Social Government

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My Information

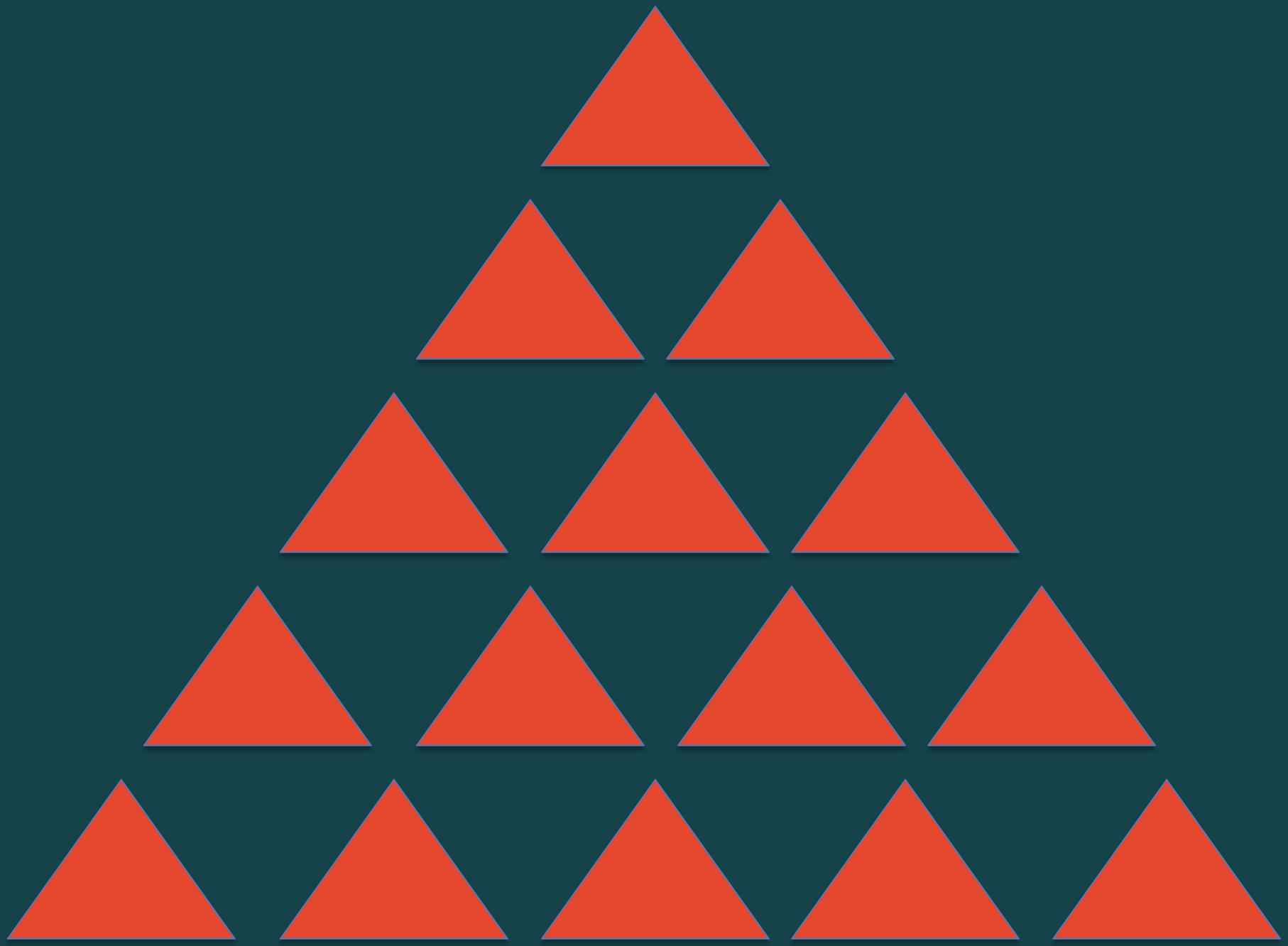
- **Enda Nasution**
  - Blog: http://enda.goblogmedia.com
  - Twitter & SebangsaID: @enda
- Non practicing **Civil Engineer** with 9 year old son
- Blogging **since 2001**, 1st chairman to Pesta Blogger 2007
- Professional experiences at **Ogilvy Jakarta, Cheil Samsung, Mono Group (Thailand)**
- Technical Advisor **Inmark Digital** (2009 – now)
- Managing Director of **SalingSilang.com**, Indonesian Social Media Platfom (2011 – 2012)
- Working on new social media platform aiming to transform Public Service **SEBANGSA APP (2012 – now)**

