

Using Social Media in the public domain: a mission impossible?

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Panel 11

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13.00 - 16.00 room H17-02 rivium

The use of Social Media is on the rise in our society and these media drastically change existing communication patterns. Companies try to use them in order to influence the behaviour of their stakeholders for marketing & PR reasons. In the public domain institutions, such as municipalities/ministries and the police are also making use of Social Media by trying to increase for example trust and security for their citizens. Police officers use Twitter to communicate with citizens and police departments post videos on YouTube to ask citizens for information about criminal activities. For the Netherlands there is not much empirical research and theoretical reflection conducted in this field. It is for this reason that this panel focuses on the challenges and opportunities of Social Media in the public domain.

Social Media seem to have characteristics that clash with traditional features of government bureaucracy: they are open, dynamic, horizontal and informal. Can technologies with these features be useful to government organizations that are closed, stable, hierarchical and formal? Is the use of Social Media in the public domain a mission impossible or not?

The aim of the panel is to enhance our empirical and theoretical understanding of Social Media and the public sector. We are in the middle of rapid technology-induced changes and we hope to have good discussions about the nature and the implications of these changes.

Eugène Loos 13.00 -13.30

- Welcome
- Introduction “Using Social Media in the public domain: a mission impossible?”

Bert-Jan Koops 13.30 -14.00

- Identity and Trust in Government 2.0

Harmen Binnema & Madelinde Winnubst 14.00 -14.30

- Social media in government: what to know and how to use?

Albert Meijer 14.30 -15.00

- The New Research: The Meaning of Social Media for Research in Public Administration

Break 15.00 - 15.30

Peter Jongejan & Tim Grant 15.30 -16.00

- Refined Framework for Crisis Management Communication via Social Media

Maarten Brand 16.00 -16.30

- ‘Aiming for the heart’- Building support through understanding by using the stories soldiers share on social media

Albert Meijer 16.30 -16.45

- Conclusion