

# Use of Social Media in Effective Implementation of E-Governance in India

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**Abstract-** The revolutionary nature of Information and Communication Technology (ICT) and followed by Social Networking site(s) is rapidly changing the society and the mode of governance in the 21st century. There is a growing trend to stay connected through the Internet, and Social Media. As citizens are the primary customers of Government, it is expected that Government departments start using Social Media to reach out to more and more citizens. In India, the few ministers and the Government departments that are using Social Media are getting an overwhelming response not only among the citizens but also among the outside Internet world. The positive response of the citizens is a clear indication of further use of Social Media in Government. This is a humble approach to study the response of citizens for the existing use of Social Media in Government and a sneak-peek into the Social Media framework recently approved by Government of India. In today's IT environment, e-governance has become the essential part of a citizen's communication channel. Hence as citizens, they want to interact with the government through this channel thereby saving their time and the cost for availing governance services. This demand forced the government to change from providing services online to transacting the same service online through implementation of e-governance system. In this paper, we would see the basics of e-Governance, NeGP and discuss the prospects & impact of social media services in order to successfully functioning of e-Governance and the paper suggests how various Government officials and departments can start using Social Media for the benefit of the citizens with the help of a simple framework.

**Keywords :** e-Government, Social Media, NeGP, ICT, Tamilnadu, Co-optex, Social Network, Facebook, Government, Organisation, India.

## I. INTRODUCTION

UNESCO defines e-Governance as— *"Governance refers to the exercise of political, economic and administrative authority in the management of a country's affairs, including citizens' articulation of their interests and exercise of their legal rights and obligations. E-Governance may be understood as the performance of this Governance via the electronic medium in order to facilitate an efficient, speedy and transparent process of disseminating information to the public, and other agencies, and for performing government administration activities."* E-governance is the application of ICT for delivering government services, exchange of information communication transactions, integration various stand-one systems and services between

G2C, G2B, G2G, G2E as well as back office processes and interactions within the entire government frame work. Through the e-governance, the government services will be made available to the citizens in a convenient, efficient and transparent manner. Today, electricity, water, phone and all kinds of bills can be paid over the internet. All this is what government and citizens is using and doing. All are dependent on internet and when citizens depends on government internet services all that come is E-Governance. Social media provides users with deep and rich experience for participation, interaction and collaboration. Various social media tools allow their users to create and share information on the web and collaborate with others interactively thus making easier to find information and connect online with one another. Social media has also been used for e-learning as they have created opportunities for effective teacher-learner, learner-learner and teacher-teacher communication, interaction and collaboration. With the inclusion of mobile technology, there has not only been an intense rise in the number and type of social media tools but their use is also on increase. Social media sites dominate the Internet usage in Asia and the Pacific [1]. In comparison to men, women are more actively engaged in social media sites [2]. Though currently the use of social media sites is more popular among youngsters but studies are revealing that there is an increasing trend of participation by elders from last few years. Facebook has 45 million, twitter has 15 million and LinkedIn has 45 million users in India[3]. The 2012 Survey found that Twitter and Facebook are increasingly being deployed by governments as vehicles for consultation. The 24-7 reach of these tools provides a cost effective mechanism for citizen alerts as well as for views on how the government is doing. e-Government Readiness Knowledge Base India is the 125 rank[4].

Table 1: UN Global Survey E-Government Development Index 2012 [4]

Country	Rank	Score: e-Government 2012
Republic of Korea	1	0.928
Netherlands	2	0.913
Ireland	3	0.896
Denmark	4	0.889
United States of America	5	0.869

<b>India</b>	<b>125</b>	<b>0.383</b>
Source: <a href="http://www.unpan.org/egovkb">http://www.unpan.org/egovkb</a> 3/11/2014 7:40:01 AM		

## II. OBJECTIVE

The objective of this research is to explore the engagement of Indian citizens to the initiatives of Social Media use by the Government bodies in India. One Case Study from the Social media initiatives by government bodies in Tamil Nadu, India are used for the analyses. The research also explores the guidelines by the Government of India for the use of Social Media and provides some suggestions to Government department for developing a Framework for adoption of Social Media.

