



SOCIAL MEDIA FOR GOVERNANCE AND PERSONAL USE

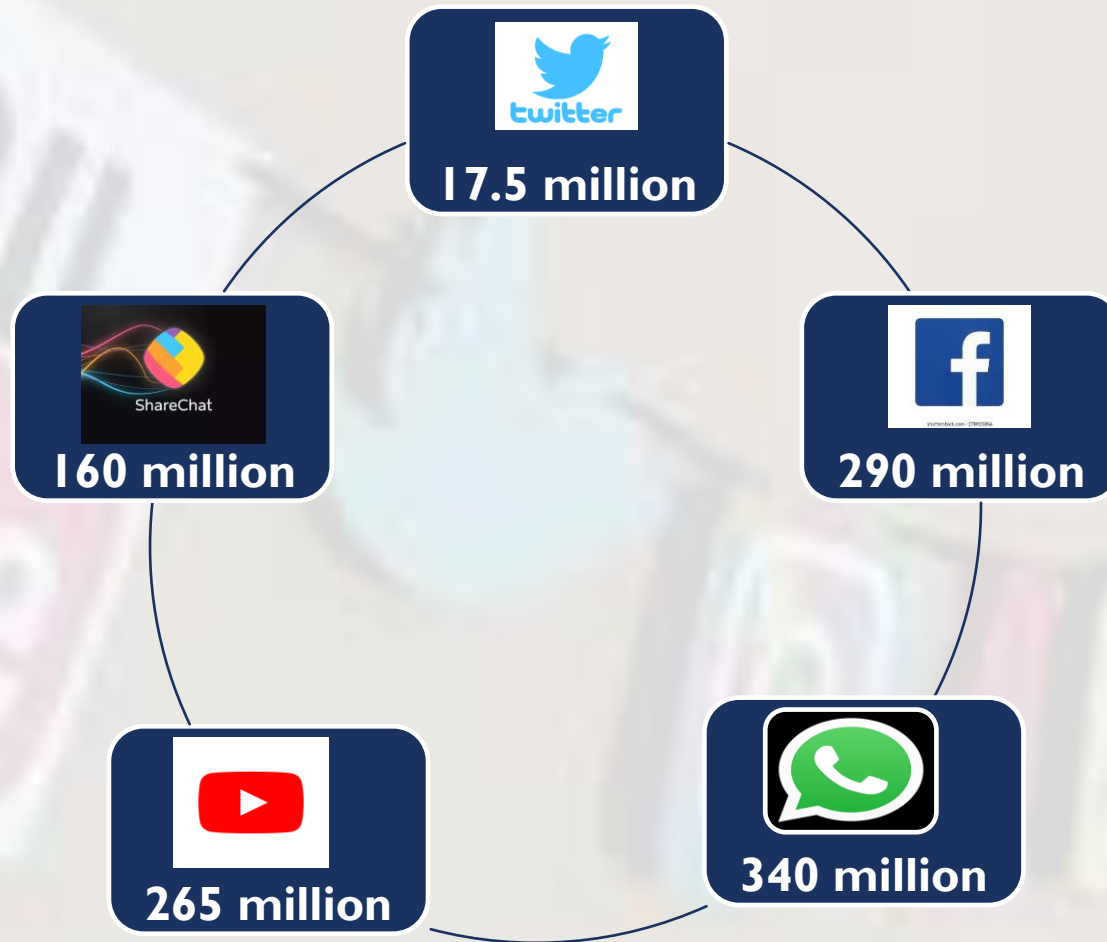
SYNDICATE PRESENTATION

Group 7

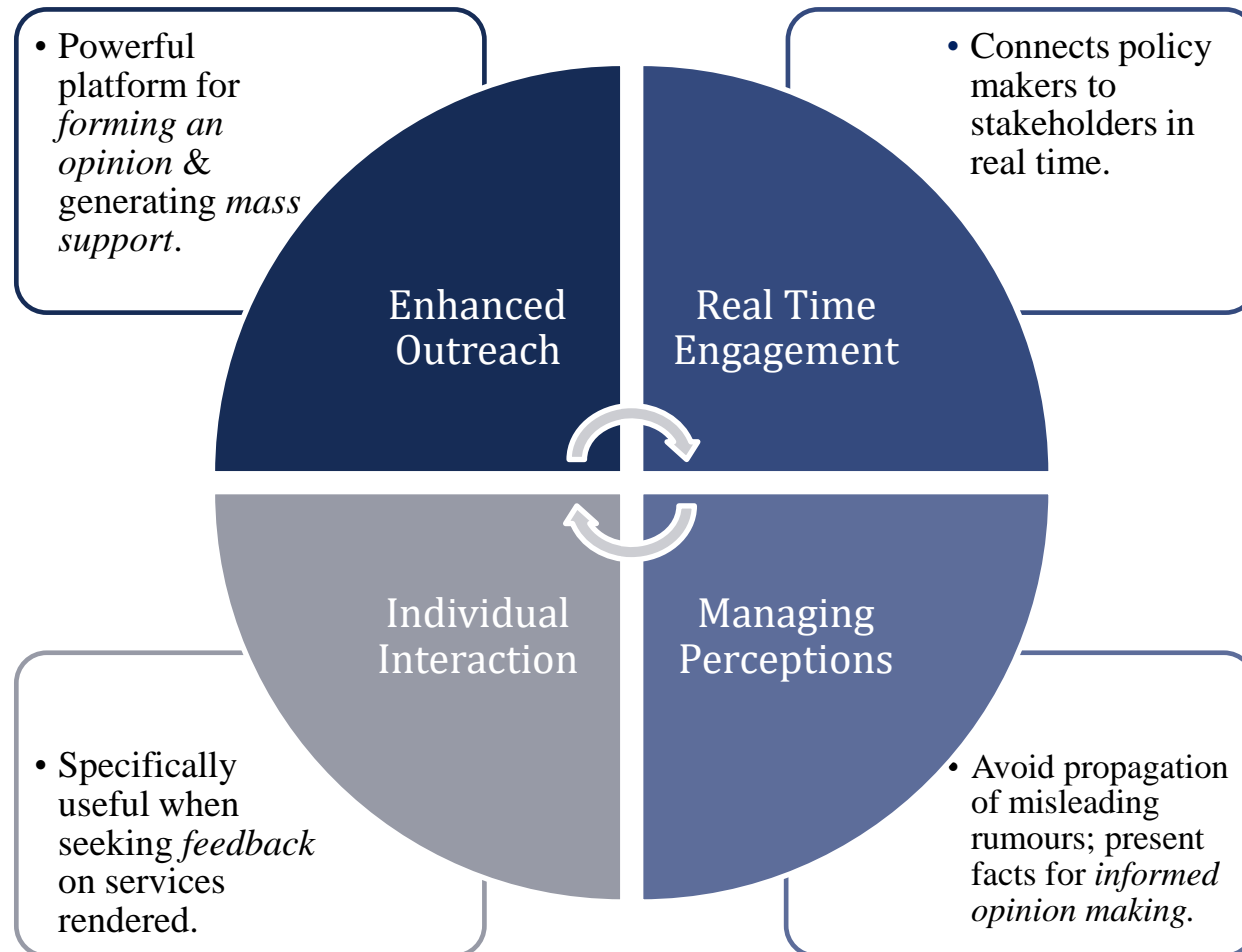
A PARADIGM SHIFT IN COMMUNICATION



SOCIAL MEDIA REVOLUTION



NEED FOR SOCIAL MEDIA



CORE VALUES FOR USING SOCIAL MEDIA

Identity

Always identify clearly *who you are*, *what is your role* in the department and *publish in the first person*. Disclaimer may be used when appropriate.

Authority

Do not comment and respond unless authorized to do so especially in the matters that are sub-judice, draft legislations or relating to other individuals.

