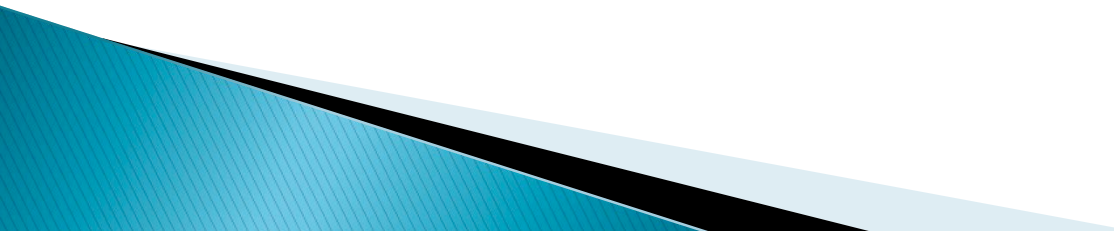
- ▶ Rochelle L. Ford, APR, Ph.D.
 - Associate Dean, Research & Academic Affairs at Howard University
 - Public Relations Associate Professor
 - Founder RTillery Communications
 - “Diversity Dimensions” Columnist for *PR Tactics* newspaper
 - Member of Facebook, LinkedIn and Twitter
 - PRSA’s “Diversity Today” Podcast host

About Your Trainers

▶ Ingrid Sturgis

- New Media Assistant Professor at Howard University
 - Fellow: The Knight Digital Media Center's Web 2.0 Training for Journalists
 - Senior Programming Manager AOL (formerly America Online)
 - Editor, Essence.com
 - Managing Editor, BET Weekend
 - Member of Facebook, Twitter, LinkedIn,; blogger
- 

About Me

- ▶ Introduce yourself and your DCI position
 - ▶ What type of social media do you use personally and professionally?
 - ▶ Why do you use those?
 - ▶ How often do you use them?
- 

Overview of Training

▶ June 22 – Day One

- Where is DCI now? An evaluation of current on-line and social media
- Transforming Governmental Social and New Media Outreach Case Study
- Basics of Digital Communication
 - Overview of Public Information and Communication Process
 - Bottom-line of Digital Communication
 - Media Choices in Digital Communication
- Homework

Overview of Training

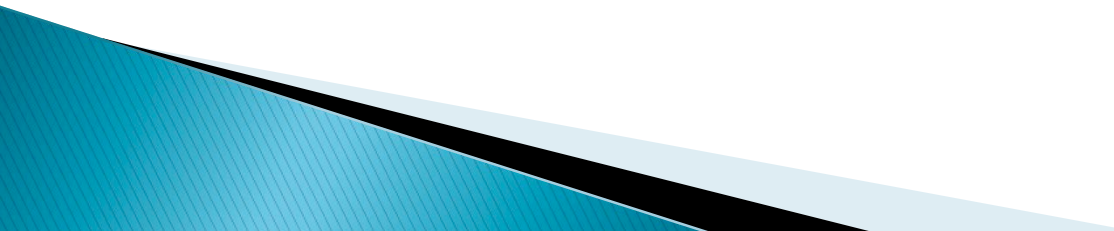
▶ June 23 – Day Two

- Case Studies
 - Routine Communication
 - Crisis Communication
- Writing Basics
- Writing Exercises
- Transforming Governmental Social and New Media Outreach Case Study
- Homework

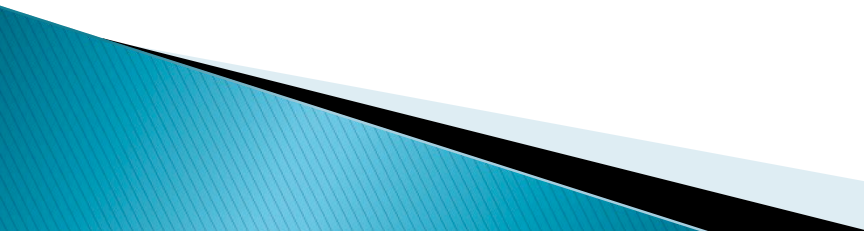
Overview of Training

- ▶ June 24 – Day Three
 - Review Homework
 - Basics of Speech Writing
 - Evaluating Digital Communication
 - Free for All/Open Discussion
 - Evaluation of Training

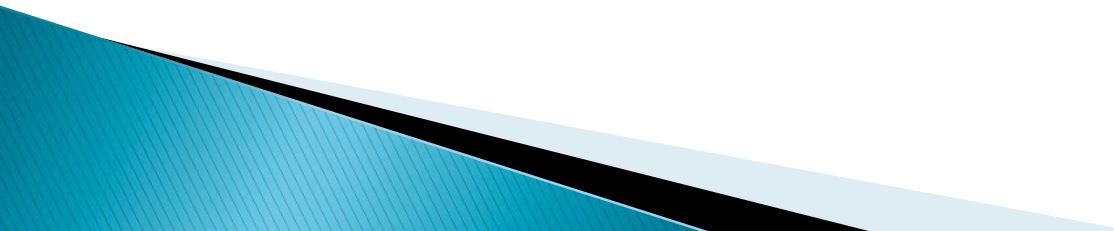
Where are you now?

- ▶ Websites
 - BM.Gov Website
 - DCI Website
 - Emo.bm.gov Website
 - ▶ Strengths
 - ▶ Opportunities for Improvement
- 

Where are you now?

- ▶ Social Media
 - Facebook
 - [Premier](#)
 - [Tourism](#)
 - [DCI](#)
 - [Myspace](#)
 - YouTube
 - ▶ Strengths
 - ▶ Opportunities for Improvement
- 

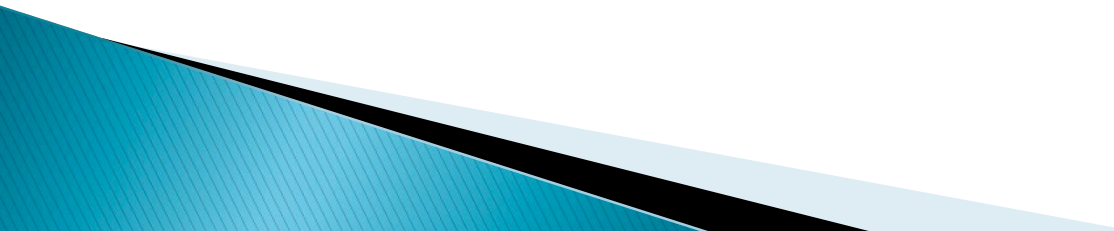
Where are you now?

- ▶ Other Digital Communication
 - Blogging
 - RSS
 - Podcast
 - Mobile
 - ▶ Progressive Labor Party
 - ▶ United Bermuda Party
 - ▶ Bermuda Laws Online
- 

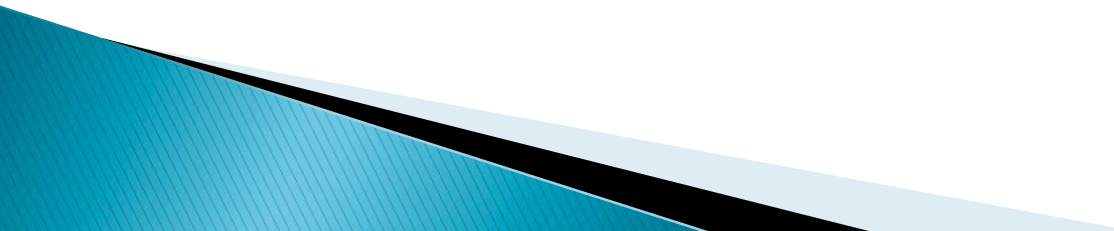
Don't Worry

- ▶ You are not alone
- ▶ Many governments have gone through major new media transformation
- ▶ Resources available to help
 - www.Govloop.com
 - www.usability.gov

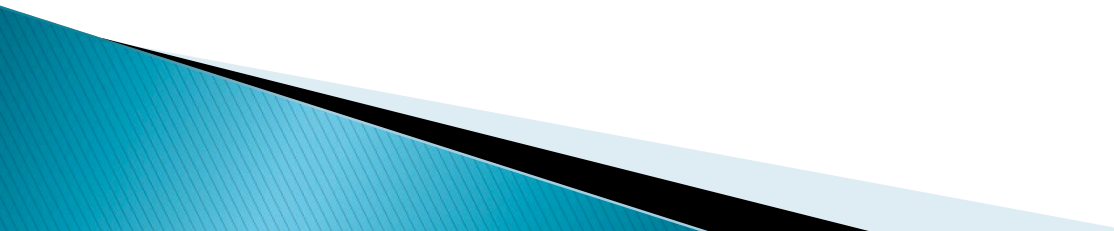
Must act now STRATEGICALLY

- ▶ Speed, efficiency, and convenience
 - ▶ Convenient and cost-effective for operations
 - ▶ Easy access to government information for public and employees
 - ▶ Simplify government processes
 - ▶ Democratization
 - ▶ Greater citizen participation
- 

Must act now STRATEGICALLY

- ▶ More transparent government
 - ▶ Able to gauge citizen support
 - ▶ Environmental bonuses
 - ▶ Improved accounting and record keeping
 - ▶ Quicker processing time
 - ▶ No need to file duplicate copies of documents
 - ▶ Individuals with disabilities can participate
 - ▶ Young people drawn to new media use in procedures
- 

