

SOCIAL MEDIA & GOVERNANCE

Syndicate Presentation – Group 2

- ▶ Overview on Social Media and Governance
- ▶ Types of Social Media
- ▶ Present Uses of Social media
- ▶ Role of Social Media
- ▶ Core Values & Ethics
- ▶ Legal Framework
- ▶ Best Practices
- ▶ Conclusion

TODAY'S AGENDA



- ▶ Social media refers to online tools and services which allow an exchange of ideas, information, videos, pictures, and graphics.
- ▶ Social media enables people to share information with friends and colleagues using the Internet.

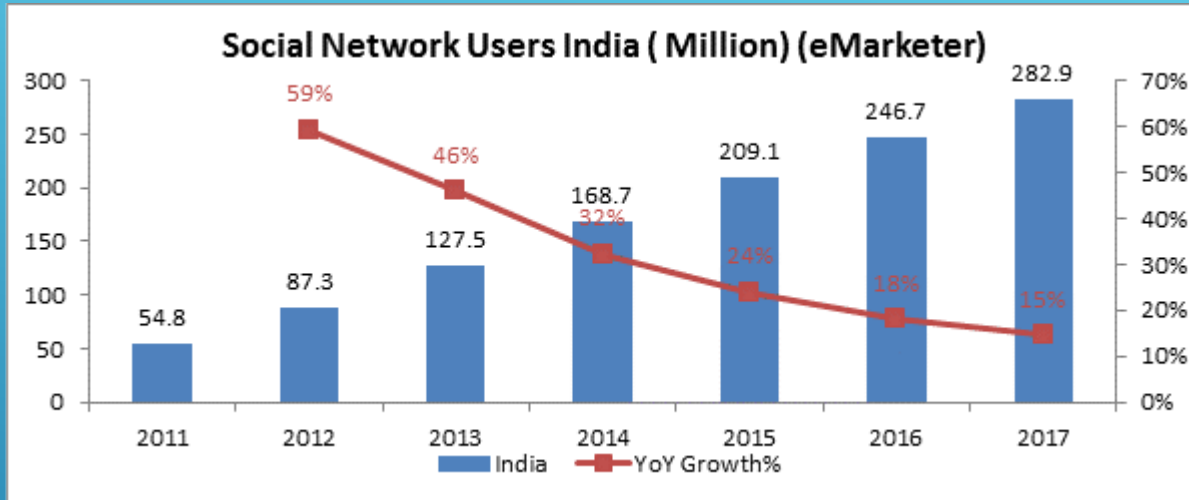
OVERVIEW: WHAT IS SOCIAL MEDIA?



- ▶ Social Network
- ▶ Social News
- ▶ Micro Blogging
- ▶ Media Sharing

TYPES OF SOCIAL MEDIA





PRESENT SCENARIO

- ▶ Social media – spans all stages of governance
 - Inform - spread awareness of its policies & plans
 - Engage - in two way communication
 - Serve - deliver
 - Feedback - instant feedbacks, complaints & suggestions
- ▶ Participatory, innovative and inclusive governing model
- ▶ Eg: Eliciting responses from public on prospective legislations

SOCIAL MEDIA & GOVERNANCE



- ▶ Facilitates citizen-government dialogue: Informative and interactive
- ▶ Civil engagement: every person can contribute
- ▶ Grievance redressal mechanism
- ▶ Direct participation in governance
- ▶ Democratic participation and engagement
- ▶ Crowd sourcing solutions and innovations
- ▶ Information Sharing: new product or service launch
- ▶ Disaster Management
- ▶ Helping Officials Connect with the Community

ROLE (1/2)



- ▶ Provides minute to minute and regular feedback of governance, government action, policies, and performance
- ▶ Cost effective and quick method of collecting feedback
- ▶ Assists in mid-course correction and to understand the pulse of the people

ROLE (2/2)



- ▶ Freedom of speech and expression
- ▶ Promotes equality: every person has a voice
- ▶ Promotes equal opportunity
- ▶ Help people group together and form associations
- ▶ Checks violation of human rights
- ▶ Creates transparency and strengthens citizens' goodwill towards government
- ▶ Connects citizens and government on real time basis
- ▶ Creates possibilities for community driven initiatives

BENEFITS

- ▶ Risk due to inherent public nature and global accessibility
- ▶ Grouping of anti-social people
- ▶ Spreading rumours and misinformation
- ▶ Internal disturbances
- ▶ Use of information by foreign groups: Risk to unity and national security
- ▶ Difficulty to control flow of information

