S O C I A L   M E D I A   (3)

SocialMedia@ASEAN.gov: Next Steps

#Emergence

#Engagement

#Ecosystems

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ITU/ASEAN 2013-14 Research

I. The Rise of Social Media in a Hyper-Connected World

II. eGovernment 2.0: ICTs, Governance & Social Media

III. Social Media Use in ASEAN Governments* (Preliminary Findings)

IV. SocialMedia@ASEAN.gov: Limits & Opportunities, Policy Challenges & Choices

V. Towards a Balanced Policy Framework for SM Use by Governments

Towards a Balanced Policy Framework for SM Use by Governments

I. General Recommendation
EVOLVING AN OVERALL ASEAN FRAMEWORK

- **Upholding the WSIS Principles;**
  Respecting national sovereignty and the universality/indivisibility of Human Rights

- **Internet is a global public commons/public good**
  Keeping the internet free/open but safe/secure

- **Recognizing the value of Open eGovernance & Gov 2.0** ("Social Government?")
  Gov 2.0 ….empowers citizens and public servants alike to directly collaborate in their own governance by harnessing the opportunities presented by technology.

Towards a Balanced Policy Framework for SM Use by Governments

II. Specific Recommendations
   POLICY APPROACHES FOR NATIONAL ADMINISTRATIONS

- ❑ **Reality of POLICY ECOSYSTEMS**

- ❑ **Survey of existing/relevant MODELS (in and outside of ASEAN) of policy instruments**

- ❑ **Menu of SOCIAL MEDIA GUIDELINES**

- ❑ **PROCESSES in Developing/Implementing National Social Media Policies**
   - ❑ **Legal/Policy & Regulatory Mapping > Reform?**
   - ❑ **Capacity-Building**
   - ❑ **Public Education**

Way Forward

I. Some Project-Level Recommendations

- ❑ Continuing RESEARCH AGENDA

- ❑ Continuing POLICY DIALOGUE engaging the technical community

- ❑ Developing/Adapting a BASIC CURRICULUM

Maraming salamat.
Thank you.
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