Must act now STRATEGICALLY

- ▶ Must address concerns:
 - Lack of human continuity in maintaining government information
 - Vulnerability to cyber attacks
 - Hyper-surveillance
 - Cost
 - Digital Divide
 - False sense of transparency and accountability
- 

Transformational Governmental Social and New Media Case Study

- Price Floyd, Department of Defense Special Advisor for International Communication
- Using Social Media as a Strategic Communication Tool

Transformation Guidance

Introduction to
how the USA is
transforming
itself

Government and Social Media

Bev Godwin
Director, USA.gov & Web Best Practices
Office of Citizen Services
U.S. General Services Administration
bev.godwin@gsa.gov
Social Media for Communicators Conference
March, 2008

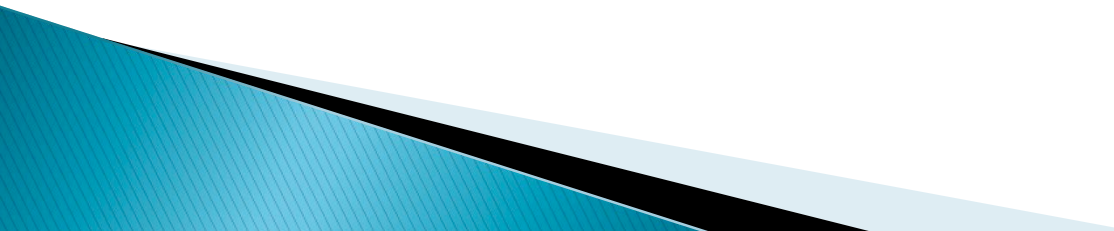


Government and Social Media

http://www.usa.gov/webcontent/documents/Government_and_Social_Media.pdf

Basics of Digital Communication:

Public Information and Communication Process

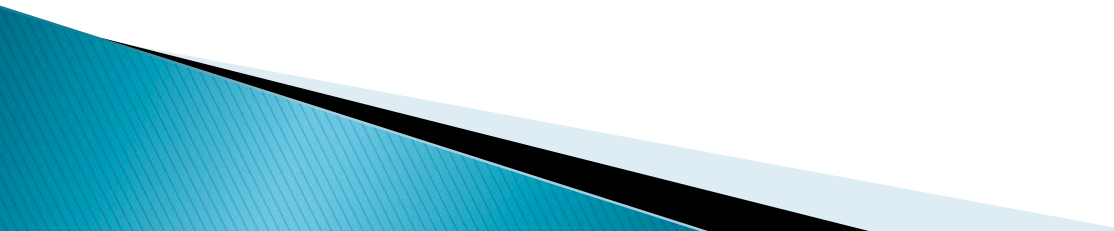
- Strive to meet your mission
 - To proactively develop public awareness of Government Activities
 - To provide a media, printing and public relations advisory service to all government departments.
 - Management Function that builds and maintains mutually beneficial relationships between Bermuda and its publics
 - Residents, visitors, businesses, countries, etc.
 - Two-way communication
 - Management of communication
- 

Basics of Digital Communication:

Public Information and Communication Process

- ▶ Key is Transparency
 - Move to open up public records
 - Conversation about legislation and laws
 - USA Initiative
 - UK Initiative
- ▶ Challenge: Media Council Act 2010

Basics of Digital Communication: Public Information and Communication Process

- Government too is a Media Company.
 - Content
 - Credibility Needed
 - Accuracy
 - Information Source
 - Converged
 - On-line
 - On-air
 - In-print
 - In-person
- 

Basics of Digital Communication:

Public Information and Communication Process

▶ Public Information and Communication Process

- Four-step Process
 - Research
 - Objectives and Planning
 - Programming Implementation
 - Evaluation

Basics of Digital Communication:

Public Information and
Communication Process

- ▶ Research
 - Organization
 - Issue
 - Public
- ▶ Are you listening on-line?

Basics of Digital Communication:

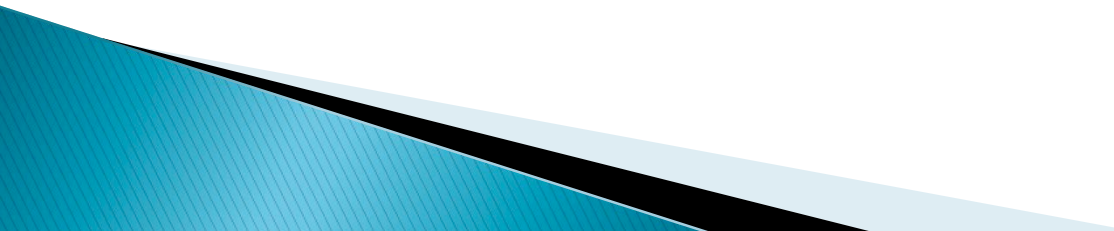
Public Information and Communication Process

- ▶ Traditional Primary Research Tools
 - Focus Groups (on-line)
 - Interviews (email, Skype and instant messenger)
 - Surveys (Survey Monkey)
- ▶ Traditional Secondary Research Tools
 - Lexis-Nexis (news, laws and business data)
 - Pew Charitable Trust (Internet studies)

Basics of Digital Communication:

Public Information and Communication Process

► Free On-line Research Tools

- [Twitter](#)
 - [Technorati](#)
 - [Boardreader.com](#)
 - Facebook
 - [Groups.google.com](#)
 - [Flickr](#)
 - [Hootsuite](#)
 - Google Webmaster Tools
- 

Basics of Digital Communication:

Public Information and
Communication Process

▶ Objectives

- Increase awareness
- Change attitudes
- Change behaviors

▶ Strategy

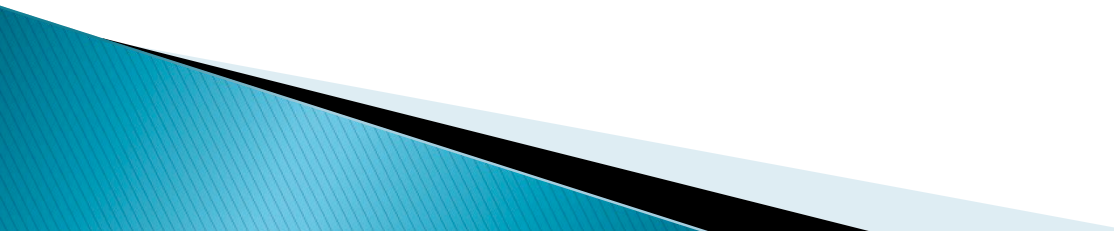
- Message
 - 3–5 Talking Points
 - Slogan/Theme
- Creative
 - Colors, Logos, Photo, Art

Basics of Digital Communication:

Public Information and Communication Process

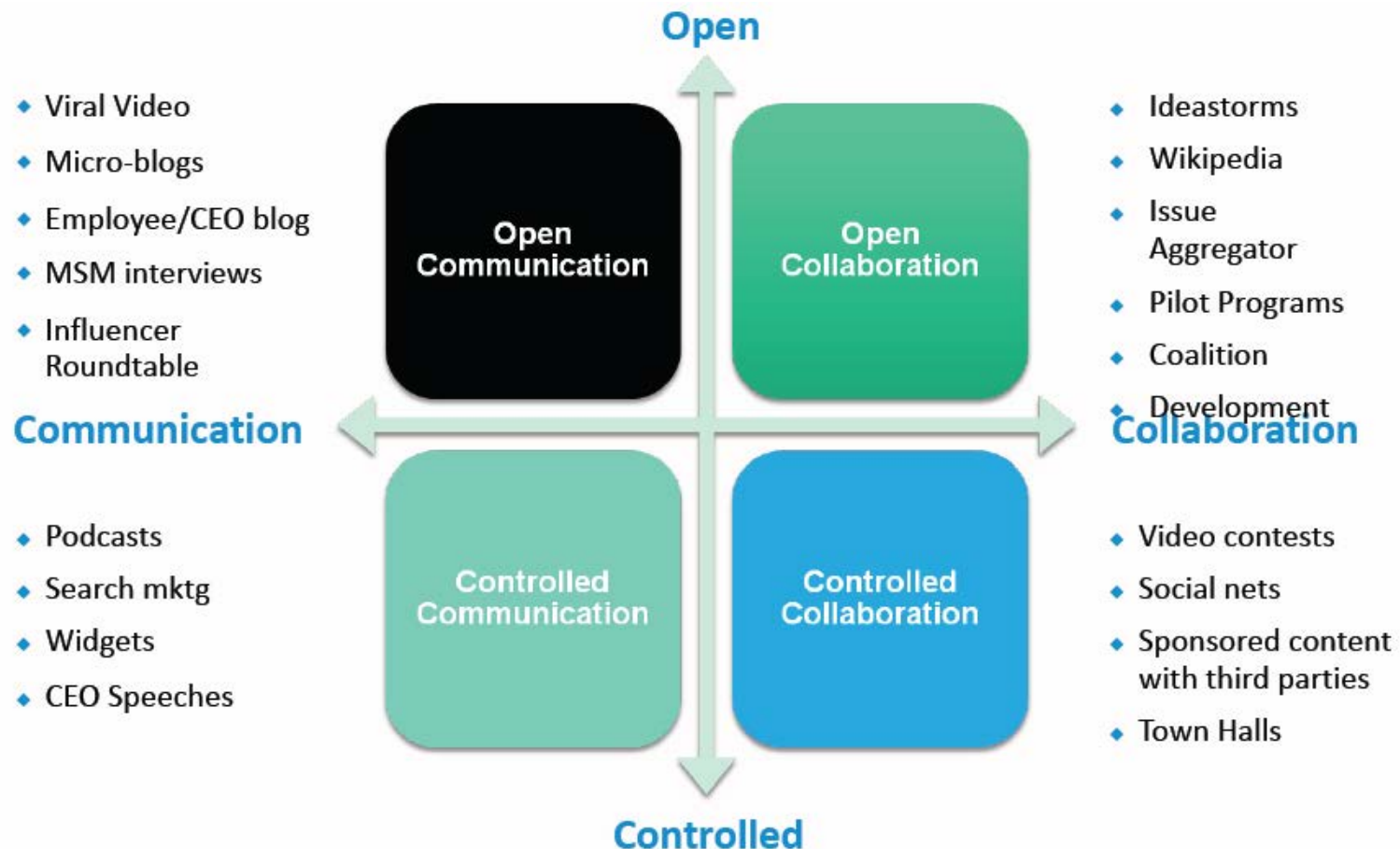
► Strategy

◦ Tactical Strategy

- Face to Face (Speeches – YouTube, CITV, scripts)
 - Advertising
 - Information Campaigns (Web presence, direct response)
 - Customer Involvement (Blogs, Facebook, Twitter)
 - Media Relations (social media release, interactive release)
- 

Basics of Digital Communication:

Public Information and Communication Process



Basics of Digital Communication:

Public Information and Communication Process

- ▶ Two main types of Digital Communication
 - Asynchronous – Non-simultaneous
 - Web-pages
 - Discussion Boards
 - YouTube
 - Podcast
 - Synchronous – Simultaneous
 - Chats
 - Twitter
 - Ustream
 - Text Messages

Basics of Digital Communication:

Public Information and

Communication Process

► Social Media Favorites

- LinkedIn
- Facebook
- Twitter
- Hootsuite
- Tweetdeck
- Ow.ly
- Bit.ly
- RSS
- Digg
- Reddit
- Delicious
- OpenID
- Flickr
- Google
- Skype
- Stumbleupon
- Diigo
- Google Reader
- Google Calendar
- Google Analytics
- Google Webmaster Tools

Basics of Digital Communication:

Public Information and Communication Process

- ▶ **Programming Implementation**
 - Content strategy
 - Team
 - Schedule
 - Budget

Basics of Digital Communication:

Public Information and Communication Process

► Evaluation

- Process/Productivity
 - Traffic
 - Friends, Followers, Members
 - Responses
 - Message on time, within budget to the right people
- Outcomes
 - Impact on publics
 - Analysis of messages/responses
 - Actions/Behaviors of publics

Basics of Digital Communication:

Bottom-Line

▶ Bottom-Line

- Strategic Objectives
- More than message dissemination
- Engagement is key
- Ample Opportunity for Dialogue and Feedback
- You must hear from your publics/audience so you can be aware and on-top of issues related to Bermuda's government

Basics of Digital Communication:

Bottom-Line

- ▶ Understand How Engagement Works
 - US Army Example
 - Anvil Dash (Expert Labs)
 - Innovation and Participation: Embracing the Civic Web

Basics of Digital Communication

▶ Case Study

- The Department of Defense New Media Initiative
- 2008 PRSA Silver–Anvil Award of Excellence Winner— Crisis Communications – Government
- Office of the Assistant Secretary of Defense for Public Affairs, American Forces Information Service, Office of the Assistant Secretary of Defense (PA)

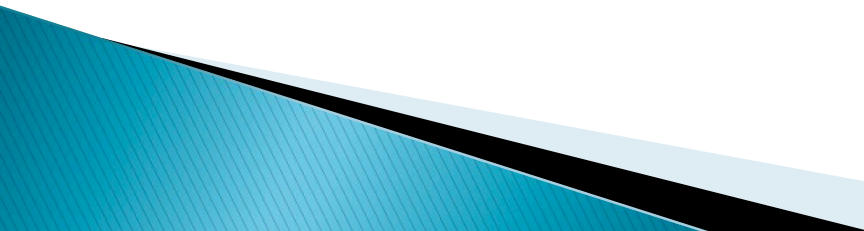
Basics of Digital Communication:

Media Choices

Pros and Cons of New Media Tools

Basics of Digital Communication:

Media Choices

- ▶ Social Networking
MySpace, Facebook, LinkedIn and Second Life
Allow individuals to establish a presence for interacting with members of their online community.
 - ▶ Government use to promote small community groups, anticrime block watches, neighborhood disaster recovery groups and legislative districts.
 - ▶ Secure, social network sites for community groups to interact, learn from each other and educate themselves has great promise.
- 

Basics of Digital Communication:

Media Choices

Website

- ▶ *Portal to information in all parts of government. The place where many may start their search for public records and information.*
 - ▶ **Objective:** Provide current and accurate government information. Must use government domains, show government sponsorship, follow basic common linking practices, and be current.
- 

Basics of Digital Communication:

Media Choices

Website

► Examples:

- Barbuda: <http://www.gov.bb/>
- Antigua and Barbuda: <http://www.ab.gov.ag>
- [State of Utah \(www.utah.gov\)](http://www.utah.gov)
- [www.USA.gov](http://www.usa.gov)
- [Emmerville, Ca. \(www.ci.emeryville.ca.us\)](http://www.ci.emeryville.ca.us)
- [United Kingdom \(http://www.direct.gov.uk\)](http://www.direct.gov.uk)

Basics of Digital Communication:

Media Choices

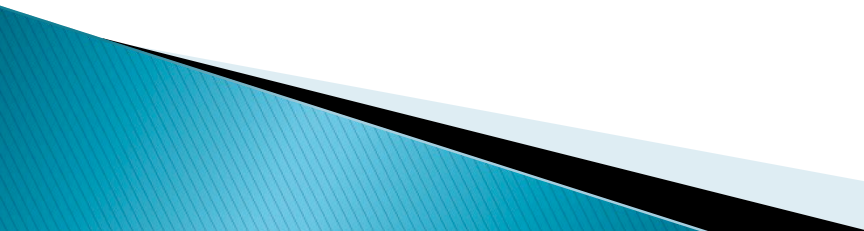
Websites

► Challenges

- Digital Divide
- Keeping information accurate and updated
- User Interface organization

Basics of Digital Communication:

Media Choices: SEO

- ▶ *Search engine optimization is an extension of traditional marketing*
 - ▶ **9 main steps:**
 - ▶ Market research
 - ▶ Keyword research
 - ▶ On page optimization
 - ▶ Site structure
 - ▶ Link building
 - ▶ Brand building
 - ▶ Viral marketing
 - ▶ Adjusting
 - ▶ Staying up to date
- 

Basics of Digital Communication:

Media Choices: SEO

- ▶ SEO
- ▶ *Search Engine Optimization -- system of keywords and metadata to help search engines find your site on the web*
 - Objectives:
 - Measure how successful your site is
 - What information people are accessing
 - Control your brand
 - Challenges:
 - Use of SEO for SEO's sake. Understand the information you are measuring

Basics of Digital Communication:

Media Choices: SEO

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Basics of Digital Communication:

Media Choices: SEO

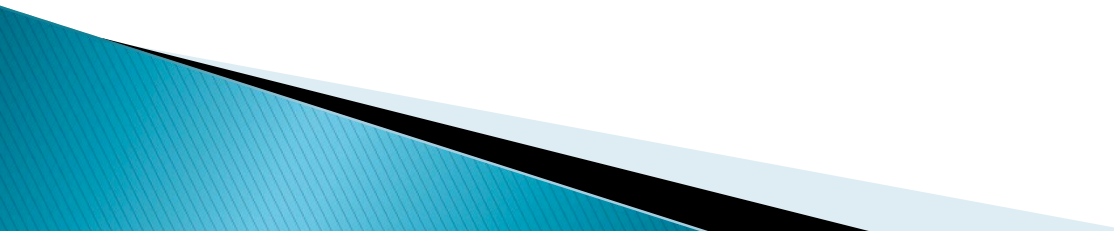
10 tips to optimize web pages

1. Use good Page Title and Meta Tags
 2. Search friendly URLs
 3. Include a sitemap, an index of pages on your site.
 4. Updated content
 5. Use more text and fewer graphics
 6. Inbound/outbound links
 7. Use alt tags, or text descriptions of images.
 8. Submit your site to directories: Google, Yahoo, DMOZ
 9. Use relevant keywords
 10. 10. Use social media tools
- 

Basics of Digital Communication:

Media Choices: RSS

RSS

- ▶ *Real Simple Syndication. Web feed formats used to publish or aggregate content -- blog entries, news headlines, audio and video—in a standardized format.*
 - ▶ Objectives: Users can subscribe to updated information on your site
 - ▶ Examples: Google Reader, Netnewswire, FeedDemon, Feed Reader
 - ▶ Challenges: Hard to track subscribers, content easy to copy
- 