## III. BACKGROUND STUDY

### 3.1 Levels of e-Governance:

Reference [5] developed a four-stage process to depict the e-government applications evolvement as below

- 1. Informational e-Governance:** where the Government provides static websites to the citizens with information about the services which the Government offers to its citizens. This is the first level of e-Government.
- 2. Interactional e-Governance:** where the Government provides facility for citizens through its websites to send queries to the Government and the Government responds. Here, citizens can download applications for receiving services.
- 3. Transactional e-Governance:** where the Government provides services to the Citizens through the websites and also provides facility for payments if necessary. There may be involvement of multiple departments in this stage.
- 4. Transformational e-Governance:** where the Government takes the inclusiveness of IT to the highest level and makes IT the harbinger of change of the lives of millions, thus transforming the entire society.

### 3.2 There are four pillars [6] of E-Governance:-

- 1. CONNECTIVITY:** Connectivity is required to connect the people to the services of the government. There should be a strong connectivity for an effective e-governance.
- 2. KNOWLEDGE:** Here knowledge refers to IT knowledge. Government should employ skill full engineers who can handle the e-governance in an efficient way. These engineers also handle all kind of fault that may occur during the working of e-governance.
- 3. DATA CONTENT:** To share any kind of knowledge or information over the internet, there should be its database. This database should have the data content which is related to government services.
- 4. CAPITAL:** Capital can be on public or private partnership. It refers to money used by government to provide their services or to that sector of the economy based on its operation



Figure : 1 Pillars of e-Governance

### 3.3 Delivery Models of E-Governance Services:

E-GOVERNANCE services can be shared between citizens, businessman, government and employees [7]. These four models of e-governance are as:-

1. Government to citizens (G2C)
2. Government to businessman (G2B)
3. Government to employees (G2E)
4. Government to government (G2G)

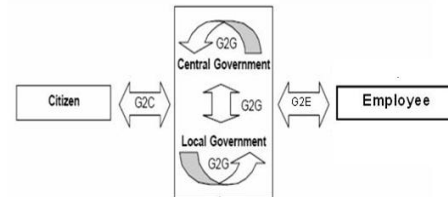


Figure : 2 Services Delivery Models

### 3.4 National e-Governance Plan (NeGP):

#### 3.4.1 Introduction

The Government approved the National e-Governance Plan[8] comprising of 27 Mission Mode Projects (MMPs) and 8 components on May 18 2006 .In the year 2011, 4 projects - Health, Education, PDS and Posts were introduced to make the list of 27 MMPs to 31 Mission Mode Projects (MMPs). The National e-Governance Plan (NeGP) has been conceptualized with the following vision:

*"Make all Government services accessible to the common man in his locality, through common service delivery outlets and ensure efficiency, transparency and reliability of such services at affordable costs to realize the basic needs of the common man"*

