



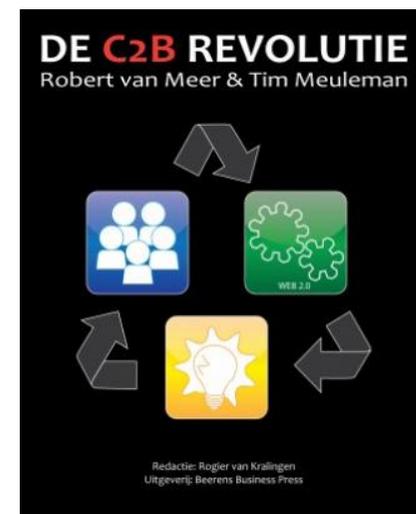
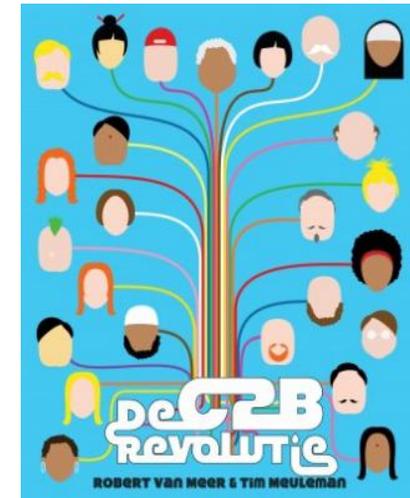
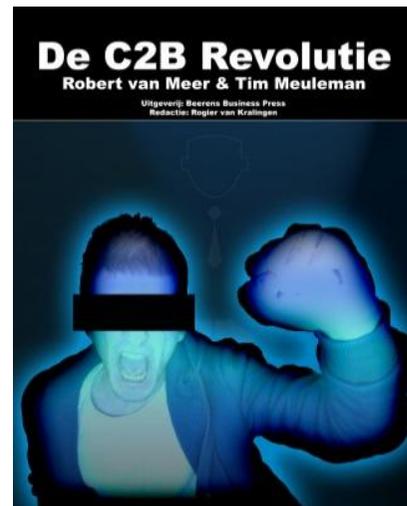
25 May 2011
Arnout de Vries

TNO innovation
for life

Social Media in crisis communication

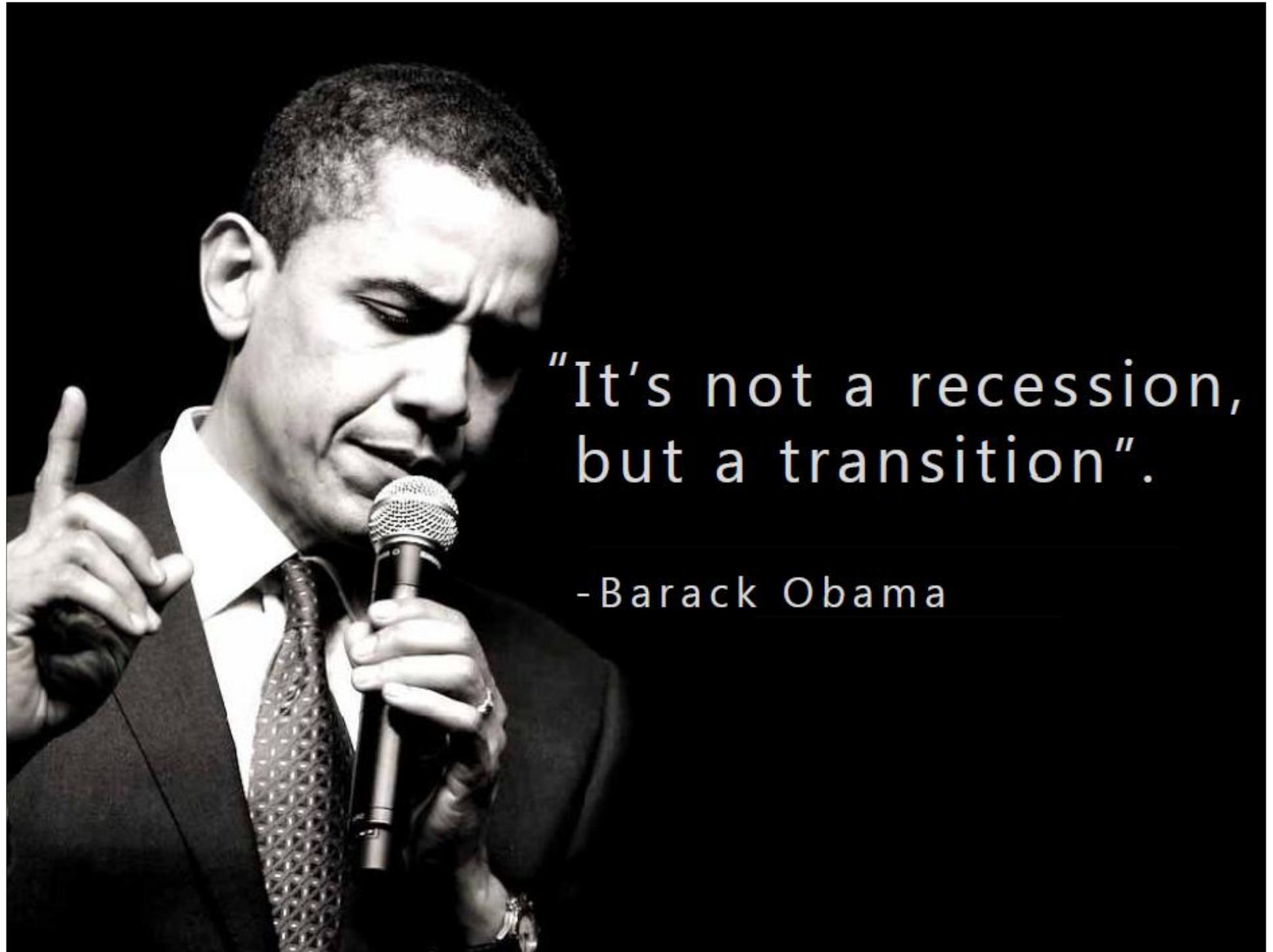
#NUWCRen workshop

TNO



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@MrFreeze23
 #cocreatie



"It's not a recession,
but a transition".