Basics of Digital Communication:

Media Choices: Facebook

- ▶ **Facebook**
- ▶ *Social network is most visited site on the web with 500 million people visiting and 570 BILLION page views*
- ▶ Facebook's users spend most time online -- 3 hours 10 minutes per person, 500 BILLION minutes a month

Objectives: To reach your audience where they are, promote government and events



Basics of Digital Communication:

Media Choices: Facebook

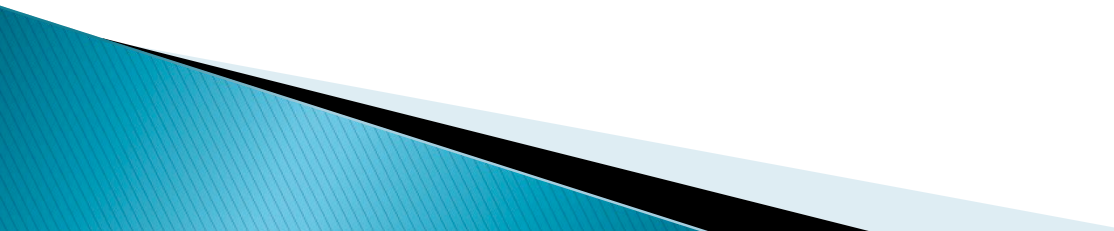
Facebook

- ▶ **Objectives:** To reach your audience where they are, promote government and events
- ▶ **Example:** <http://www.facebook.com/#!/WhiteHouse?ref=ts>
- ▶ **Challenges:**
 - Privacy concerns of members
 - Security for companies, governments
 - Competing interests with Facebook

Basics of Digital Communication:

Media Choices: My Space

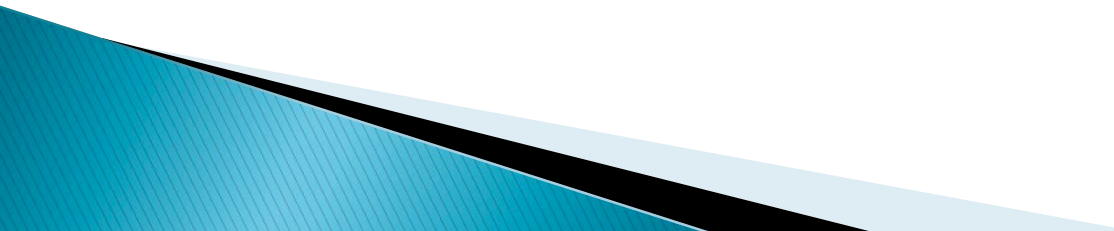
My Space

- ▶ *Second most popular social networking site in the U.S., owned by News Corp, with 125 million users*
 - ▶ Objective: To reach young people, musicians and artists.
 - ▶ Challenge: Spam has been a problem, frequent crashes, security
- 

Basics of Digital Communication:

Media Choices: Twitter

Twitter

- ▶ *Social networking and microblogging Short Message Service to send and read messages(tweets) of up to 140 characters*
 - ▶ **Objective:** To reach/engage your audience, promote Bermuda government and events
 - ▶ **Example:** With 1 million followers, mayor of San Francisco famously announced his candidacy for governor of California on Twitter.
 - ▶ **Challenges:** Regular updates
- 

Basics of Digital Communication:

Media Choices: Twitter

Twitters Tips:

- ▶ Use tinyURL.com to shorten lengthy links
 - ▶ Abbreviate when possible
 - Use keywords for SEO
 - Be relevant
 - Build a community
 - ▶ Challenges
 - Privacy
 - Security
- 

Basics of Digital Communication:

Media Choices: Youtube

You Tube

- ▶ *Video-sharing website where users can upload, share and view videos. Now owned by Google*
- ▶ Objectives: Instruction, government information, entertainment (Dancing cockatoo!)
- ▶ Example:
<http://www.youtube.com/user/californiagovernment>
- ▶ Challenges: Copyright issues, citizens using it to spotlight grievances, negative issues

Basics of Digital Communication:

Media Choices: Blogs

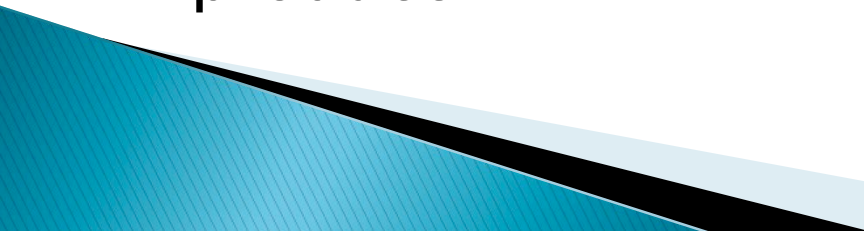
Blogs

- ▶ *website where regular entries are made and presented in reverse chronological order.*
- ▶ **Objectives:** Elected officials can garner input from constituents and interact with them. Can supplement communities' public meetings
- ▶ **Example:**
<http://blog.usa.gov/roller/govgab/page/bios>
- ▶ **Challenges:** Keeping conversation going, who updates?

Basics of Digital Communication:

Media Choices: Podcasting

Podcasting

- ▶ *Publishing MP3 audio files on the web to be downloaded onto computers or MP3 players such as iPod or Zune*
 - ▶ **Objective:** Government agencies are using podcasts as easy way to distribute audio with text of new initiatives.
 - ▶ **Example:** <http://www.ri.gov/podcasts>
 - ▶ **Challenges:** Requires minor technical skills to produce
- 

Basics of Digital Communication:

Media Choices: Mobile Phone

▶ Mobile Phone

▶ **Objectives:** Can be use as a emergency information system using short message system (SMS)

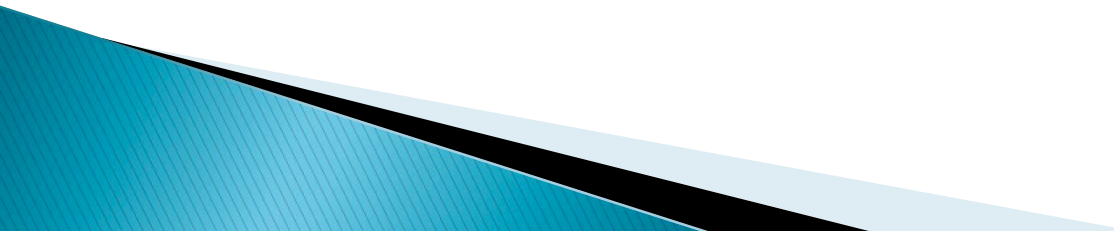
▶ Examples:

- After tsunami in Asia, messages got through even when the cell phone signal was too weak.
- In New Orleans during Hurricane Katrina, text messages did get through. Used wireless devices recharged by car battery.
- Used after Haiti earthquake

Basics of Digital Communication:

Media Choices: Mobile Phone

Mobile Phone

- ▶ **Examples:** Rescue workers could send time-stamped text or voice messages to headquarters or to their group.
 - ▶ **Challenges:** Use of cheap phones
- 

Basics of Digital Communication:

Media Choices: Interactive Surveys

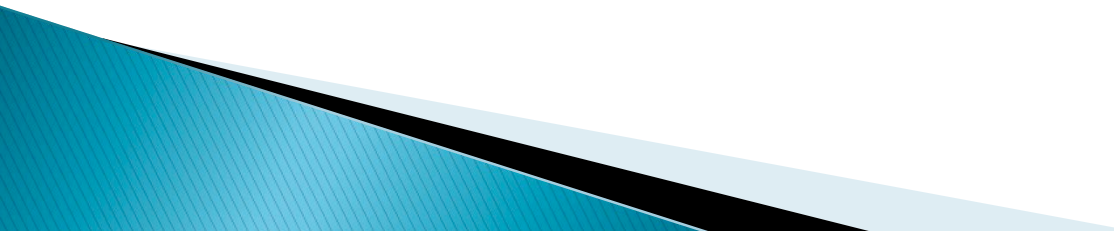
Interactive Surveys

- ▶ *Surveys conducted online using software such as Zoomerang and SurveyMonkey*
- ▶ **Objective:** Gauge the mood of residents on range of issues
- ▶ **Challenges:**
 - Activists and special interest groups can rig the results by voting early and often. Such surveys won't be statistically valid.
 - Combine online surveys with traditional surveying techniques

Basics of Digital Communication:

Media Choices: Wiki

Wiki

- ▶ *Encourages knowledge sharing. Through a collaborative process, Wikis can help to standardize many business processes, functions and terms across the entire government.*
 - ▶ **Objectives:** Simple processes, such as "how to process a public disclosure request" and "how to pay a vendor invoice," are documented and improved through wiki.
 - ▶ **Challenges:** Anyone can edit.
- 

Digital Media Basics:

Media Choices

- ▶ Crisis
 - Direct communication to audiences
 - More timely response
 - Preparation
 - Recovery
 - Resource: Disaster Communications in a Changing Media World by: Kim Haddow and George Haddow,
- ▶ Typical Communication

