

# Gov 2.0 - What Does it Mean for IACA and our Members?

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Montana Office of the Secretary of State

**IACA Conference 2010**

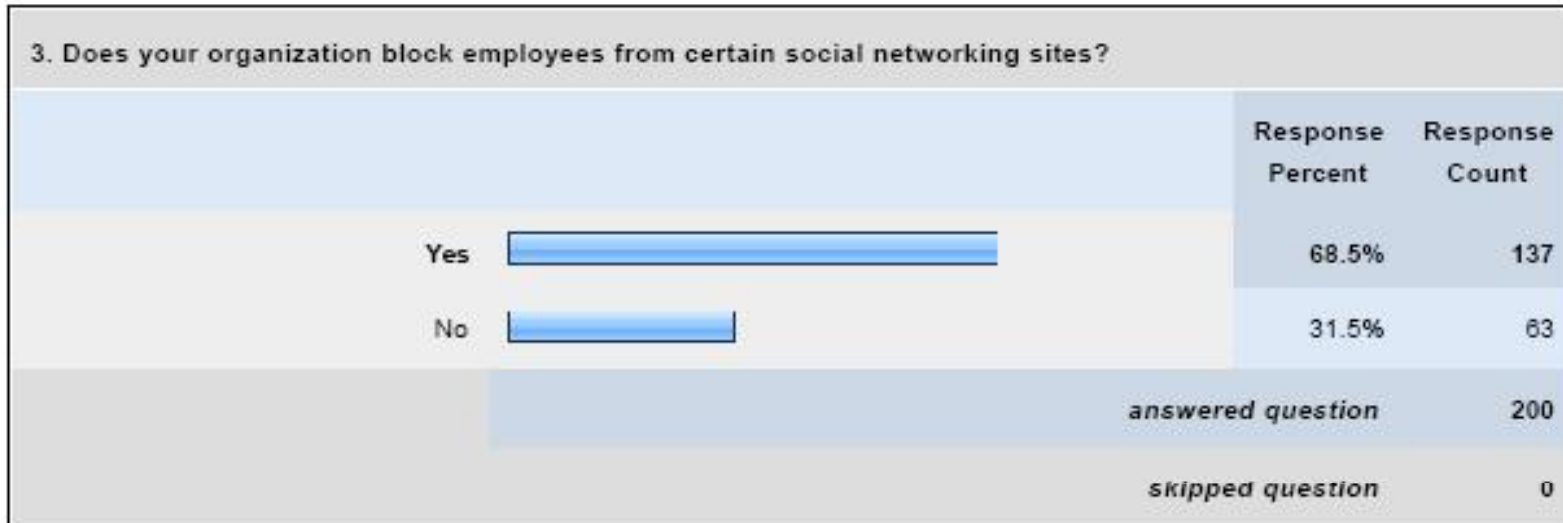


Original Source: Markus Angermeier. Source: <http://kosmar.de/archives/2005/11/11/the-huge-cloud-lens-bubble-map-web20/> URL: <http://kosmar.de/wp-content/web20map.png>



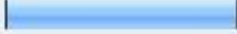




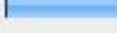



# Web 2.0

"**Web 2.0**" refers to [web development](#) and [web design](#) that facilitates interactive [information sharing](#), [interoperability](#), [user-centered design\[1\]](#) and [collaboration](#) on the [World Wide Web](#). Examples of Web 2.0 include web-based communities, [hosted services](#), [web applications](#), [social-networking sites](#), [video-sharing sites](#), [wikis](#), [blogs](#), [mashups](#) and [folksonomies](#). A Web 2.0 site allows its users to interact with other users or to change website [content](#), in contrast to non-interactive websites where users are limited to the passive viewing of information that is provided to them. ([www.wikipedia.org](http://www.wikipedia.org))


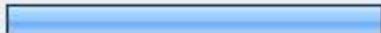

# Norex Social Media Poll








4. Which sites do you block? (Check all that apply)

	Response Percent	Response Count
Allow all 	27.5%	55
Block all 	19.5%	39
Facebook 	34.5%	69
LinkedIn 	6.0%	12
MySpace 	36.0%	72
Twitter 	23.5%	47
YouTube 	30.5%	61
Plaxo 	16.5%	33
iTunes 	27.0%	54
Instant messaging (AOL, MSN, Yahoo!) 	35.5%	71
Other (see Page 11) 	9.0%	18
<i>answered question</i>		200
<i>skipped question</i>		0