-Barack Obama





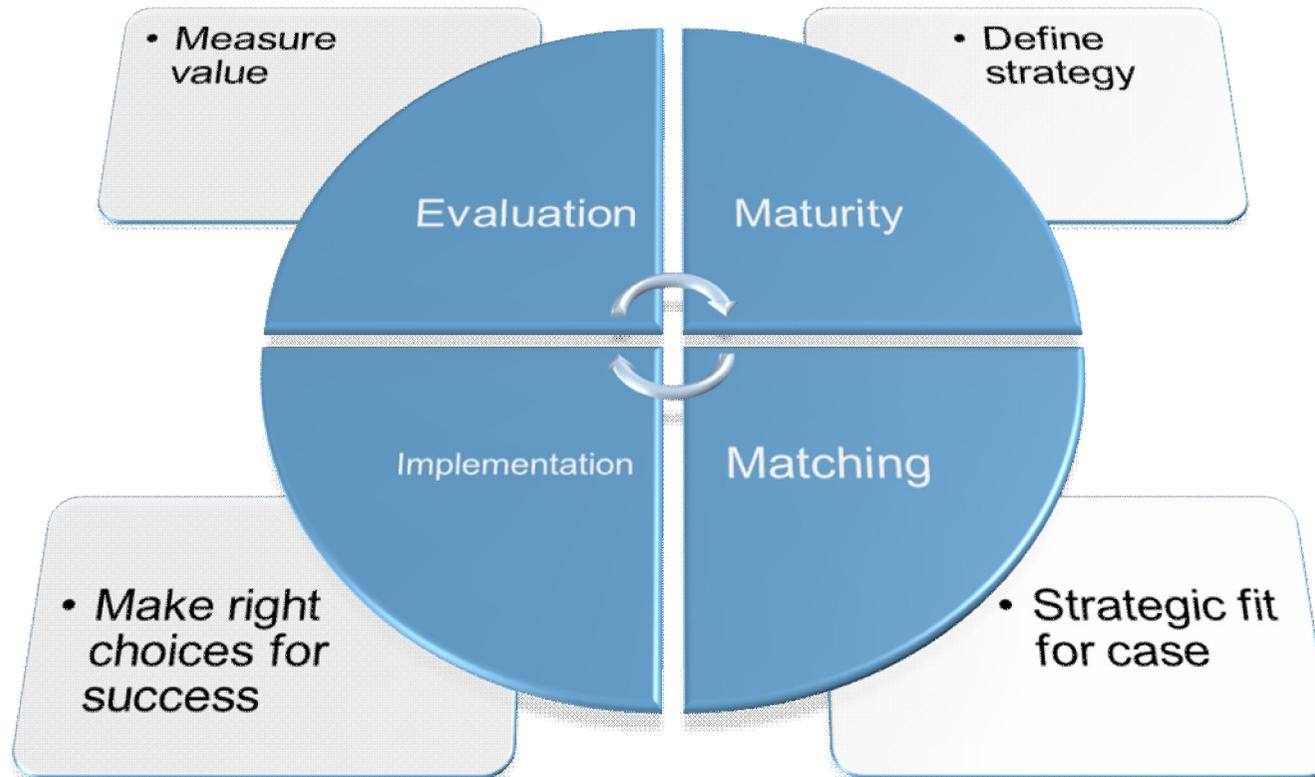
challenging

engaging

Are they
with you or
against
you?



User Empowerment & online Participation Strategies





Contents

1. Social Media Landscape
2. SWOT analysis
3. Monitoring, communicating, engaging

**WHAT ARE
YOU
LOOKING AT?**





eParticipation in NL:

eParticipatie Dashboard

AAA

HOME ALLE INITIATIEVEN **VOEG INITIATIEF TOE** OVER EPARTICIPATIE CONTACT Zoeken

Home > Alle-initiatieven >

Weergave: Kaart Satelliet Lijst

Overheidsinitiatieven 
 Burgerinitiatieven 



> 615 initiatives

Voeg een initiatief toe
Mis je een initiatief? Voeg deze toe en zie hem op de kaart verschijnen.