The American people expect to interact with government through digital channels such as websites, email, and mobile applications. By building better digital services that meet the needs of the people that use our services, we can make the delivery of our policy and programs more effective.

U.S. Digital Services Playbook

https://playbook.cio.gov/

How Traditional Government Work
Bureaucracy Pattern



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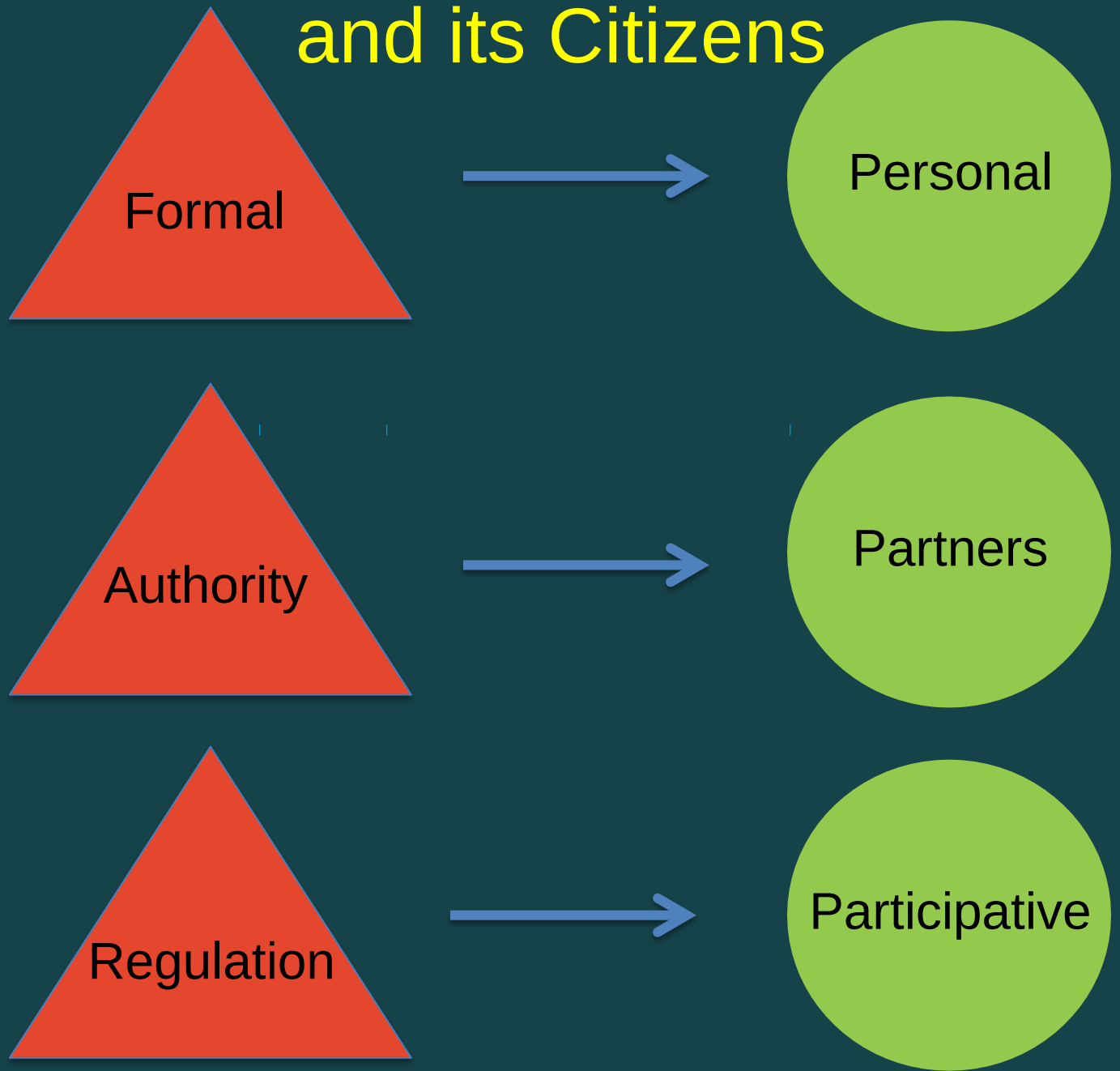
How New Society Work
Social Network

