

SUB Hamburg



A/591312

SOCIAL MEDIA IN THE PUBLIC SECTOR

A Guide to Participation, Collaboration,
and Transparency in the Networked World

Ines Mergel

Maxwell School of Citizenship
and Public Affairs

 **JOSSEY-BASS**
A Wiley Imprint
www.josseybass.com

CONTENTS

Figures and Tables	ix
Acknowledgments	xv
About the Author	xvii

PART ONE: UNDERSTANDING SOCIAL MEDIA USE IN THE PUBLIC SECTOR	1
1 Introduction	3
2 Social Media Technologies in the Public Sector	9
3 Drivers for the Use of Social Media in the Public Sector	37
4 Barriers to the Use of Social Media in the Public Sector	54
5 Regulations and Directives for the Use of Social Media in the Public Sector	71
6 Social Media Policy Considerations	89
7 Social Media Metrics	122

PART TWO: SOCIAL MEDIA PRACTICES: PARTICIPATION, COLLABORATION, AND TRANSPARENCY	145
8 Participation 2.0	147
9 Collaboration 2.0	180
10 Transparency 2.0	211
11 Future Development in Social Technologies in Government	232
Appendix: Overview of Social Media Accounts in the U.S. Federal Government	243
Glossary	265
References	271
Index	291