+ Plaats een initiatief

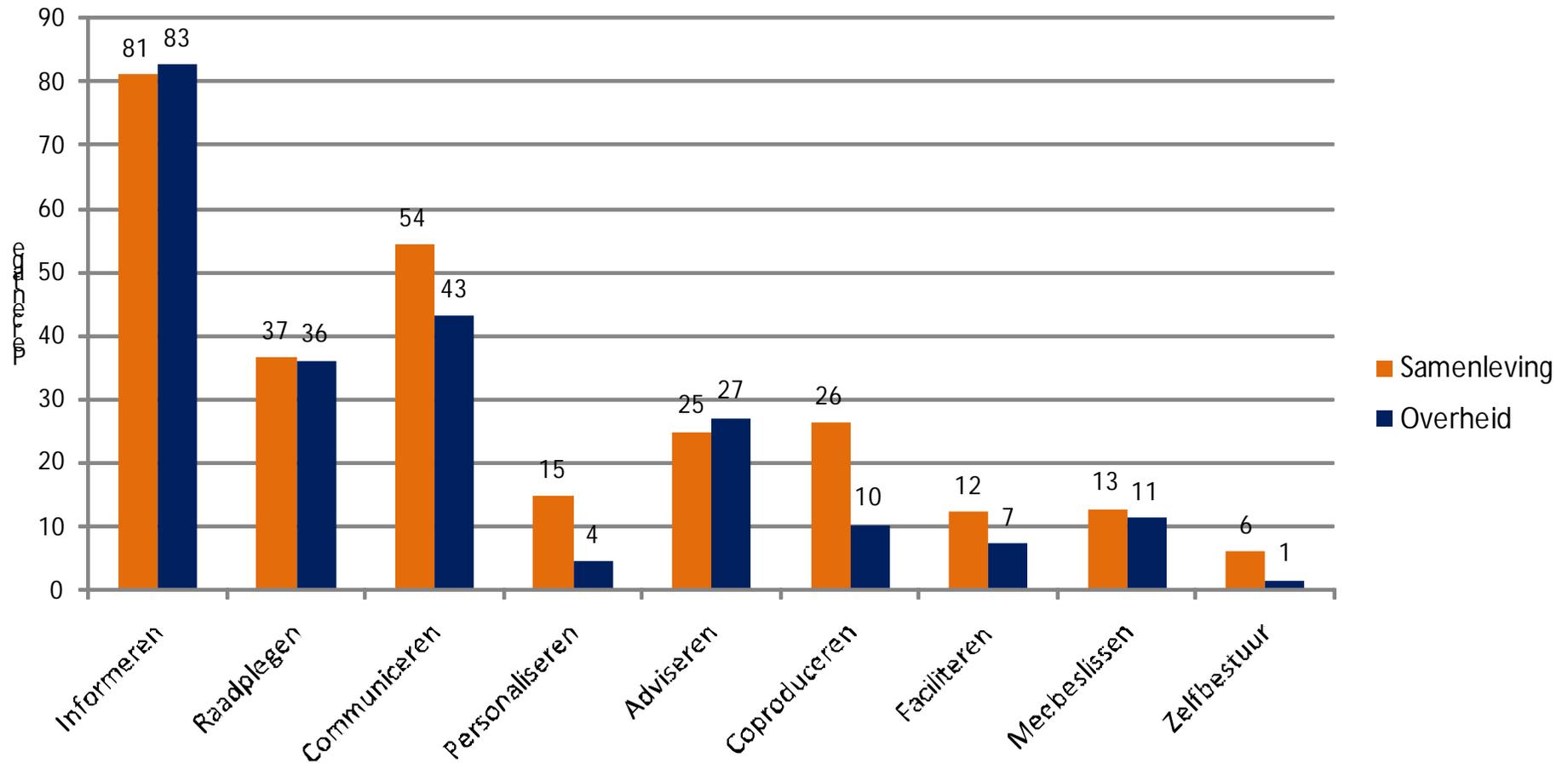


Level of engagement now (N=540)





Engagement (%), N=540



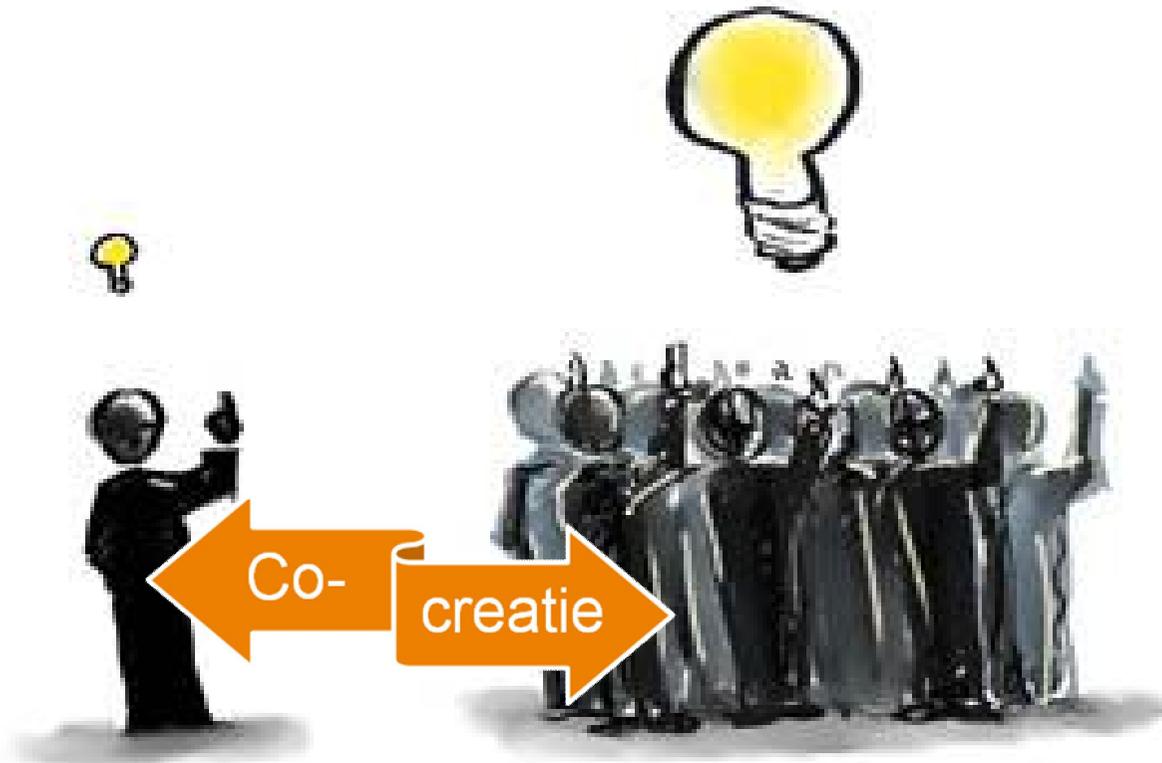


eParticipation should be more than reaching or making use
(crowdsourcing) of the masses ...