Social Government transforming relationship between Government and its Citizens



Social Government is about:

Building the Quality of Relationship

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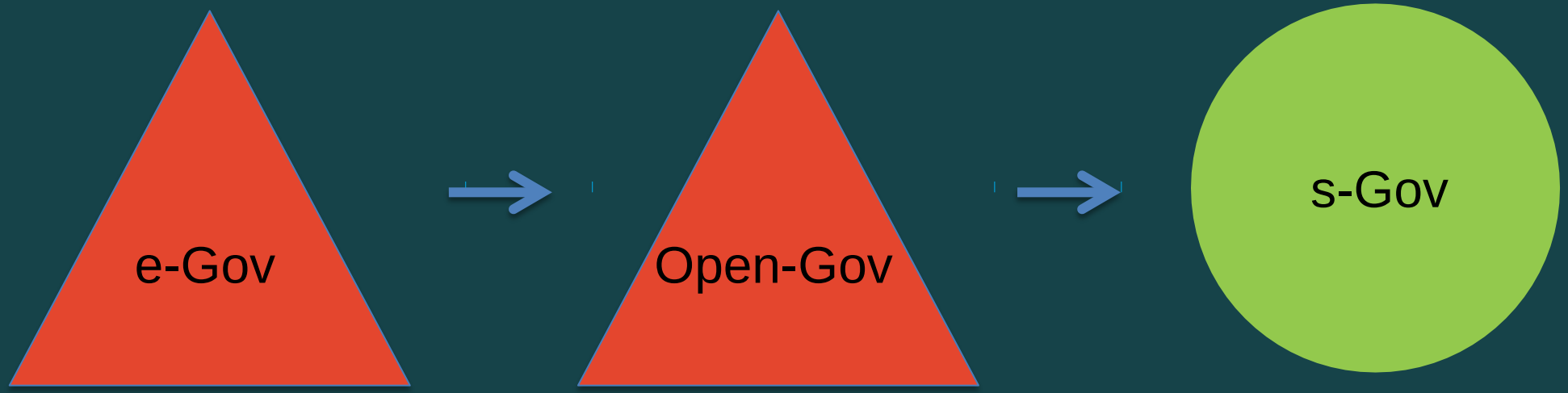
Information Management

Open & Transparent Data

Emotional Value of the Relationship



“Winning the Hearts & Minds of the People”

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Pre-condition to take advantage of Social Government

Government

Transformative Vision

Leadership styles

Democratic, Open & Transparent

Citizens

Willing to participate

Social media as a way to become a digital society

Willing to contribute as a part of civic duty

Benefits of Social Governments

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Government can communicate information, activities and policies in a more effective, accurate and timely manner

Citizen can interact with their government or among themselves easily and cheaply and on the right context

Building meaningful relationship between government and citizen

Social Government Communication Model

Public Official

- Pernyataan
- Laporan
- Tanya Jawab
- *Feedback*

Organizations, NGO, Communities, Citizens

- Koordinasi
- Laporan
- Jadwal
- Rangkuman

Social Media Team

- Info Blusukan
- Liputan Media
- Jadwal Acara
- *Behind the scene*

Sebangsa

Requirements for Social Government

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Commitment and Endorsement by Central (Local) Government

Good enough internet, mobile, social penetration

Big enough young and middle class group to create examples

Social Governments Challenges

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Access to digital devices and internet connection

Skewing voices of citizen to middle class, young, urban groups

Cultural behavior in speaking out

#Sebangsa

Berbagi & Membangun