#### 3.4.2 Mission Mode Projects:

31 Mission Mode Projects (MMPs)[9] identified by the NeGP .



Figure: 3 MMPs

### 3.4.3 State wise list of e-Government schemes initiative in India [10]

Table : 2 State wise list of e-Government schemes initiative in india

State	e-Government Schemes
<b>Andhra Pradesh</b>	Online MPHS Multi Purpose House hold Surveym, Online CFST, e-Seva, Online Post Matric Scholarship, Online Complaint Registration, Online application facility for IT industry, e-Filing of commercial taxes, Complaint Redressal System, Employee Information System (EIM), Prajavani (AP)
<b>Arunachal Pradesh</b>	CIC, Online Bus schedule services, Online Telephone Directory, Application forms
<b>Assam</b>	BPL List, GRAMUNNAYAN, NRC, CLRS, Prithvi – (GIS), Udyog Ratnam, VIDHAN, SHAPATH, JANA-SEWA, PARISHODH, NATHI-AWASTHITI, ANUSHRAWAN, BATON, ABHIYOG , DAK Mail Management, GRIHA-LAKSHMI (PDS), MANAB-SAMPAD
<b>Bihar</b>	Online Grievance Registration, Jankari, Online Enrollment in Electoral Roll, Online Electricity bill payment, e-Gazette, Information and Public Relations Dept,
<b>Chhattisgarh</b>	Online Lands Records, Public Utility Forms, Online Grievance Redressal, Jan Bhagidari, Choice, Online Government Notification, e-mail Directory, e-Challan
<b>Chandigarh</b>	e-Jan Sampark, e-Samparkm, Benefits Accrued, Gram Sampark - Rural Knowledge Centre, m-Sampark
<b>Delhi</b>	Grievance Redressal, Public Utility Forms, Employment Exchange, Transport services, Application status finder, Tender Notice
<b>Goa</b>	Dharnai Project, Collection of Taxes
<b>Gujarat</b>	Mahitishakti ,Online Registration with Employment Exchange , Gujarat Bank of Wisdom, e-City (AMC), Jan Seva Kendra, e-Dhara, Registration of Documents, SWAGAT, E-Gram Viswa Gram Project
<b>Haryana</b>	Online Land Records, Online Judicial services , Public Utility Forms and Procedures , Online Citizen's charters, Department of Employment , Government Notification, Transport Services
<b>Himachal Pradesh</b>	e-Samadhan, Sugam, Online Bus Ticket Booking, eGazette, Online Blood Donor List, Online Tenders, e-Salary, Online Judicial services, Online electricity bill payment, Case Status of High Court of Himachal Pradesh, e-Rozgar
<b>Jharkhand</b>	Grievance Redressal, e-Nibandhan, Online Land Records, e-Nagrik Seva, Common Service Centre, Government Tenders, Gyanshila, Online GPF Account, SMS Alert for GPF Contribution
<b>Karnataka</b>	Bhoomi, Samanya Mahiti, e-Granthalaya, Sahakara Darpana, Sarathi & Vahan, Returns Filing System (RFS), e-MAN, Aasthi Terige (Property Tax), Child Labour Eradication Activities Information System (CLEAIS), Krishi Marata Vahini, Ahara, Audit Monitoring System (AMS), Online Text Books for Class X, Raita Mitra, CASCET – 2003, e-archive
<b>Kerala</b>	Akshaya, BhuRekha, Online Job Registration, e-mail to CM & Minister, Online GIS of Kerala, Online Motor vehicle services, Online civil supplies department, FRIENDS
<b>Madhya Pradesh</b>	Online Text book , High Court Judgment and orders ,Online Grievance Redressal, Online land records, Tele Samadhan , Online Employment Exchange, Transport Services, Child Record Information System , Citizen Charters, Gyandoot, Government Orders and Acts
<b>Maharashtra</b>	SARITA, Digital Payment System, SETU, Pravara Village IT Project (PRAGATI)
<b>Meghalaya</b>	MEGVAT, District court: Online cause list and judgments, Online agriculture market price, Community Information Centre
<b>Manipur</b>	Online Government Notification, Online employment Exchange, Online High Court Judgment, Public Representatives, Transport services, Health Services
<b>Mizoram</b>	Telephone Directory, Tender notice, Transport Services, Mizoram Gazette
<b>Nagaland</b>	Online Government Orders, Online Public Utility Forms, Online Voter List, e-mail address

<b>Punjab</b>	Punjab Sewa, Suwidha, Online Public Utility Forms, Online Grievance Cell, Land Records Management System, Saarthi and vahan, e-District
<b>Rajasthan</b>	e-Mitra, Rajstamps, Send your queries to Chief Minister, Emergency Services, Online Citizen Charter, Transport Services, Rajasthan Police, Common Service Centre Scheme , Web Directory, Government Tenders
<b>Sikkim</b>	Online Public Utility Forms, Online Medical database
<b>Tripur</b>	e-Suvidha, Public Utility Forms, Hospital Management System, Agartala Municipal Corporation, Online Cause Lists, Online blood donor information system, Transport Information System, Health Service booking system
<b>Uttarkhand</b>	Online Market Info., Dev bhoomi, Online Employment News, Online Gov. Notification
<b>Tamil Nadu</b>	Employment Online, Public Utility Forms, Anytime/Anywhere Transport services, Online Land Records, Online Text Books, Cause list of Madras High Court, Online Citizen Charters, Electricity tariff calculator, Tender Notice, e-District
<b>West Bengal</b>	Smart Card, Computerisation of Government Departments, WBSWAN

Source : Author

### 3.5. Social Media :

#### 3.5.1 Type of Social Media sites:

Department of Electronics and Information Technology (DeitY), Ministry of Communications & Information Technology, Government of India has adopted the categorization of Social media by Kaplan and Haenlein [11] in its Framework & Guidelines for the use of Social Media for Indian Government Organizations. This classification has five categories and some others:

1. Social networking sites (e.g., Facebook)
2. Blogs
3. Microblogs (e.g., Twitter)
4. Content communities (e.g., YouTube)
5. Collaborative projects (e.g., Wikipedia)