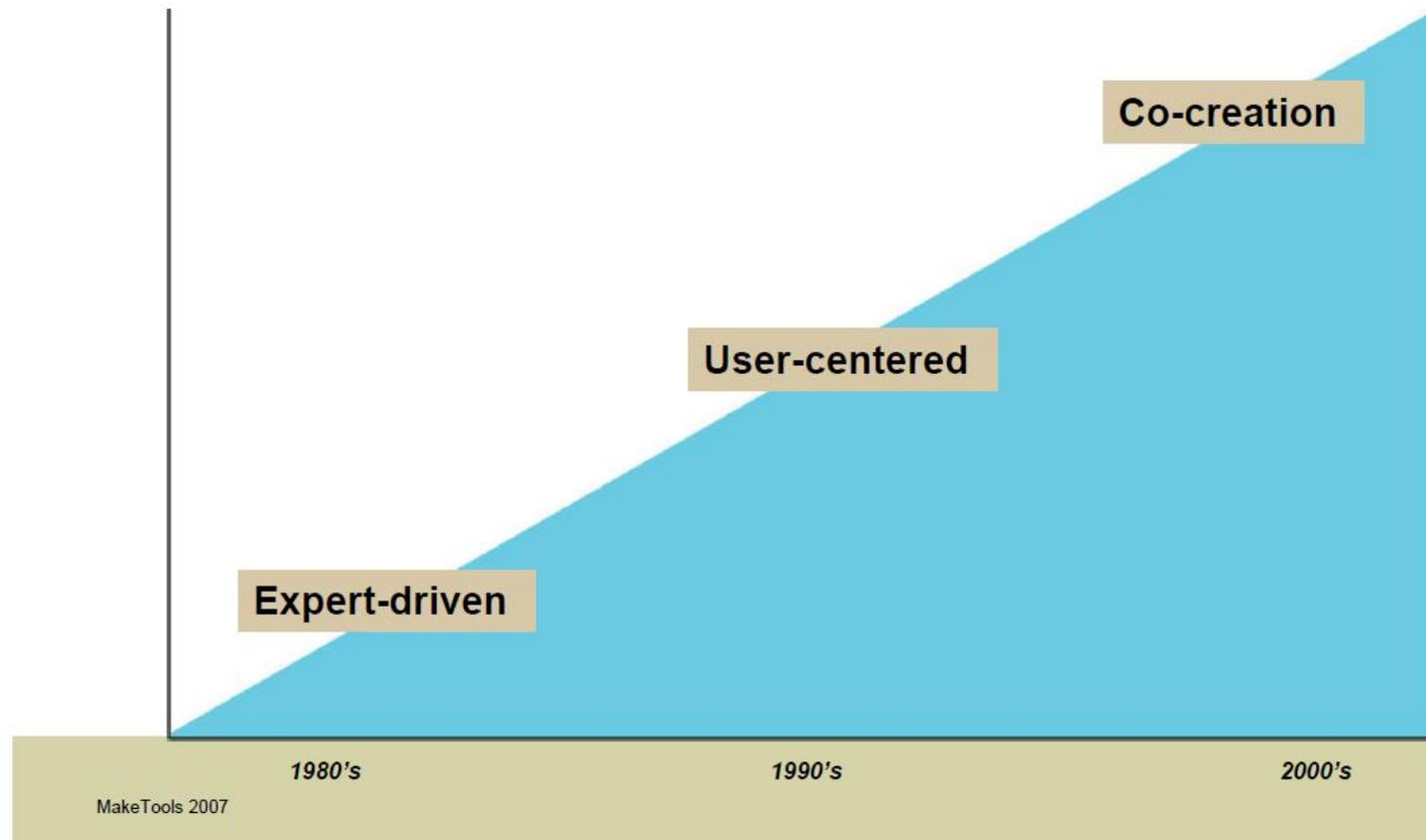
Next step in eParticipation comes from both sides: cocreation!



Co-creation is the development and improvement of products and services together with various stakeholders such as companies, employees, customers, government bodies, knowledge institutes and civilians