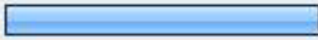


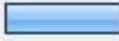

9. Does your organization have a written social networking policy or guidelines?

	Response Percent	Response Count
Yes 	19.0%	38
No 	54.0%	108
In planning stages 	27.0%	54
<i>answered question</i>		200
<i>skipped question</i>		0








10. If you do have a policy or guidelines, where was it created? (Check all that apply)

	Response Percent	Response Count
IT 	24.5%	49
Legal 	14.0%	28
Human Resources 	19.0%	38
Not applicable 	62.5%	125
Other (see Page 15) 	11.5%	23
<i>answered question</i>		200
<i>skipped question</i>		0

11. Who is allowed to access social networking sites? (Check all that apply)

	Response Percent	Response Count
Free access to all 	47.0%	94
Access is limited to certain positions 	25.0%	50
Access is limited to specific times (i.e., lunch time) 	3.5%	7
All access is blocked 	17.0%	34
Other (see Page 16) 	7.5%	15
<i>answered question</i>		200
<i>skipped question</i>		0

12. What is your PRIMARY reason for controlling access?

	Response Percent	Response Count
Loss of productivity 	36.5%	73
Threat of Malware 	14.0%	28
Loss of sensitive data 	5.0%	10
Potential for bad publicity/improper messaging 	6.0%	12
Don't know 	1.5%	3
Not applicable 	28.0%	56
Other (see Page 17) 	9.0%	18
<i>answered question</i>		200
<i>skipped question</i>		0



14. In the next year, do you see your organization becoming more accepting of social networking usage?

	Response Percent	Response Count
Yes 	51.0%	102
No 	21.0%	42
Not sure 	28.0%	58
	<i>answered question</i>	200
	<i>skipped question</i>	0

# Gov 2.0

- 1. Government as a process**
- 2. Government as a provider**
- 3. Government as a partner**
- 4. Government as a product**
- 5. Government as a protector and peacekeeper**

Source: Mark Drapeau, Federal Computer Week

# What is the business driver?

- Dynamic information sharing or collaboration (internal or external)
- Support communities of interest
- Public outreach
- Interaction with younger customers
- Recruitment (Human Resources)
- May already be happening via informal channels

# Top 5 Pros

- 1. Web 2.0 technology improves collaboration**
- 2. It streamlines internal and external communications**
- 3. It costs little or nothing to use**
- 4. It has the potential to attract to young recruits**
- 5. It's highly portable**

Source: [http://fcw.com/Articles/2009/09/07/DOD-and-Web2.aspx?s=fcwdaily\\_090909&Page=1](http://fcw.com/Articles/2009/09/07/DOD-and-Web2.aspx?s=fcwdaily_090909&Page=1)

# Top 5 Cons

- 1. Sensitive information is on the public Internet**
- 2. The tools can make it difficult to comply with existing policy**
- 3. The technology lacks standards**
- 4. Sharing personal information can put employees at risk**
- 5. The tools demand a lot of bandwidth**

Source: [http://fcw.com/Articles/2009/09/07/DOD-and-Web2.aspx?s=fcwdaily\\_090909&Page=1](http://fcw.com/Articles/2009/09/07/DOD-and-Web2.aspx?s=fcwdaily_090909&Page=1)

# Define Risk

- Security
  - Where is your information going?
  - DDoS attacks on social network sites
  - Known vulnerability (Twitter XSS, etc.)
- Network/infrastructure
- Poor implementation or no follow-up
- Employee productivity/appropriate use
  - Haven't we been here before? (Web 1.0)

# Off The Shelf Tools

- Wikis
- Blogs
- Video Sharing
- Social Networking
- Micro Blogging
- Chat
- RSS Feeds
- Podcasts
- Video Conferencing

# Enterprise Tools

- SharePoint
- MS Online Services
  - SharePoint
  - Office Communicator
  - LiveMeeting
- GroupWise



# Tool Characteristics

- Tend to be externally hosted
  - Minimal desktop installations
  - Transparent upgrades
  - Little administrative overhead
- “Cloud Computing”
- Self-policing
- Push, not pull
- Highly usable



What's happening?