Relevance

Comment on issues relevant to your area, and make relevant and pertinent comments.

Professionalism

Be Polite, Be Discrete and Be Respectful to all. Also, professional discussions should not be politicized.

Openness

Be open to comments – whether positive or negative. It is **NOT** necessary to respond to each and every comment.

Compliance

Be compliant to relevant rules and regulations. Do not infringe upon IPR, copyright of others.

Privacy

Do not reveal personal information about other individuals as well as do not publish your own private and personal details unless you wish for them to be made public to be used by others.



INFORMATION DISSEMINATION

Information Regarding COVID



Narendra Modi @naren... · 01/03/21 ...
Took my first dose of the COVID-19 vaccine at AIIMS.

Remarkable how our doctors and scientists have worked in quick time to strengthen the global fight against COVID-19.

I appeal to all those who are eligible to take the vaccine. Together, let us make India COVID-19 free!



Traffic Alerts



Delhi Traffic Police @dtptraffic · 5d ...
Traffic Alert

Traffic movement is closed on Ghazipur Border NH-24 (Both carriageway), Kindly avoid the stretch

COVID PRECAUTIONS :
WEAR MASK, MAINTAIN SOCIAL DISTANCING, KEEP HAND HYGIENE.

Promoting local livelihood



Parveen Kaswan, IFS @... · 03/12/20 ...
A recent study says most #honey brand in #India are adulterated. Friends here we present forest honey from #Sundarban. Bonphool honey from Sundarban is available online also. Every bottle of honey purchased contributes to conservation & provide livelihood to traditional people.



Wildlife Conservation



MoEF&CC @moefcc · 2d ...
Never use products made from wild #animals & #birds, the use of #wildlife products is illegal & unethical. Buying such products makes animals vulnerable to poaching & illegal hunting. Boycott products & souvenirs made from the skin & fur of wild animals. #savewildlife #gooddeeds



Fake News busting



PIB Fact Check @PIBFa... · 27/02/21 ...
A website 'selfregistration.preprod.co-vin.in' is impersonating the official #CoWIN website & is asking users to register for #COVID19 vaccination using mobile number.

#PIBFactCheck: This is a FAKE website. Follow @MoHFW_INDIA for official information related to Covid vaccination drive.



Promoting Govt programmes



एमआईवी हिंदी #AmritMaho... · 18h ...
जनजातीय मामलों के मंत्रालय के तहत ट्राइफेड देशभर में अपने खुदरा स्टोरों का विस्तार कर रही है। इस कड़ी का ताजा स्टोर और उसका 131वां शोरूम 25 मार्च 2021 को जबलपुर में खोला गया और इस तरह यह मध्य प्रदेश का तीसरा शोरूम बन गया।

विवरण: bit.ly/2QM2eHf



Promoting good work



Jitendra.narain @jitendra_narain · 6d ...
Great effort by ias probationer and dc @Isinghal17 @SuneelAnchipaka @ d