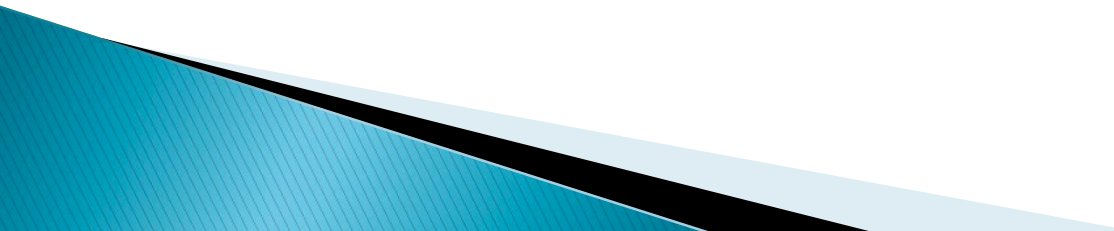
Homework

- ▶ Read articles from this section
- ▶ Read 2 case studies scenarios
 - Hurricane
 - Legislation Passed
- ▶ Design outline of answers to case study questions

Day Two

- ▶ Review Day One
- ▶ Hands-On Experience
 - Case Studies
 - Routine Communication
 - Crisis Communication
 - Revising Your Website
 - Writing Basics
 - Writing Exercises
 - Case Study
 - Homework

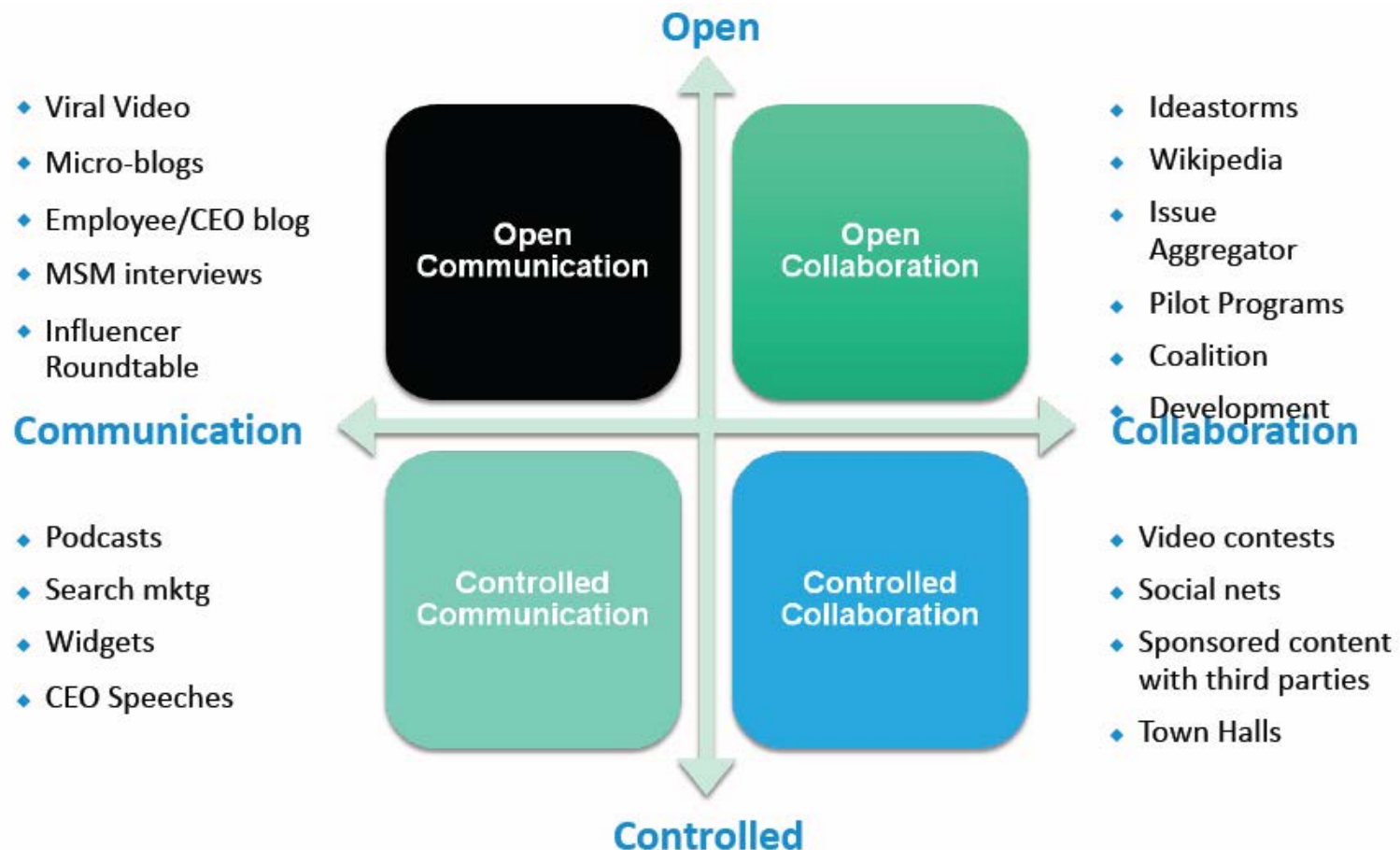
Day One Review

- ▶ Four Step Process
 - Research
 - Objectives/Planning
 - Programming/Implementation
 - Evaluation
 - ▶ Bottom-line
 - ▶ Media Choices
- 

Choosing the Right Media Mix

- ▶ Know your audience
 - Information Processors
 - Information Seekers
 - What are their media habits?

Choosing the Right Media Mix



Case Study Review

- ▶ Typical Communication
- ▶ Crisis Communication
- ▶ Meet in small groups to discuss:
 - Public Affairs Process
 - Choose the Write Media Mix

Revising Your Website

- <http://www.usability.gov/index.html>
- <http://www.ready.gov/>
- <http://www.citizencorps.gov/>
- <http://www.serve.gov/>
- <http://www.ada.gov/websites2.htm>
- <http://www.slideshare.net/OptimalUsability/how-to-create-government-websites-that-dont-suck-1873903>
- <http://www.slideshare.net/NavigationArts/government-20-whats-your-strategy-for-public-engagement>
- <http://www.centerdigitalgov.com/survey/88/2009>
- <http://www.nyc.gov/html/oem/html/about/about.shtml>

Writing Basics for the Internet:

Writing for Websites

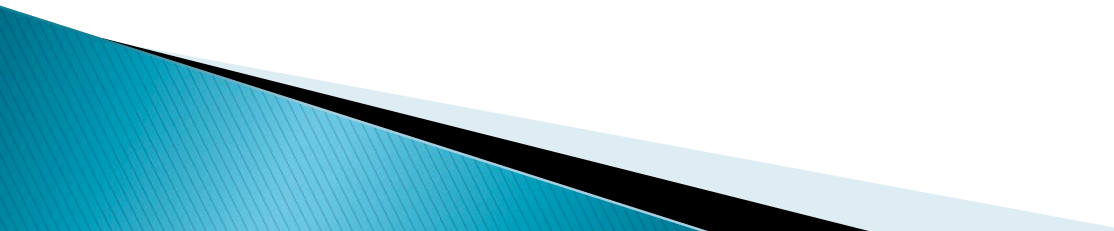
Writing Basics for the Internet

Know your audience

- ▶ Write and edit with online readers needs/habits in mind
- ▶ Online readers
 - Tend to skim over sites rather than read
 - More proactive than print readers or TV viewers

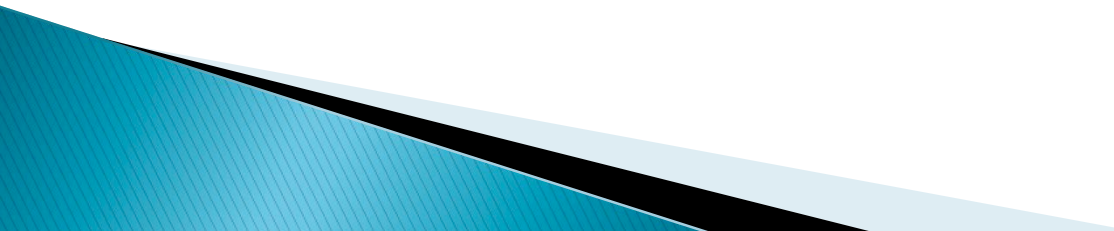
Writing Basics for the Internet

▶ Writing should be simple

- Writing should be a cross between broadcast and print
 - Use simple declarative sentences
 - One idea per sentence.
 - Avoid long clauses and passive writing.
 - Idea flows logically into the next.
 - Use lively prose with strong verbs and sharp nouns.
 - Conversational styles work particularly well on the Web.
- 

Writing Basics for the Internet

► Use links

- Gives user another way to access information
 - Use phrases to indicate where the link will take them instead of "click here"
 - Use icons to indicate whether a link opens a page, media player or pdf
 - Use short phrases that are easy to read
 - Use one topic per URL
- 

Writing Basics for the Internet

- ▶ Use formatting to break up gray page
 - Headings
 - Subheadings
 - Boldface
 - Lists

Writing Basics for the Internet:

Facebook/Twitter

- ▶ Facebook: The White House Photo of the Day: President Barack Obama and President Mahmoud Abbas of the Palestinian Authority talk following their statement to the press in the Oval Office, June 9, 2010. (Official White House Photo by Pete Souza) See more official photos here <http://whitehouse.gov/photogallery>
- ▶ Twitter: What you missed in BP #oilspill chat with Carol Browner – full video with links to each question <http://bit.ly/a93fvo>

Writing Basics for the Internet:

Social Media News Release



SOCIAL MEDIA PRESS RELEASE TEMPLATE, VERSION 1.0

CONTACT INFORMATION:

Client contact

Phone #/skype
Email
IM address
Web site

Spokesperson

Phone #/skype
Email
IM address
Blog/relevant post

Agency contact

Phone #/skype
Email
IM address
Web site

NEWS RELEASE HEADLINE

Subhead

CORE NEWS FACTS

- Bullet-points preferable

LINK & RSS FEED TO PURPOSE-BUILT DEL.ICIO.US PAGE

The purpose-built del.icio.us page offers hyperlinks (*and PR annotation in "notes" fields*) to relevant historical, trend, market, product & competitive content sources, providing context as-needed, and, on-going updates.