Some of the other popular social media sites include

1. SlideShare
2. Orkut and LinkedIn
3. Picasa and Flickr

#### 3.5.2 Benefits of Social Media in E-Governance:

Social Media represents budding collection of applications that are interactive, context- rich and easy to use (O'Reilly, 2007). The explosion of user generated content on the internet points to the immense potential of Web 2.0 in enriching communication and enabling collaboration on an unprecedented scale. Government employment of social media offers several key opportunities for the technology (Berrot, Jaeger, Munson & Glaisyer, 2010)

- *Democratic Participation and engagement*
- *Co-production*
- *Crowd sourcing solutions and innovations*
- *Instant Information Sharing*
- *Helping Officials Connect with the Community*
- *New Investigative Tools*

### 3.6 Use of Social Media by Governments Departments & Organization:

#### 3.6.1 Around the World:

Various Governments organizations and individuals around the world are engaging various stakeholders for the purposes of disseminating information, seeking inputs into policy making, recruitment, and providing access to services, educating stakeholders etc. Here are a few examples of use of social media in different countries as obtained from the guidelines by department of Electronics and Information Technology of India [11]

#### 1. United States of America:

Many federal and state government agencies are actively engaging with their stakeholders using social media. Some examples of use of social media are

1. The White House Facebook Page and The White House Twitter profile –WhiteHouse.gov
2. State Department Facebook Page
3. U.S. Department of Housing and Urban Development Facebook Page
4. US Army Facebook Page

#### 2. Australia:

The Australian Public Service Commission in 2008 announced a set of interim protocols to agencies that are using or planning to use online media, including blogs, as a means of communication with clients and stakeholders and the Federal Government has established a *Government 2.0 Taskforce*. The Taskforce has submitted its report and its work related to increasing the openness of government and encouraging online engagement . It will be able to fund initiatives and incentives which may achieve or demonstrate how to accomplish government 2.0 objectives (Source: <http://gov2.net.au/about/index.html> last visited on August 29, 2011).

#### 3. United Kingdom:

The Government Digital Service has been created within Cabinet Office of the United Kingdom government to transform government digital services. It works on multiple projects to ensure provisioning of projects and services that would improve digital experience of citizens and businesses. Some of their projects include – Directgov, Digital Engagement Blog, Assisted Digital etc.

### 3.6.2 Central Government Level :

#### 1. Planning Commission:

The Planning Commission of India has been using a facebook, YouTube, Twitter and various Social media implemented and seeking suggestions and ideas for countries 12th five year plan for the period 2012 -2017.

**Website :** The planning commission of india website: <http://planningcommission.nic.in>

**Facebook :** The facebook page has 104000 likes.

**Twitter :** A Twitter Page has 197000 Followers and tweeted 979.

**YouTube :** A YouTube channel has posted 7 videos and 1106 subscribers.

**Google Plus:** The Google Plus Page has 559 followers.

**Slide Share:** The Slideshare site has 55 slideshares and 330 followers.

#### 2. Ministry of External Affairs of India:

The Ministry of External Affairs of India department has been using a facebook, google plus, Twitter and various Social media implemented are:

### 3.6.3 State Government Level :

**Table 3: State Government department & Organization Social media usage survey**

State	Department	Using Social Media
Andhra Pradesh	Andhra Pradesh State Road Transport Corporation	Facebook , Twitter
Arunachal Pradesh	Arunachal Pradesh CM	Facebook
Assam	Assam Police	Facebook
Bihar	General Administration Department, Govt. Of Bihar	Facebook, Google Plus
Chhattisgarh	Chhattisgarh Toursim Borad	Facebook, Twitter, Google Plus and Youtube
Delhi	Delhi Traffic Police	Facebook
Goa	Goa Tourism Department	Facebook, Twitter, Google Plus, LinkedIn and Youtube
Gujarat	Gujarat Information :	Facebook
Haryana	Gurgaon Traffic Police	Facebook
Himachal Pradesh	Government of HP	Facebook
Jammu and Kashmir	Jammu & Kashmir Power Development Department	Facebook
Jharkhand	Jharkhand Police	Facebook, Twitter, Youtube, Google Plus
Karnataka	Karnataka State Pollution Control Board	Facebook
Kerala	Kerala Social Security Mission	Facebook, Youtube

**Website :** Ministry of External Affairs website : <http://www.mea.gov.in/>

**Facebook:** The facebook page has 69721 likes.

**Twitter :** A Twitter Page has 55135 Followers and tweeted 5295.

**YouTube :** A YouTube channel has posted 473 videos and 2373 subscribers.

**Google Plus :** The Google Plus Page has 56503 followers.

**Flickr:** The Flickr added more than 6000 pictures.

### 3. Ministry of Road Transport and Highways:

The Ministry of Road Transport and Highways department has been using a facebook and Twitter Social media. They are creating Awareness, Road softy and traffic rules. Social media implemented below.