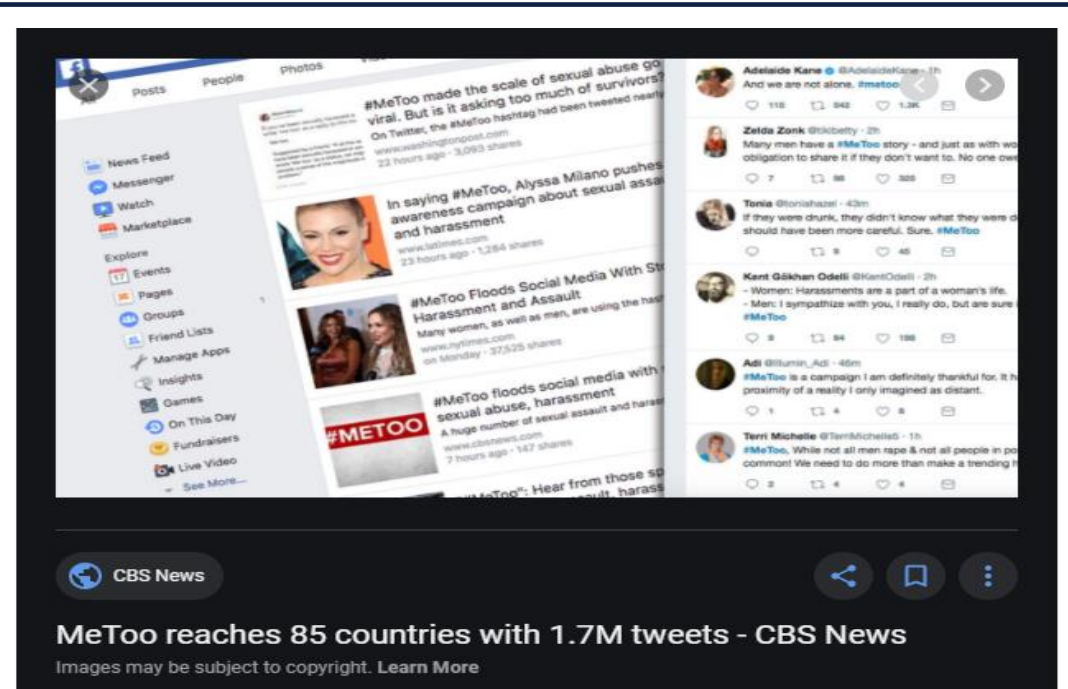
DC_SouthAndaman · 23/03/21
Brain Child of the Chief Secretary @jitendra_narain & Pr. Secretary (Rev) #ProjectBlue is being implemented by DC @SuneelAnchipaka & Team. (2/2)
#AndamanFightsCOVID19
#Staysafe #Stayhealthy
Show this thread



DEEPENING DEMOCRACY



Anyone can be a journalist on social media



Me Too Campaign revolutionized the debate for gender justice

ACCOUNTABILITY THROUGH SOCIAL MEDIA



PUBLIC PARTICIPATION

1. Seeking feedbacks directly from the public

CONTRIBUTE ON MYGOV OPEN FORUM

my
GOV
मेरी सरकार

Click Here



2. Public servants can become more accessible for public

Sushma Swaraj @SushmaSwaraj · Feb 19, 2015
Replying to @Interceptors
@BJPLucknowBJP I am happy to inform that 140 Indians have been brought back from Basra. Efforts on for 28. Thanks for video.

Sushma Swaraj @SushmaSwaraj

I am happy all 168 Indians in [youtube.com/watch?v=1z5ZS3...](https://www.youtube.com/watch?v=1z5ZS3...) rescued. 141 came on 19th - remaining coming today



3. Livestreaming of government programmes



Ministry of External Affairs,
Government of India

@MEAINDIA · Government organisation

Use App

apps.facebook.com

Home About Photos Live More

Like

Q

...

Past live videos

Special Press Briefing
by Foreign Secretary
(PM visit to Bangladesh)

27th Mar 2021

44:15

Special Press Briefing by Foreign Secretary (PM visit to Bangladesh)

9.8K views · 3 days ago

Press Statement
(PM visit to Bangladesh)

27th Mar 2021

15:07

Press Statement (PM visit to Bangladesh)

11.8K views · 3 days ago



Address by Prime Minister at Orakandi, Bangladesh

8K views · 4 days ago



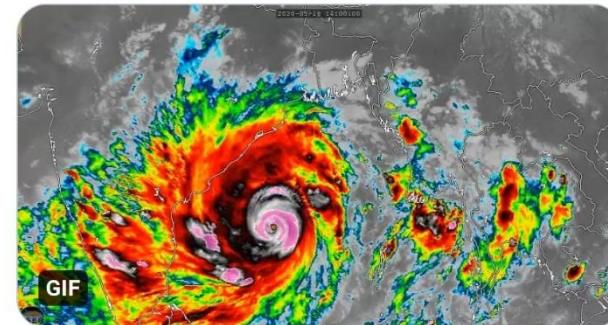
CRISIS MANAGEMENT

- Source of information and rapid communication
- Improving rescue and relief
- Aiding rescue agencies for exact locations and to know ground realities
- Facebook Safety Check
- Use of Social networking sites for donation



