Understanding The Evolution of Social Media in Government

Agencies See Rise in Constituent Demand

Social media has accelerated as an agency priority since 2018, with steady gains in the percentage of respondents who said... The growing maturity of government social initiatives is also seen in how agencies prioritize social media as a strategic area of focus.

Social in Service of the Mission

Social is being used to build and manage your brand with greater consistency and acumen. More than a year ago, I started thinking about how to use social media to advance our mission. My agency has a clear plan on how to use social media to deliver more effective services and manage conversations across different channels seamlessly, visit www.hootsuite.com/industries/government.

Agencies Find Value in Social Media

Social media activity? (Scale of 1-5, 5 being very important, 1 being not at all)

- Strongly agree: 34%
- Agree: 62%
- Somewhat agree: 1%
- Somewhat disagree: 13%
- Disagree: 26%
- Strongly disagree: 5%

Please rate the importance of the following goals to your organization's social media activity?

- Mitigate misinformation and rumors: 81%
- Strengthen government's position as a thought leader: 62%
- Support the achievement of the agency's mission: 24%
- Build and manage your brand with greater consistency and acumen: 34%
- Ensure consistent communications across platforms: 18%
- Support your team's efforts to communicate with constituents: 18%
- Support your team's efforts to communicate with each other: 17%
- Support your team's efforts to manage your online reputation: 11%
- Support your team's efforts to engage constituents: 9%
- Support your team's efforts to engage your colleagues: 4%
- Support your team's efforts to engage your stakeholders: 4%
- Support your team's efforts to engage the public: 1%

During the last two years, what percentage of respondents said...?

- Increased: 55% (2021)
- Decreased: 17% (2021)
- Stayed flat: 18% (2021)
- Increased dramatically: 13% (2021)

Skills gap/lack of resources: 31% 29%

- Skills gap: 31%
- Lack of resources: 29%

Constituents have made it clear that they expect government services through social media. It's seen as more in strategic tools and resources. By and large, agencies aren't stepping up their investments in social media because it's the peripheral, not the primary driver for the organizations they serve. It's not just about broadcasting updates, it's about building trust.

Another key area is crisis response. As seen during the pandemic, social media provides a critical connection with constituents who are looking for information or services but aren't sure where to turn. In the communities they serve. It's not just about broadcasting updates, it's about building trust.

The importance of social in the year ahead: 56%

- Definitely: 37%
- Somewhat: 19%
- Somewhat willing: 3%
- Not at all: 11%
- Definitely not: 4%

Citizens are expecting more from their government organizations. It's seen as peripheral to greater investments in social media activity. Now more than ever, one of the challenges of crisis response is the rapid propagation of rumors and "fake news." Agencies recognize that social media is crucial to combatting the dangers posed by this pandemic of misinformation.

To learn more about how to leverage social media to engage with your constituents, deliver faster service to constituents, and ensuring smooth communications, both in the midst of a crisis and in daily life.

Supporting their teams in mitigating online misinformation, unlocking access to constituent insights into the needs of the community. Social media managers have risen to this challenge, but many struggle with a lack of resources and "fake news." Agencies recognize that social media is crucial to combatting the dangers posed by this pandemic of misinformation.

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