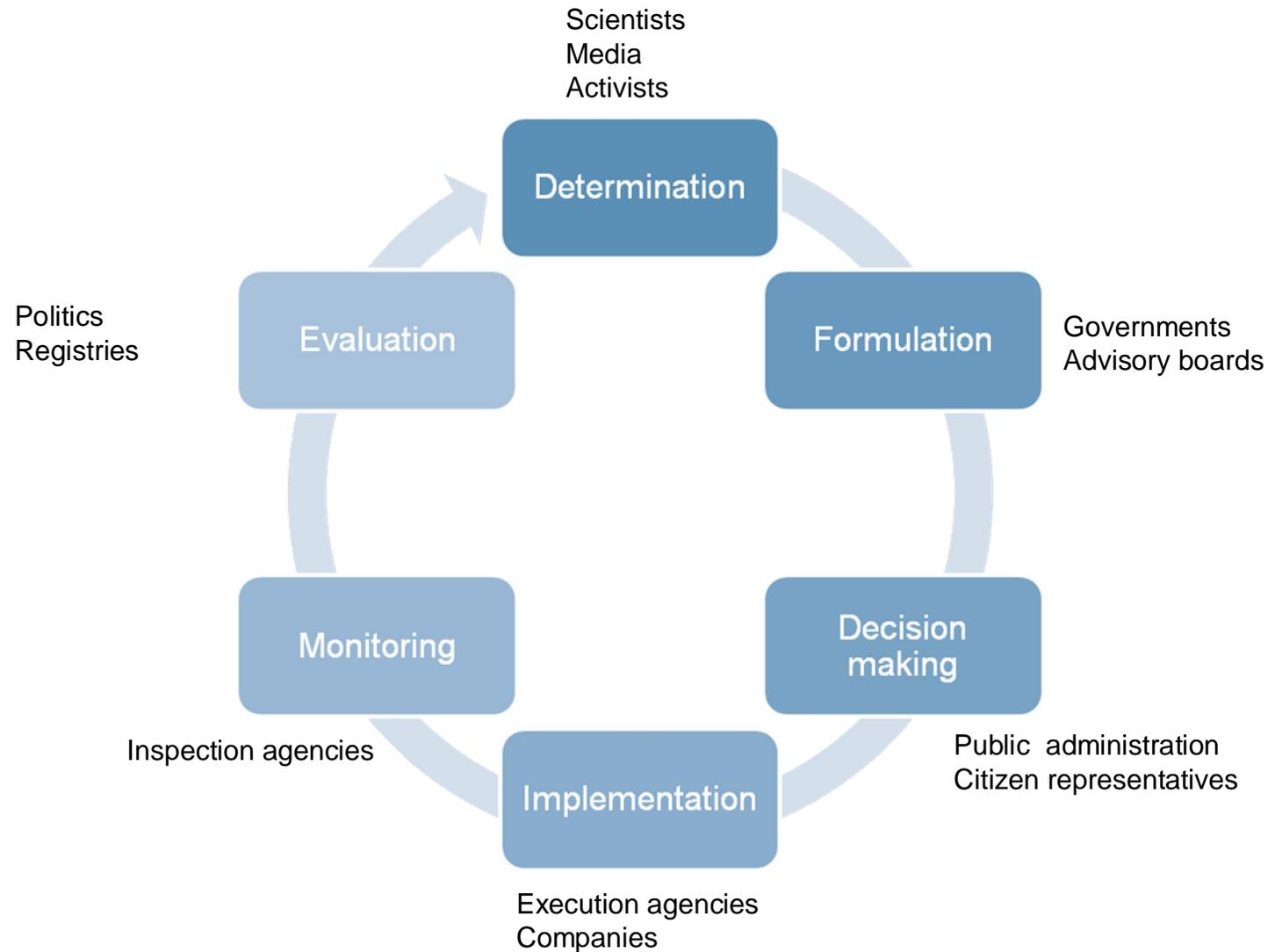


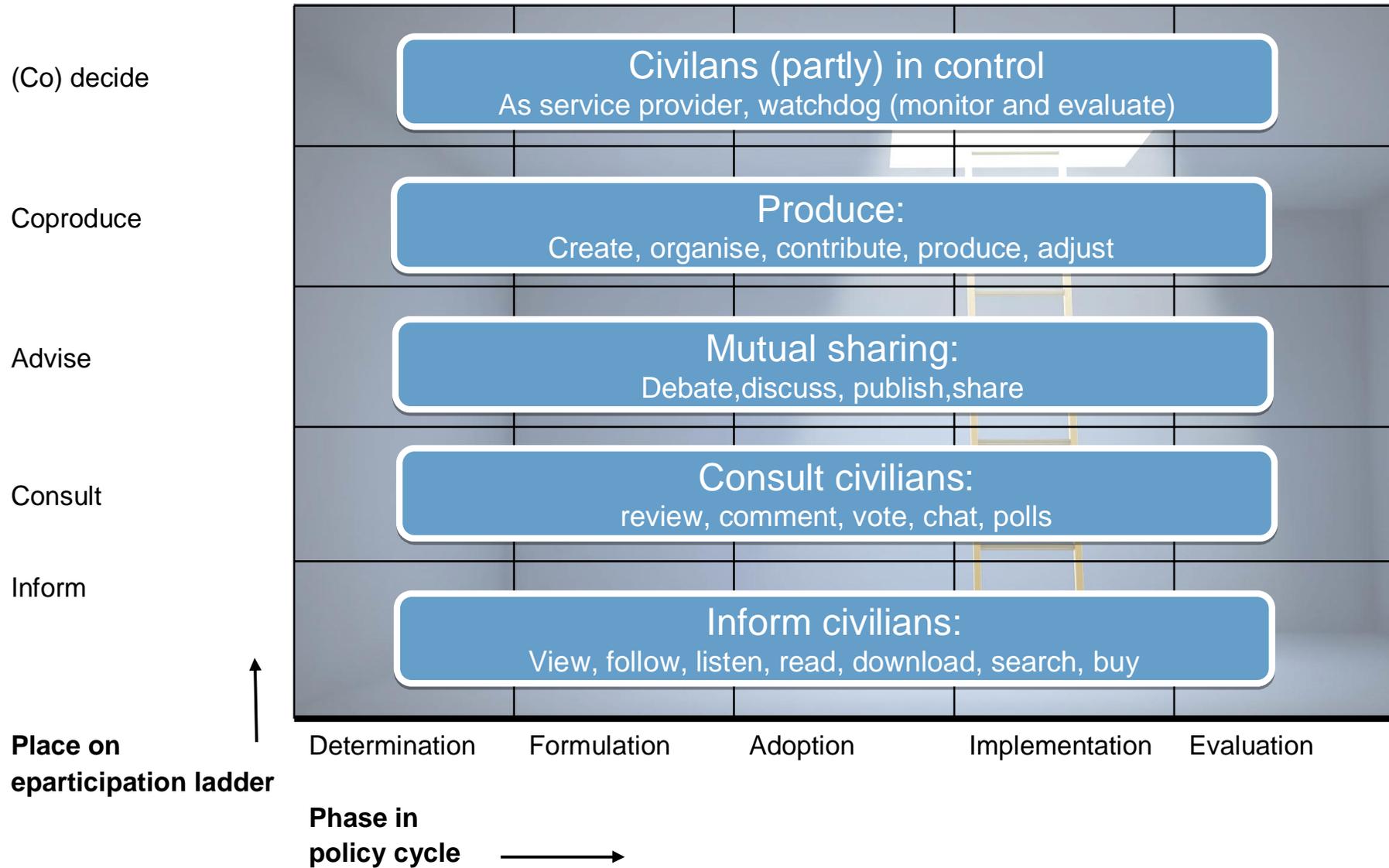
Innovation paradigms





eParticipation in the whole policy cycle







(Co) decide

Coproduce

Advise

Consult

Inform

Place on
eparticipation ladder

Determination

Formulation

Adoption

Implementation

Evaluation

Phase in
policy cycle





Conversation tools





If Facebook was
a country...

it would be #3
in the world...