World Meteorological Org... · May 18, 2020

Super Cyclonic Storm **#Amphan** is equivalent of a strong Cat 4/weak Cat 5 and threatens to bring dangerous winds, rainfall, storm surge and flooding to coastal areas of West Bengal in India and Bangladesh on landfall as Cat 3 Wednesday, per [@indiametdept](#)

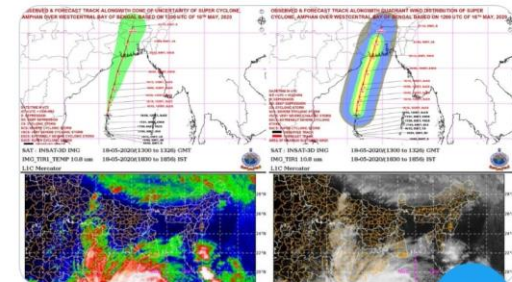


4 36 55



India Meteorological Department · [@indiametdept](#)

The SUPER CYCLONE 'AMPHAN' over west-central Bay of Bengal, lay centered at 1730 hrs IST of today, the 18 th May, 2020 over west-central Bay of Bengal near latitude 14.0°N and longitude 86.3 °E, about 700 km nearly south of Paradip (Odisha).



10:14 PM · May 18, 2020 · TweetDeck



HUMAN RESOURCE MANAGEMENT

- Dedicated presence on social media platforms allows employees to discuss ideas, post news, ask questions – Environment Protection Agency of USA
- Promotes diversity and inclusion.
- Recruitment – Posting about a vacancy in the organization on social media.
 - LinkedIn mostly used
 - CIA recruits employee through targeted ads on Facebook
- Potential use – 360 degree feedback



CHALLENGES IN USING SOCIAL MEDIA: NEED FOR SOCIAL MEDIA GUIDELINES

Defining the purpose?

- 10 Is it for:
- 10 Providing *information*?
- 10 Seeking *feedback*?
- 10 Generic *interaction*?

Which platforms to use?

- 10 How to choose *type and no.* of platform?
- 10 How to create *inter-linkages* between these platforms?
- 10 Use of different Platforms

Who will engage?

- 10 Who is authorised to respond?
- 10 Response in *personal/ official capacity*?
- 10 From *personal/ official account*?
- 10 Blurring lines between information dissemination through official handles vs political handles

How to engage?

- 10 How to *create and manage* an account?
- 10 What should be *response time*?
- 10 What are the *legal implications*?

DEFINING THE PURPOSE OF PARTICULAR PLATFORM/HANDLE?



Covid India Seva ✓
@CovidIndiaSeva

Official @MoHFW_INDIA Handle for COVID-19 Response

📍 India 🌐 mohfw.gov.in

📅 Joined March 2020

21 Following 42.3K Followers

Followed by Avishrant Misra 🇮🇳

Pinned Tweet

Covid India Seva ✓ @Co... · 21 Apr 20 :
Welcome to #CovidIndiaSeva ,an interactive platform set-up by @MoHFW_India for citizen engagement on #COVID19, which will answer public queries and enable E-Governance.

To be better informed on #COVID19Pandemic or to have your concerns answered, send us a tweet @CovidIndiaSeva !

Dr Harsh Vardhan ✓ ... · 21 Apr



Covid India Seva ✓ @CovidIndi... · 14h :
People undergoing treatment or on medication are requested to consult their treating doctor and share the medical history with vaccinating officer before taking the #COVIDVaccine shot: bit.ly/FaccVc

#COVID19 #COVID_19 #COVID__19 #COVID #COVID—19 #Corona #coronavirus

Ishita Gupta @ishita__1009 · 18h
@CovidIndiaSeva can person who takes aspirin 75mg take covaxin??