PHOTO

e.g., product
picture, exec
headshot, etc.

MP3 FILE OR PODCAST LINK

e.g., sound bytes
by various
stakeholders

GRAPHIC

e.g., product
schematic;
market size
graphs; logos

VIDEO

e.g., brief
product demo
by in-house
expert

MORE MULTIMEDIA AVAILABLE BY REQUEST

e.g., "download white paper"

PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS

Recommendation: no more than 2 quotes per contact. The PR agency should have additional quotes at-the-ready, "upon request," for journalists who desire exclusive content. This provides opportunity for Agency to add further value to interested media.

LINKS TO RELEVANT COVERAGE TO-DATE (OPTIONAL)

This empowers journalist to "take a different angle," etc.
These links would also be cross-posted to the custom del.icio.us site.

BOILERPLATE STATEMENTS



RSS FEED TO CLIENT'S NEWS RELEASES

"ADD TO DEL.ICIO.US"

Allows readers to use the release as a standalone portal to this news



TECHNORATI TAGS/"DIGG THIS"



Writing Exercise

Tweet

Facebook entries

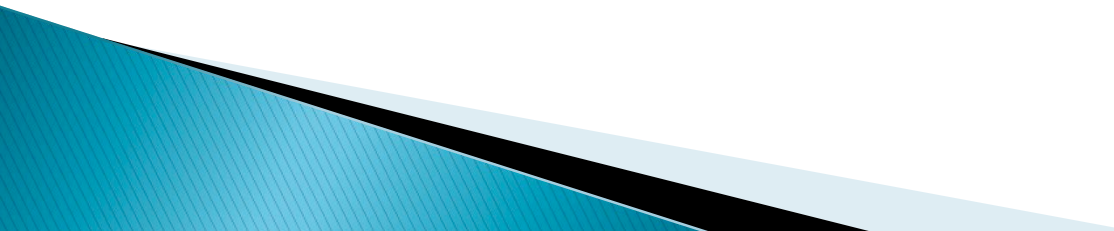
Blog (who is the author/main messages)

Website content (links)

Homework

- ▶ Prepare a statement/speech for _____

Speech Writing Basics

- ▶ Types of Speeches
 - ▶ Preparation
 - ▶ Writing
 - ▶ Using Audio Visual
 - ▶ Delivery
- 

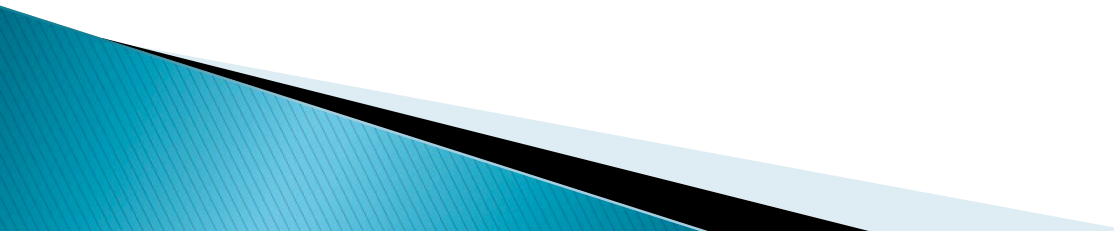
Speech Writing Basics:

Types of Speeches

- ▶ Inform
- ▶ Persuade
- ▶ Entertain
- ▶ Extemporaneous
- ▶ Scripted
- ▶ Memorized

Speech Writing Basics:

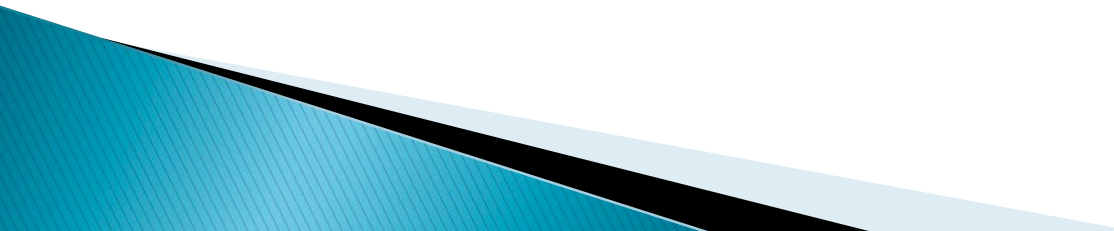
Preparation

- ▶ Know the Specific Purpose
 - ▶ Understand your audience
 - ▶ Have an in-depth/intimate knowledge of your speaker
 - ▶ Research topic thoroughly
- 

Speech Writing Basics:

Preparation

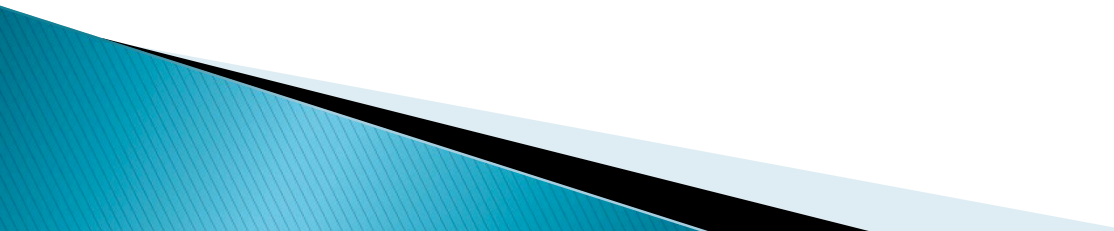
► Know the Specific Purpose

- What is the desired outcome of the speech?
 - Why was the speaker invited to address this group?
 - What do the group members expect to hear?
 - What does the speaker want to accomplish through this speech to this group?
 - What topic will meet the speaker's needs and the groups expectation?
 - How long should the presentation be?
 - What will the physical environment be for the speech?
 - Will there be other speakers, who are they and what are their topics?
- 

Speech Writing Basics:

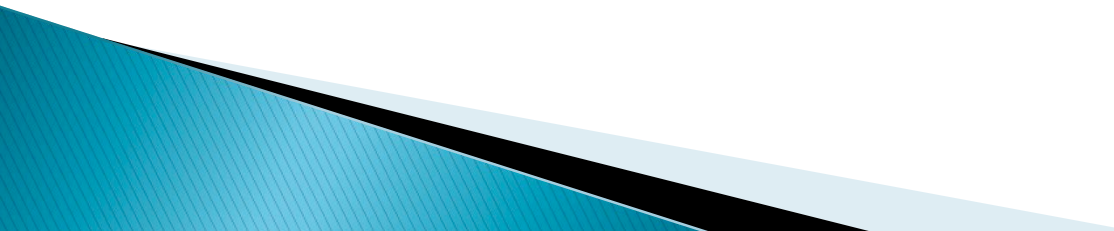
Preparation

► Understand your audience

- Why has this group come together at this time?
 - What experiences and knowledge about the subject do they have?
 - To what have they been exposed?
 - What is their attitude toward the subject?
 - What is their attitude toward the speaker?
 - What stereotypes do they hold?
 - What language patterns do they have / how do they talk?
 - What sort of non-verbal cues does the audience relate to or shun from?
- 

Speech Writing Basics:

Preparation

- ▶ Have an in-depth/intimate knowledge of your speaker
 - What is her knowledge of and comfort level with the topic?
 - What are some of the speakers favorite words, expressions?
 - What is the normal speaking pattern of the speaker – long sentences/short snappy?
 - What type of non-verbal cues do they normally use?
- 

Speech Writing Basics:

Preparation

- ▶ Research topic thoroughly
 - Know both/all sides of the argument
 - Know 5W's and H of the issue
 - Know who are the experts or has demonstrated credibility and respect on the issue
 - Know what are likely questions from the audience and what the answers should be

Speech Writing Basics:

Writing

► Parts

- Title
- Introduction of the Speaker (for someone else to use)
- Introduction (written last):
 - Response to introduction
 - Greeting and building a rapport with the audience
 - Overview of topic
 - Summary of major points
 - Desired response from the audience

Speech Writing Basics:

Writing

► Parts

◦ Body

- Discuss each point verbally and nonverbally
- Arrange main points logically

◦ Conclusion

- Review
 - Memorable statement
 - Call for action
- 

Speech Writing Basics:

Writing

▶ Outline

- Three major points
- Theme that ties the points together
- Actions of you want from audience

Speech Writing Basics:

Writing

- ▶ Factual Support for each point
- ▶ Pertinent information about the main point
- ▶ Succinct Quotes by credible speakers
- ▶ Anecdotes
- ▶ Illustrations

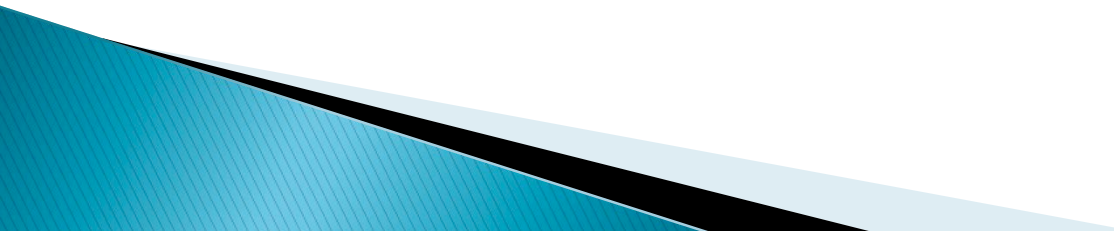
Three Main Points

Illustrations

Speech Writing Basics:

Writing

► Pairing and Timing

- Cut away until you have three points
 - Present ideas in fresh and meaningful way
 - Associate ideas with ones that audience currently has
 - Repeat ideas without being redundant
 - Use relationships to aid retention
 - Interject humor carefully (it's personal)
 - Rehearse the timing
- 

Speech Writing Basics:

Writing

- ▶ Organization
 - Chronological
 - Spatial
 - Topical
 - Cause and effect
 - Problem and solution

Speech Writing Basics:

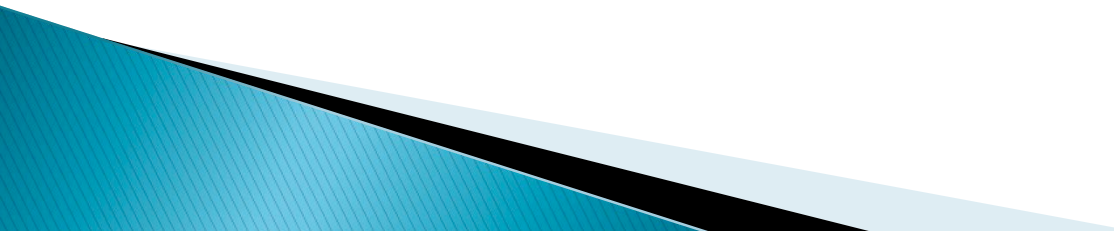
Writing

- ▶ Setting the Stage
 - Write the introduction
 - Don't just send a resume or long bio
 - Add credibility
 - Emphasize why the speaker was invited
 - Explain key points that audience needs to know
 - Pre-event media relations
 - Allow speaker to edit and personalize
 - Rehearse the speech
 - Reprinting of the speech (copyright)
 - Find point people spread throughout the room
 - Red light on the camera

Speech Writing Basics:

Writing

► Style

- Use vivid words and expressive language
 - Be clear
 - Use repetition
 - Create a phrase to use for rhetorical emphasis and can be used as a sound bite
 - Use transitions that underscore the points your making
 - Confirm word choice is appropriate for speaker, audience and purpose
 - Use speakers favorite words, expressions and normal speaking pattern
 - Prepare for possible Q&A
- 

Speech Writing Basics:

Delivery

- ▶ Non-verbal Communication
 - Learn about physical location
 - Podium
 - Lavalier microphone
 - Hand-help microphone
 - Size of space
 - Set up of chairs, standing room, tables
 - Eye Contact
 - Find point people spread throughout the room
 - Red light on the camera

Speech Writing Basics:

Using Audio Visuals

▶ Audio Visual Preparation

- Decide rationale: What, how and why should be visualized?
- Ensure AV adds to presentation
- Ensure mode and tone match presentation
- Keep slides 15 words or less or 25–30 data points
- One main idea
- Request AV in advance
- Ensure technician available
- Send presentation in advance
- Practice
- Have back-up method

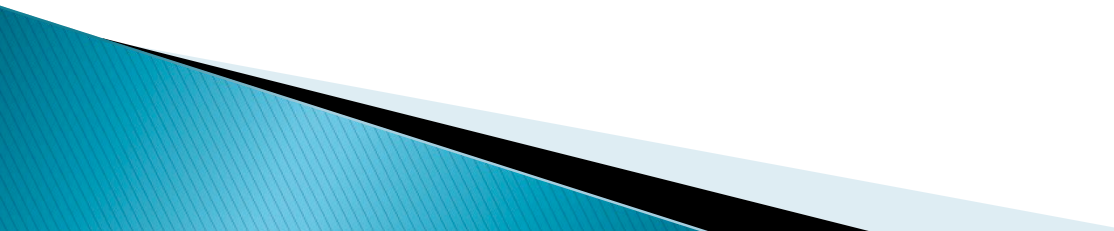
Speech Writing Basics:

Using Audio Visuals

- ▶ Delivery with AV
 - Remember your ideas come first
 - Don't talk to the AV
 - Talk louder when competing with AV
 - Stand clear
 - Ensure light shines on speaker too

Speech Writing Basics:

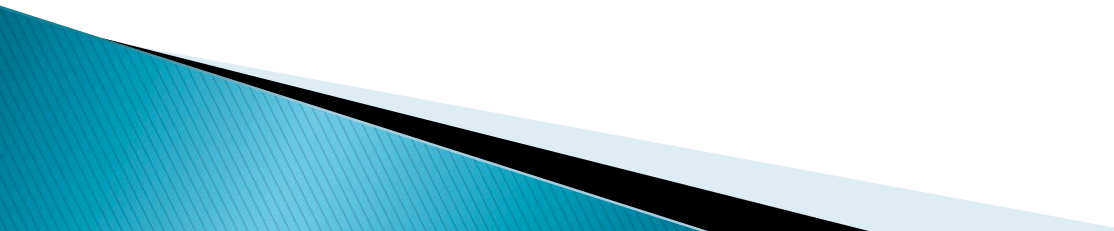
Delivery

- ▶ Rehearse/Practice
 - ▶ Stick to what you practiced
 - ▶ Make it natural – Don't read
 - ▶ Keep your eyes on the audience
 - ▶ Relax
 - ▶ Expression
 - ▶ Use vocal variety
- 

Speech Writing Basics:

Delivery

▶ Q&A

- Repeat question or paraphrase it first
 - Ensure you understand the question
 - Don't lie, fabricate or distort information
 - Explain you'll get back to them if you don't know the answer and do it
 - Refer to visual aids
 - Be concise
 - Stick to main points
 - Control the Q&A – no monopolizing
- 

Homework Revision

- ▶ Critique colleagues work
- ▶ Re-write statement

Evaluating Digital Communication

▶ Two-way Conversation

- Solicit feedback from citizens
- Improve communication
- Promote government, services, events
- Answer frequently asked questions
- Spread ideas
- Educate

▶ Collaboration

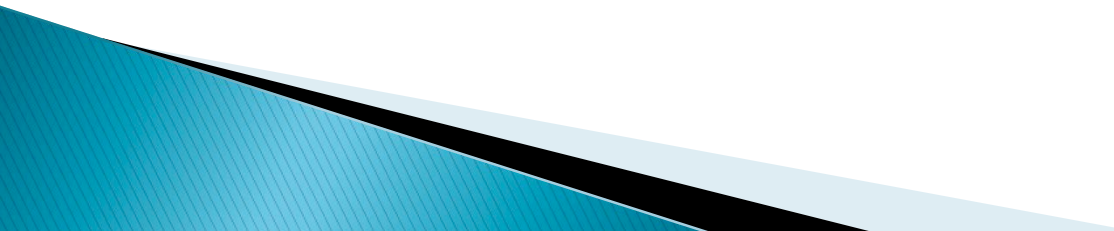
- Facilitate knowledge building

Evaluating Digital Communication

▶ Community

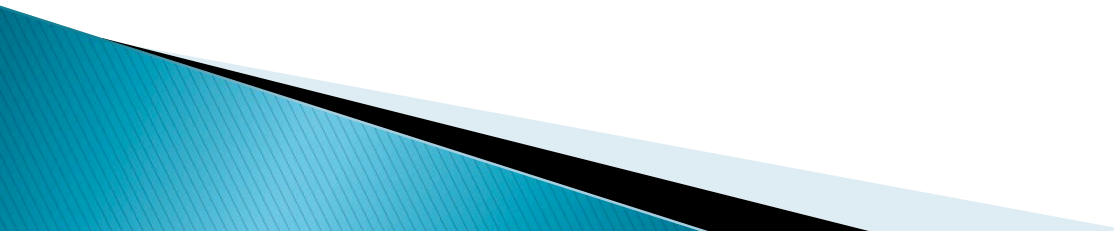
- Promote Citizen participation
- Reach citizens locally, regionally, worldwide

▶ Other

- Save costs
 - People expect it
- 

Evaluating Digital Communication

► Challenges:

- Making it user-friendly
 - Keeping it up to date
 - Making it interactive
 - Measuring efforts
- 