140

Text input field for creating a tweet

update

Latest: @jennifer\_knapp Very cool! less than 5 seconds ago

Home



markvanalstyne @jennifer\_knapp Very cool! less than 5 seconds ago from web in reply to jennifer\_knapp



htc In case you missed it this morning, Google Earth for Android is out. If you have a Nexus One (or another phone with v2.1) give it a shot.

34 minutes ago from HootSuite



whitehouse .@usatoday on credit card reforms starting 2day http://bit.ly/arQqFQ live video chat @ 2pmEST @ CreditCards.com

about 2 hours ago from HootSuite



whitehouse Non-bit.ly link for the President's Proposal: http://www.whitehouse.gov/health-care-meeting

about 4 hours ago from HootSuite



whitehouse The President's Proposal for Health Insurance Reform is now available on the White House website:

http://bit.ly/hPYlaf



markvanalstyne

2 tweet

5

0

0

following followers listed

Twitter-Blog

n. a nifty place to read official news from Twitter.

Home

@markvanalstyne

Direct Messages 0

Favorites

Retweets

Search input field

Lists

Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.

New list

Trending: Worldwide

Change

#imattractedto

#ilikedyouuntil

# Web 2.0 Policies

- **Appropriate Use** is key concept
  - Can be formal policy
  - EULA-style contract works well
  - Golden Rule
  - Appropriate/acceptable use is not...
- Enforcement is HR, not IT
- Montana policy broad, with guideline doc
- Security policy update required?

# Web 2.0 Policies, cont.

- Roles/responsibilities
  - Site maintenance/monitoring
  - Content creation/maintenance
  - Moderator vs. censor
- Records retention
  - Where's the data?
  - Statute requirements
  - Retention schedule requirements

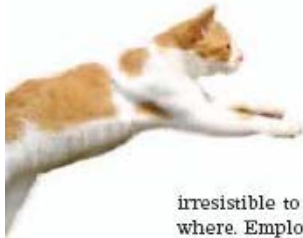


InformationWeek  
Research & Reports

# Cat-Herding Nightmare

**Question:** Do Web 2.0 collaboration tools make it harder for IT to wrangle corporate information, or easier? **Answer:** Yes.

By Andrew Conry-Murray



## WEB 2.0 COLLABORATION TOOLS ARE

irresistible to end users: They're easy to set up and use and can be accessed from anywhere. Employees can upload or create documents, spreadsheets, wikis, and blogs, then invite co-workers and partners to access, edit, and download content. These apps often include productivity enhancers such as search and tagging. And not surprisingly, vendors are encouraging the trend—Microsoft and IBM have added wikis and blogging capabilities to enterprise apps including SharePoint and Lotus Quickr, while Google and upstarts like Socialtext, PBwiki, and Jive Software are luring corporate users with freebie accounts and dead-simple deployment. Departments and business units can provision users in minutes, pay with discretionary funds—and never make a single call to IT.

Sadly, all IT gets out of the deal is a big fur ball as it struggles to organize corporate content run amok. The potential for exposure of sensitive information or theft of intellectual property runs high, as do concerns about noncompliance with corporate or third-party requirements as end users scatter sensitive information around the Internet. If the company gets tangled in litigation, data relevant to discovery requests may be lurking un-

Photo: Shutterstock.com



# Helpful Gov 2.0 Links

- Social Media Governance database site  
<http://socialmediagovernance.com/policies.php?f=5>
- US General Services Administration (GSA) "Social Media and Web 2.0 in Government"  
[http://www.usa.gov/webcontent/technology/other\\_tech.shtml](http://www.usa.gov/webcontent/technology/other_tech.shtml)
- W3C eGov Interest Group – Social Media Best Practices  
<http://www.w3.org/egov/wiki/SocMed>

# Gov 2.0 Impact to IACA

- How can IACA leverage Web 2.0?
  - Business drivers
  - Risk analysis
  - Tools
  - Policy
- Pilot Project?
  - Start small, clearly defined project
  - Clearly defined project team roles

# Questions?

Thanks everyone!