Interaction



#IndiaFightsCorona ✓
@COVIDNewsByMIB

Official Government of India updates on #COVID19 by @MIB_India.

📅 Joined March 2020

71 Following 129K Followers

Followed by Anjana Unnikrishnan, Abhishek Mishra, Sangeeta Godbole IIS, and 7 others

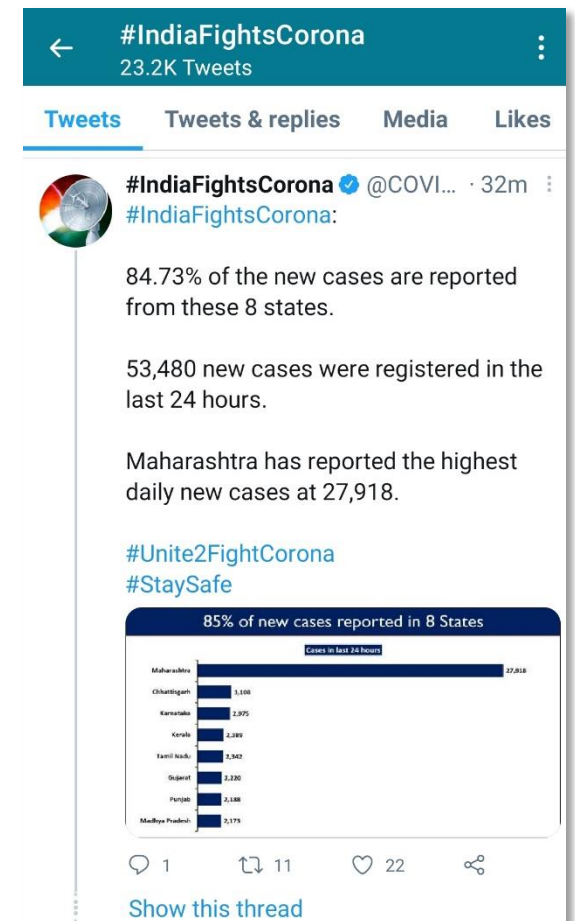
Pinned Tweet

#IndiaFightsCorona ✓ @COVID... · 2h :
#CoronaVirusUpdates:

📍 #COVID19 India Tracker
(As on 31 March 2021, 08:00 AM)

- Confirmed cases: 1,21,49,335
- Recovered: 1,14,34,301 (94.11%) 👍
- Active cases: 5,52,566 (4.55%)
- Deaths: 1,62,468 (1.34%)

#IndiaFightsCorona
#Unite2FightCorona
#StaySafe



#IndiaFightsCorona ✓ @COVI... · 32m :
#IndiaFightsCorona:

84.73% of the new cases are reported from these 8 states.

53,480 new cases were registered in the last 24 hours.

Maharashtra has reported the highest daily new cases at 27,918.

#Unite2FightCorona
#StaySafe

85% of new cases reported in 8 States

State	Cases in last 24 hours
Maharashtra	27,918
Chhattisgarh	1,108
Karnataka	2,975
Kerala	2,389
Tamil Nadu	5,342
Odisha	3,220
Punjab	2,148
Madhya Pradesh	5,175

Show this thread

Information
Dissemination

WHO WILL ENGAGE?



VACCINES WORK

STAY INFORMED
STAY SAFE

दवाई भी और
कड़ाई भी

 **Dr Harsh Vardhan** ✓
@drharshvardhan

Minister for Health & Family Welfare, Science & Tech, Earth Sciences. ENT Surgeon Chairman, Exec Board, WHO Chairman, STOP TB Board Author -A Tale Of Two Drops.