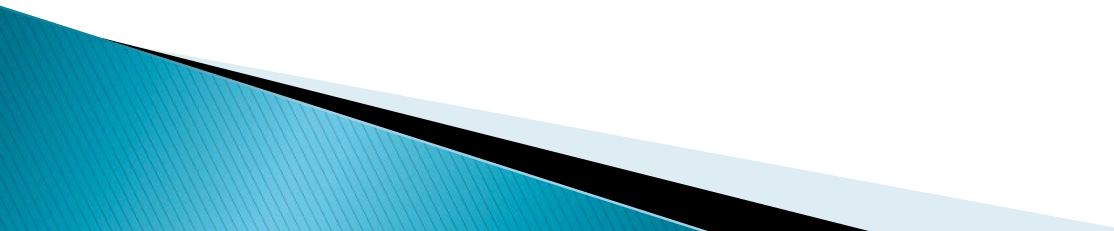
Evaluating Digital Communication

Facebook

- ▶ Find real constituents
- ▶ Events
- ▶ Multimedia
- ▶ Applications: polls, link to the survey
- ▶ Solution:
 - Use Hootsuite or Tweetdeck to make updates to all social media

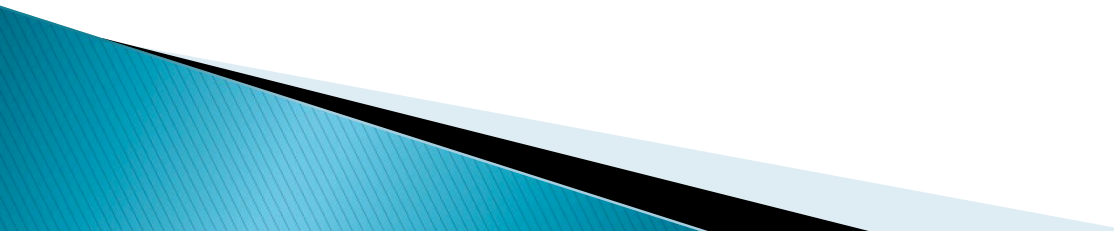
Evaluating Digital Communication

RSS

- ▶ Use RSS reader
 - ▶ Promote use of RSS
 - ▶ Get regularly updated content out
 - ▶ Link back to authoritative source
 - ▶ Tie feeds to e-mail alerts
 - ▶ Use your feeds and others in your websites
- 

Evaluating Digital Communication

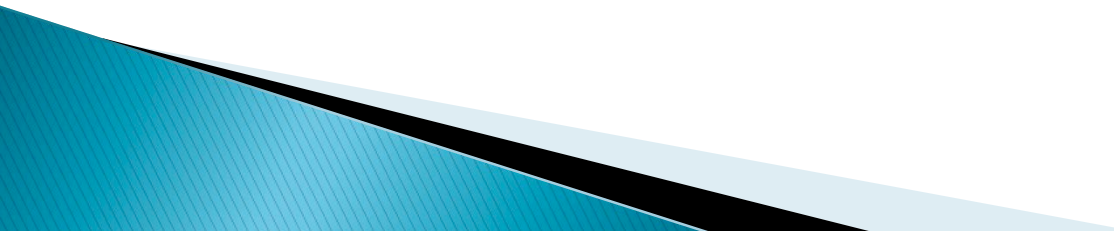
Blogs

- ▶ Attracts new audiences for government information and service
 - ▶ Puts a human face on government
 - ▶ Opens up a conversation
- 

Evaluating Digital Communication

Blogs

► Consideratons

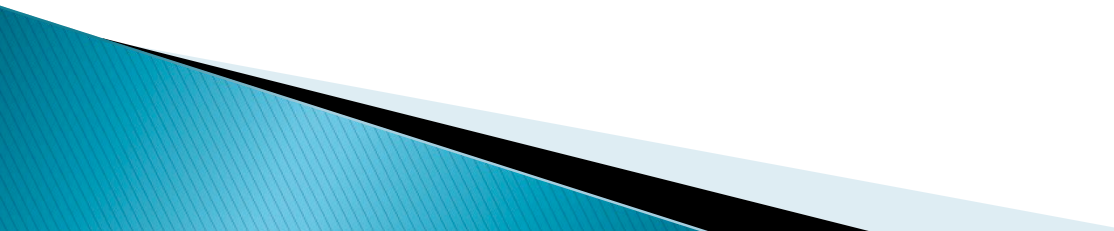
- Who can write/represent the agency?
 - Enough content of interest?
 - Long-term commitment?
 - What content?
 - Who reviews?
 - Comments?
- 

Evaluating Digital Communication

Wikis

► Purpose

- collaboration
 - Project management
 - Knowledge management

 - Create a better work product across boundaries
 - Government uses mostly enterprise wikis, restricted communities of practice
- 

Evaluating Digital Communication

▶ YouTube, Podcasts, Flickr

- Government has lots of multimedia
 - Underutilized and not coordinated
 - Not reaching some users
 - Not meeting expectations
-
- Create a Bermuda government channel on Youtube, iTunes, Flickr

Evaluating Digital Communication

Measuring your efforts

► Free Tools

- [Google Analytics](#) – powerful full featured analytics tool. Google AdWords also has internal split testing and conversion tracking software.
- Google Website Optimizer – allows you to A/B split test landing pages and track how well Google AdWords traffic converts.
- [Microsoft adCenter Analytics](#) – not publicly launched yet, but accepting invite requests.
- [Site Meter](#) – starts off as free, but charges for advanced features
- [Stat Counter](#) – starts off as free, but charges for advanced features and bandwidth usage.
- [Facebook Insights](#) – Facebook tool to measure traffic

Evaluating Digital Communication

Measuring your efforts

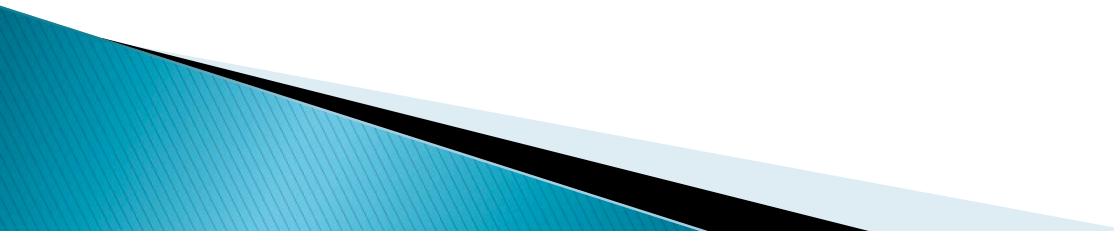
► Inexpensive Analytics Tools

- [Clicky](#) – cheap web based tool similar to Google Analytics. Twitter analytics.
- [Mint](#) – affordable downloadable analytics program that you set up on your own server. Unlike most other paid analytics programs in Mint does not track conversions.
- [Quantcast](#)
- [Compete](#)

► Premium Tools

- [Omniture](#)
- [WebTrends](#)

Evaluating Digital Communication

- ▶ Use these technologies yourself
 - ▶ Start where you can
 - ▶ Use examples to show it can be done
 - ▶ Develop interim policies. Borrow others. Keep flexible
 - ▶ Proceed
 - ▶ Think outside your organizational box
- 

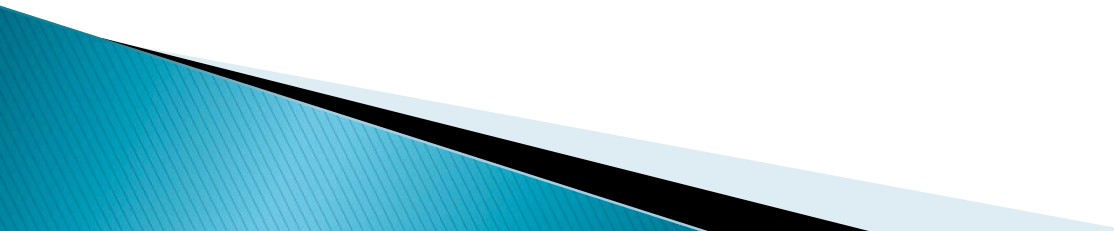
Free for All – Open Discussion

- ▶ **Rochelle L. Ford, Ph.D., APR**

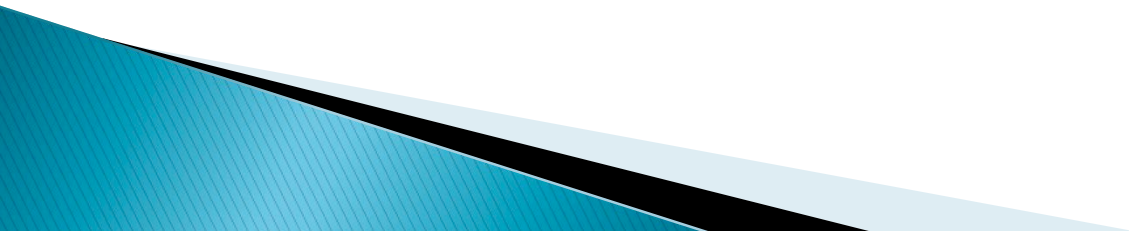
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Evaluation of Training



Thank You!