Only China and
India have more
inhabitants





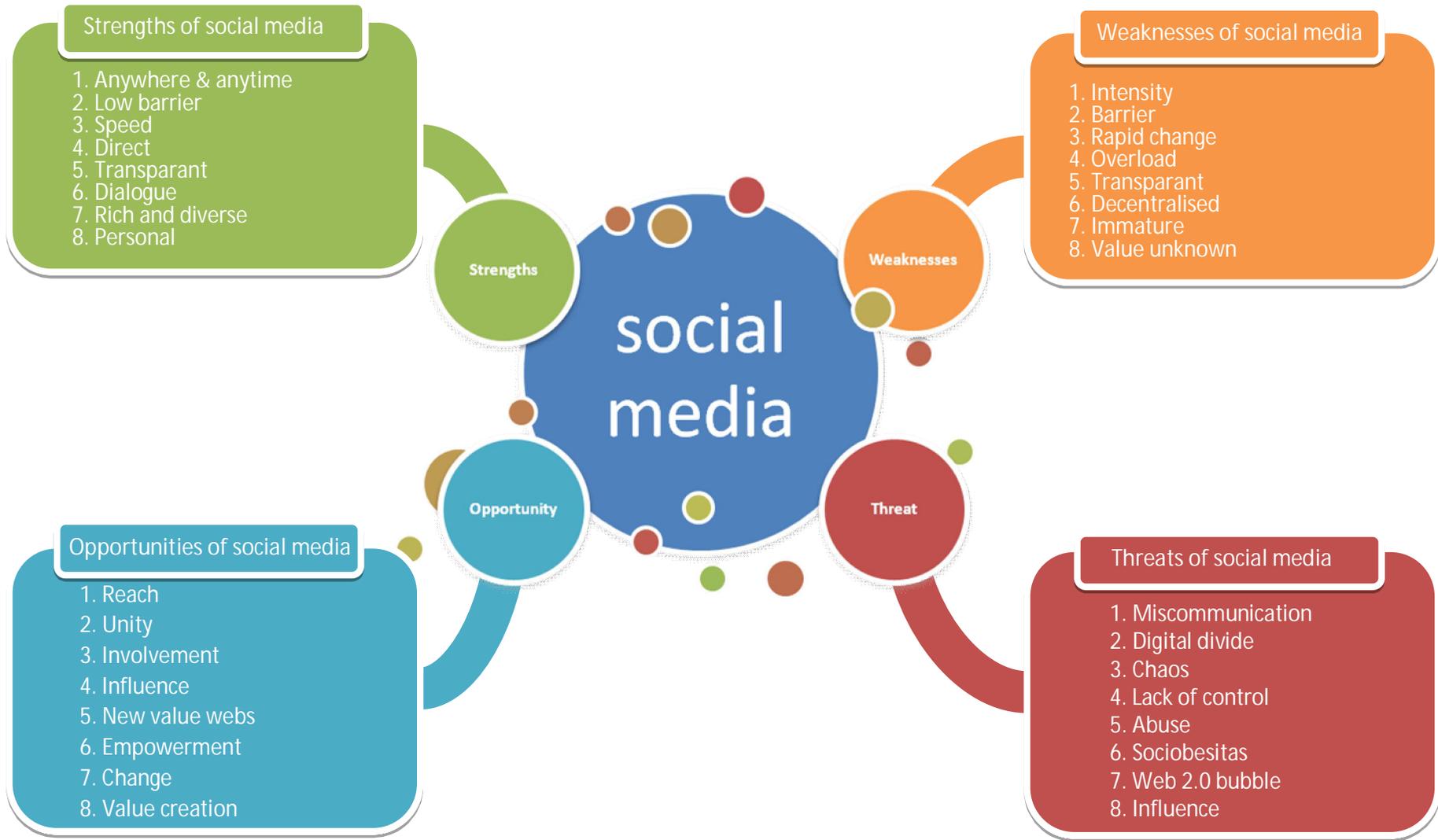
What are your goals?

Innovation	
Productivity	
Communication	
Engagement	
Reduce costs	
Image	
...	

And how to define success?