📍 Delhi drharshvardhan.com

📅 Born 13 December

📅 Joined September 2009

682 Following 2.7M Followers



All India
Helpline Number
1075 (toll-free)

THANK YOU
Corona Warriors

 **Ministry of Health** ✓
@MoHFW_INDIA

This is the official twitter account of Ministry of Health & Family Welfare, Government of India

📍 Nirman Bhawan mohfw.gov.in

📅 Joined June 2014

192 Following 2.2M Followers



 **Spokesperson, Ministry of Home Affairs** ✓
@PIBHomeAffairs

Follow for official updates on Ministry of Home Affairs, Government of India

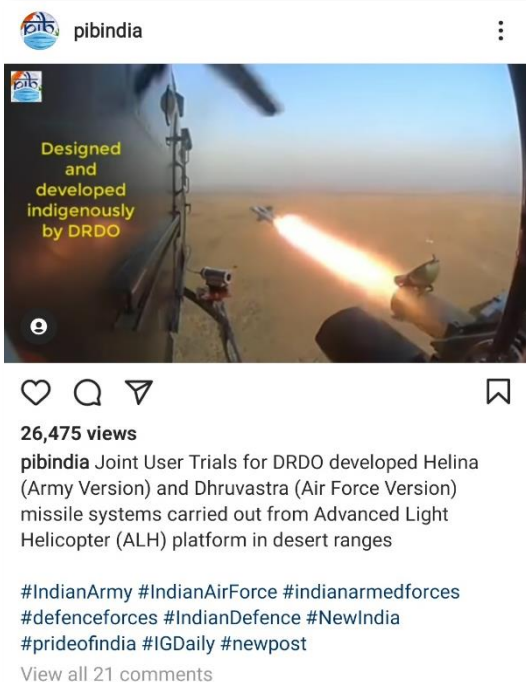
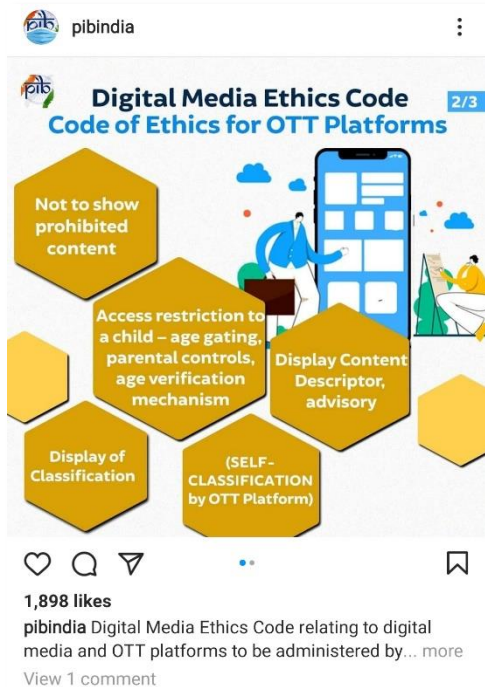
📍 New Delhi, India pib.gov.in