RISKS



- ▶ News/ Opinion Manipulation
- ▶ Censorship & Governmental monitoring
- ▶ Public Interest
- ▶ Privacy
- ▶ Decency
- ▶ Freedom of expression, including that of press
- ▶ Differentiation between personal & private matters

CORE VALUES/ETHICS



- ▶ Constitution of India – Article 19(2)
- ▶ Intermediary liability (Sec. 79 of IT Act)
 - Baazi.com
- ▶ Provisions under License agreement & IT Rules 2011
- ▶ Blocking access (Section 69A)
- ▶ Rule 9(2), IT (Blocking for access rules, 2009)

INDIAN LEGAL FRAMEWORK



SOCIAL MEDIA IN OPERATION

Practices in the governance to
maximise gains from social media
platforms

A series of several parallel white lines of varying thicknesses, slanted diagonally from the bottom left towards the top right, located in the lower right quadrant of the slide.

Connect with the people with faster ,
accurate and decentralised dissemination of
information

Feedback
and
grievance
mechanism
s

**Social media in
Governance**

Monitoring of
social media
contents

Establishment of
direct contact with
the citizen and
perception
management



FRAMEWORK GUIDELINES FOR THE USE OF SOCIAL MEDIA BY GOVT. ORGANISATIONS

- Social media guidelines
 - Target audience
 - Selection of platform/s
 - Governnance structure
 - Content creation and management
 - Response and feedback mechanism
- 

EXAMPLES

1. PM's Office : Facebook, Twitter, Youtube, google plus
2. Public Diplomacy division of MEA: active on Twitter, YouTube, Scribd, Facebook, Issuu and Blogger since 2006
3. Wide and extensive use of twitter and facebook by different ministers and their ministries
4. Police departments: to handle traffic related issues , complaint monitoring, awareness generation and public outreach
5. Municipal bodies
6. Need based Application developers like Himat APP launched by Delhi Police for women safety

- ▶ Facebook – www.fb.com/narendramodi. This page have 30 m likes.
- ▶ Twitter – [@narendramodi](https://twitter.com/narendramodi), with 15 m followers.
- ▶ YouTube – youtube.com/user/narendramodi. He has uploaded over 2700 videos and has a subscriber's count of 224,820.
- ▶ Google+ – Address for his Google+ account is [+narendramodi](https://plus.google.com/+narendramodi) and account have over 2.1 m people in his circle.
- ▶ Facebook Q and A schedueled on 27 Sept 2015

SPECIAL CASE OF PM NARENDRA MODI

- ✓ To monitor suspicious online activity
- ✓ Example: Pro IS twitter account that was being operated by Mehdi Basroor from Bengalore
- ✓ NIA has formed special cell to monitor online activity to prevent radicalisation of youths
- ✓ RAW and IB also has similar capabilities
- ✓ Example: Agitation of Hardik Patel and huge mobilisation within short duration of time
- ✓ Communal violence and harmony like recent London Riots

SOCIAL MEDIA MONITORING CELLS

1. WhatsApp help line
2. Facebook page
3. Connect Y programme
4. Dedicated Helpline no. for women and child
5. PCR vehilces

IN MY OWN DISTRICT: MY INITIATIVES



CONNECT and CONVERSE with POLICE

Please Connect to us, talk to us, be with us for
Better & Save Malkangiri

 WhatsApp Helpline :- 9438543331

 www.facebook.com/malkangiripolice

 POLICE CONTROL ROOM Nos :
9777419444, 9777422275

 Women & Child Help Line : 9438543321

- Fight crime with Police
- Be alert and Vigil
- Police is your Friend



MALKANGIRI POLICE

"we Serve, we Care"

ମାଲକାନଗିରି ପୋଲିସ ସହ ଯୁବ ପିଢ଼ିର ସୁସମ୍ପର୍କ ଓ ନିବିଡ଼ତା

ଆସନ୍ତୁ ସମ୍ପର୍କ କରନ୍ତୁ, କଥା ହୁଅନ୍ତୁ ଓ ସହଯୋଗ ର ହାତ ବଢ଼ାନ୍ତୁ ଏବଂ
ଗୋଟିଏ ଉନ୍ନତ ମାଲକାନଗିରି ଗଢ଼ିବାରେ ସାହାଯ୍ୟ କରନ୍ତୁ ।

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ମାଲକାନଗିରି ପୋଲିସ

"ଆମେ ସେବାକରୁ, ଆମେ ଯତ୍ନ ନେଉ"



- ▶ To promote participative, innovative, and inclusive governing model

CONCLUSION