Social media SWOT



Sociale media SWOT

Strengths of sociale media

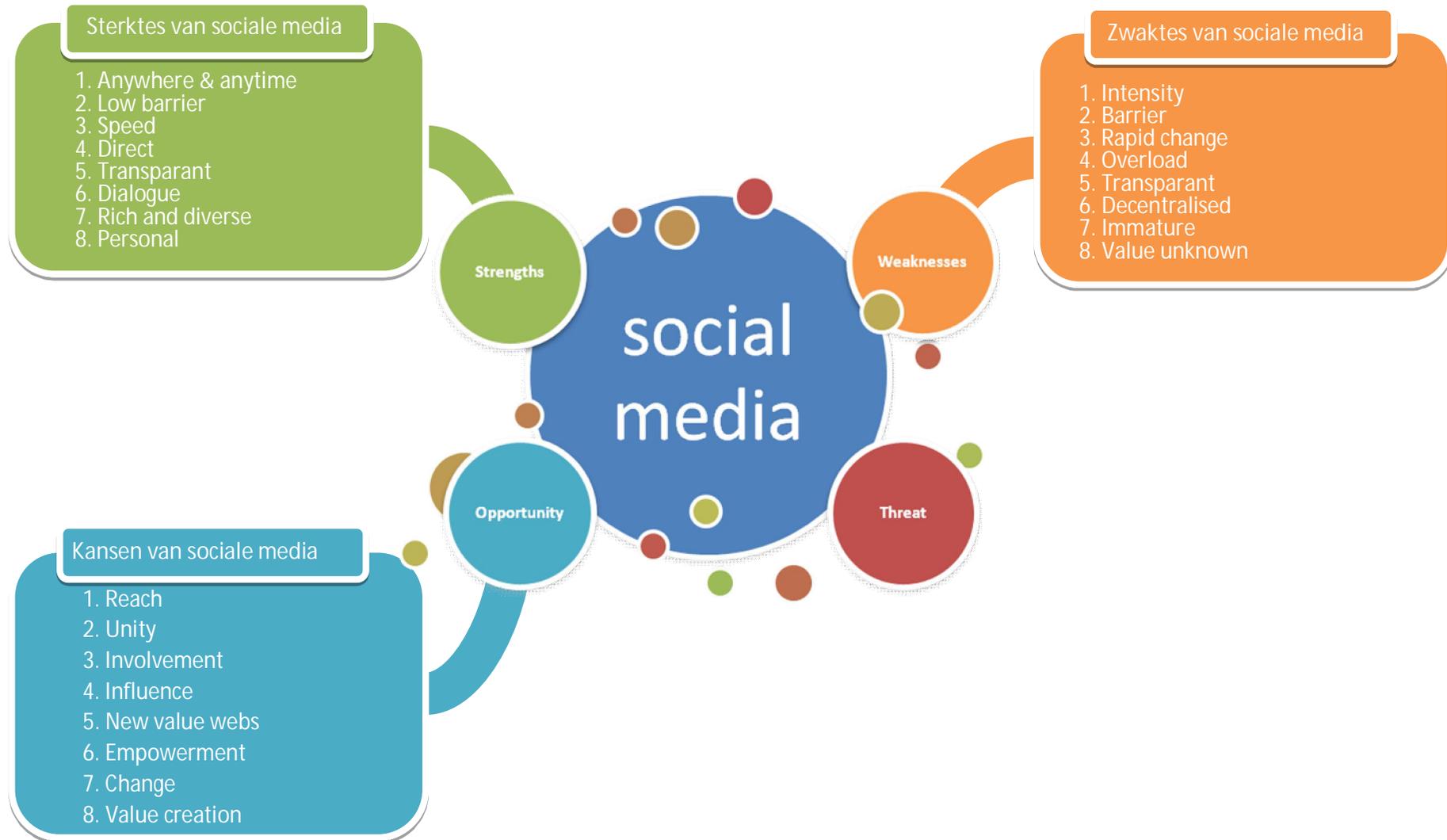
1. Anywhere & anytime
2. Low barrier
3. Speed
4. Direct
5. Transparant
6. Dialogue
7. Rich and diverse
8. Personal