📅 Joined July 2016

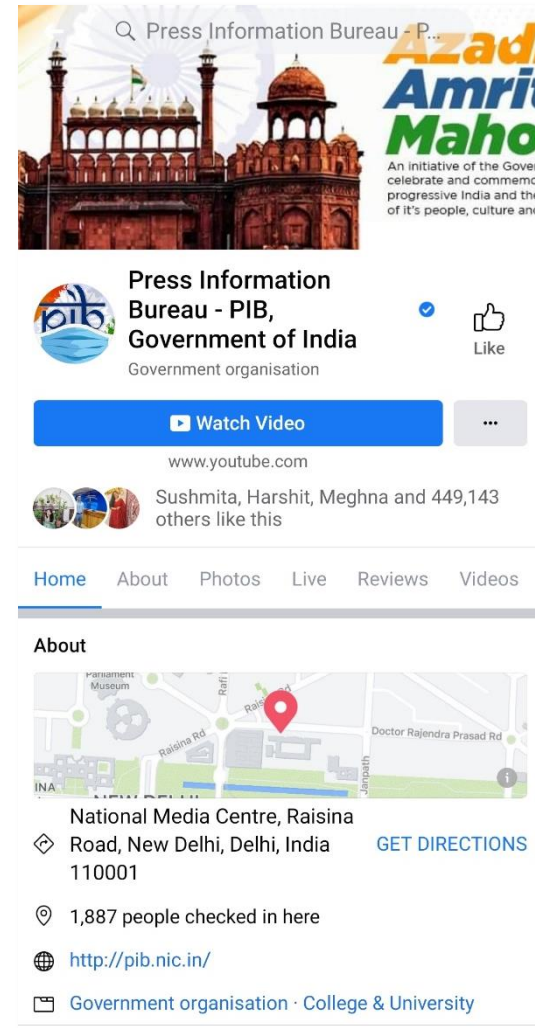
135 Following 200K Followers

WHICH PLATFORMS TO USE?

Instagram



Facebook



HOW TO ENGAGE?

mygovindia



I'M 45+
READY FOR VACCINATION!
ARE YOU?
Register on CoWin.gov.in
Starting from 1st April 2021

1,526 likes
mygovindia Have you registered for the COVID-19 vaccination yet? If not, do it now by visiting the... more
View all 5 comments

Transforming India

Fact Check Others

English | Hindi | Videos | PDF

FAQs on COVID-19 Vaccination

55 Infographics(s) found in faqs-on-covid-19-vaccination Sector

World's Largest Vaccination Drive Intensifies
Now All Aged 45 & Above Can Get Vaccinated From 1st April



- There is no shortage of vaccines in the country. Do not panic
- Upon vaccination you must insist on receiving a hard copy or a digital copy/link of your vaccination certificate
 - In Private hospitals, this has been included in the fees charged from you
- You may use your observation period of 30 minutes to ensure that you get the certificate

Now All Aged 45 & Above can get Vaccinated from 1st April (3/4)
March 25, 2021

myGov

मेरी सरकार

BE A 'FRIEND' OF TRIBES INDIA QUIZ

Participate Now

Latest Quizzes



BE A 'FRIEND' OF TRIBES INDIA QUIZ

Be a 'Friend' of TRIBES INDIA

Start Date : 02/04/2021 11:00
End Date : 14/05/2021 23:59

Questions : 10, Duration : 300 Seconds
Rewards : TRIBES INDIA Gift Voucher

सत्यमेव जयते

@gov.in

user@gov.in / user@nic.in

Sign In

Forgot / Change Password?

Language: English
Version: Mobile
Screen Compatibility (Best Viewed)

NIC

Ministry of Electronics
Information Technology
Government of India

f t in
For intranet access INTRANIC NICEHRAdm NIC INOC

SOCIAL MEDIA FOR PERSONAL USE (DILEMMAS)

- Can a Public servant express his/her opinion about government matters on his social media platform? Rule 7 of AIS conduct Rule 1968
 - IAS Shah Faesal's comments on sexual violence in India
- Using social media for governance threatens principle of anonymity in bureaucracy – who takes the credit?
- Conduct should be dignified. Should not be unbecoming of Government Servant (Rule 3 of CCS Conduct Rules)
- How to maintain a balance between privacy and approachability?
 - Opening up personal life to gain popularity makes you vulnerable

NEW IT RULES 2021 AND SOCIAL MEDIA GOVERNANCE

- A **Nodal officer** by all social media platforms for 24X7 coordination with government agencies
- **Voluntary User Verification Mechanism** – government officers can have more credibility on social media
- Mandate to **remove unlawful content** on receiving lawful orders from the government
- Reasonable practices for **cybersecurity, protection of privacy**

The Information Technology
(Intermediary Guidelines and
Digital Media Ethics Code)
Rules, 2021



WAY FORWARD



Increasing the outreach of social media – local language, pictographic and video messages



Must remember that social media cannot substitute actual governance



Institutionalized mechanism for recognition. Head of the departments – Chief Secretary or DGP can routinely appreciate Civil Servants on the social media platforms for the laudable initiatives



Guidelines for social media use should be incorporated in Conduct rules.

**Thank
You**