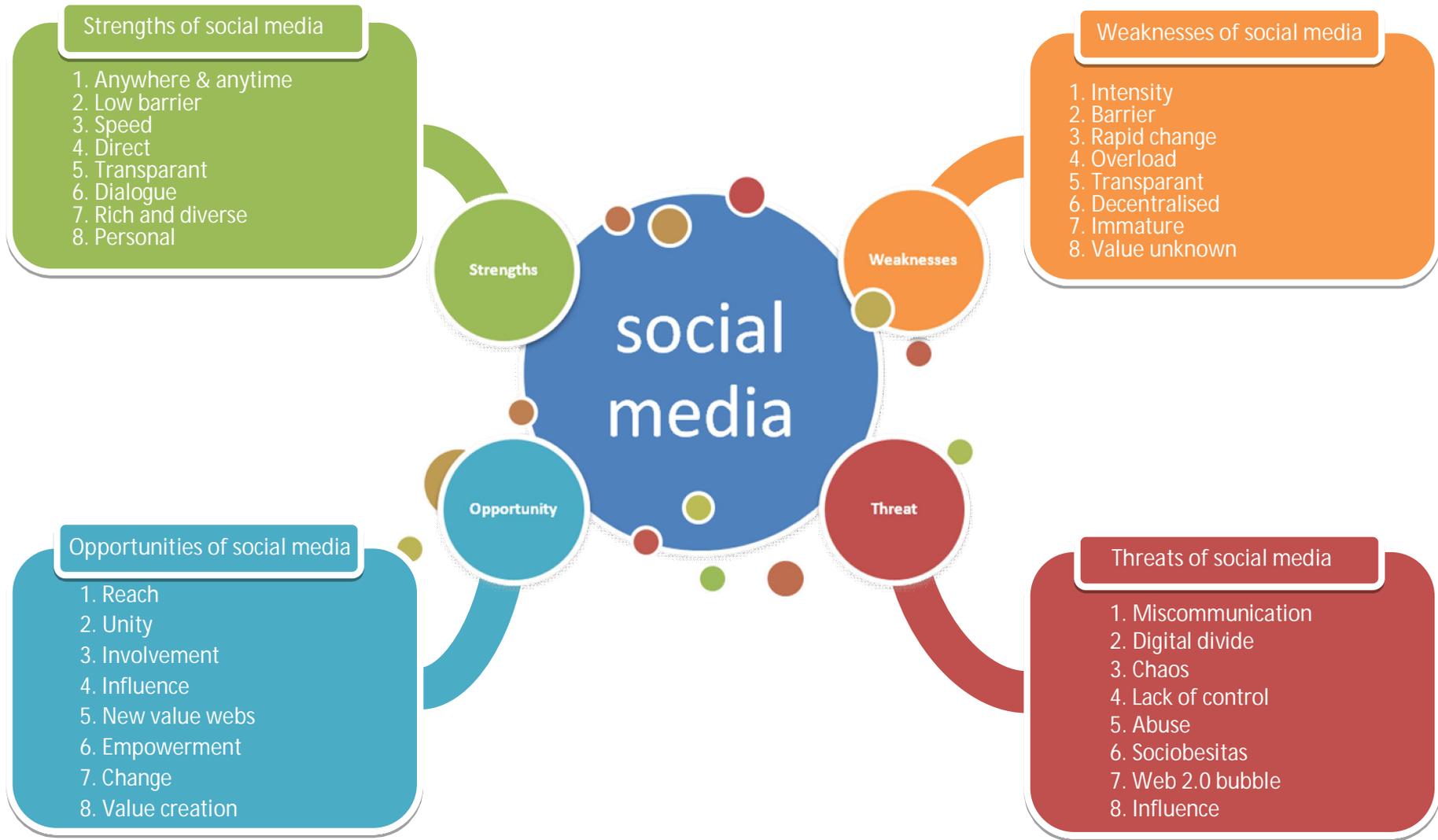
Sociale media SWOT



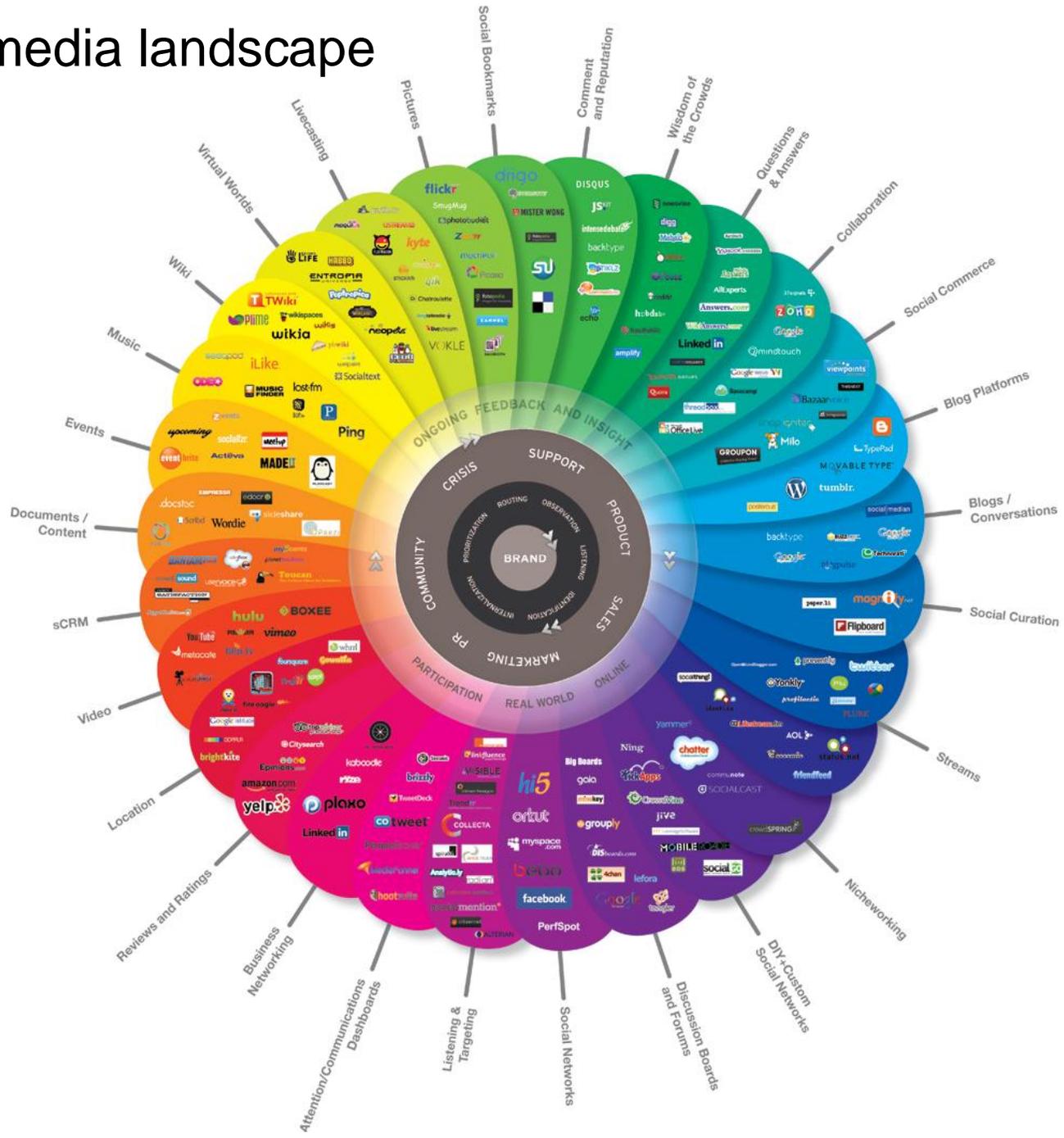
Sociale media SWOT



Social media SWOT



Social media landscape





Monitor

RSS feeds Yahoo Pipes
 RSS syndication
 RSS query feeds
 Social Network Analysis
 Text mining
 Sentiment Multimedia mining



Communicate

social media teams
 workflows



Engage

Building trust
 Reputation management
 Social CRM based solutions
 Customer intimacy





Your opinion please ...





from information to activation





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#NUWCRen