**Facebook :** The facebook page has 6280 likes.

**Twitter :** A Twitter Page has 23551 Followers and tweeted 255.

## IV. PRESIDENT OF INDIA

President of india using facebook and updating RP Bhavan News & Press Release.

**Facebook :** The facebook page has 96714 likes.

**YouTube :** A YouTube channel has posted 579 videos and 1876 subscribers.

Madhya Pradesh	Madhya Pradesh Tourism	Facebook, Youtube, Flicker and Wiki
Maharashtra	Government of Maharashtra	Facebook, YouTube, Twitter and Google Plus
Manipur	Manipur Sangai Festival	Facebook, Twitter, Google Plus, YouTube and Flicker
Meghalaya	Meghalaya Police	Facebook
Nagaland	Nagaland State Rural Livelihood Mission	Facebook
Odisha	Sports & Youth Services Department	Facebook
Punjab	Chandigarh Traffic Police	Facebook, YouTube
Rajasthan	Rajasthan Public Service Commission	Twitter, Facebook
Sikkim	Sikkim Police	Facebook, Twitter
Tripura	Tripura Election Department	Facebook
Tamil Nadu	Co-Optex	Facebook
Uttar Pradesh	Uttar Pradesh Chief Electoral Officer	Facebook
Uttarakhand	Uttarakhand Govt. Initiative - Operation Connect	Facebook
West Bengal	Bidhannagar City Police	Facebook, Twitter

## V. RESEARCH METHOD

The research takes one studies of the use of Social Media by government organization from Tamilnadu in India. After doing statistical analysis of the data collected for these cases, the research tries to represent the knowledge in Observation and discussion.

## VI. CASE STUDY

### 5.1Co-optex:

The **Tamil Nadu Handloom Weavers' Cooperative Society**, popularly known as **Co-optex**, is a cooperative of traditional handloom weavers of the Indian state of Tamil Nadu. This is under the control of Department of Government of Tamil Nadu. The organisation owns a number of shopping outlets in Tamil Nadu. Co-Optex also has an international

arm, Co-optex International which exports its products to Germany, France, Netherlands, Belgium, Spain, Switzerland, Canada, Greece, Hong Kong, U.K. South Africa and the U.A.E.

**Title:** Face Book page of Co-Optex [12]

Page created on : March 15<sup>th</sup>, 2012

Total Likes : 2889 (as on 31th March, 2014)

Observation Period : June 2013 to March 2014 (10 Months)

Total updates found : 140 ( Including Shares)

Average updates per month: 14 p/m

Table 4: Co-Optex Facebook Page Data

Period	UPDATE	Public Participation, Perception & Response		
		No of Like	No of Shares	No of Comments
Jun/13	4	9	4	1
Jul/13	7	39	8	4
Aug/13	1	1	1	1
Sep/13	8	16	27	2
Oct/13	24	28	1	27
Nov/13	27	97	7	55
Dec/13	5	65	21	6
Jan/14	12	1146	516	28
Feb/14	23	487	273	12
Mar/14	28	1021	453	49
<b>Total</b>	<b>139</b>	<b>2909</b>	<b>1311</b>	<b>185</b>

Source : Co-optex facebook page <https://www.facebook.com/CoOptex>

From Table 1 we obtain the following observations:

1. The number of updates are increasing since the creation of the page

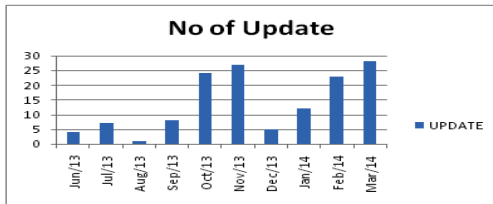


Figure: 4 Page Update Chart

2. The number of citizen participation and interaction are directly related to the number of updates by the department

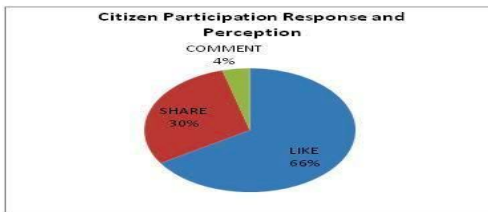


Figure : 5 Citizen Participation

- Public Response → Total 'likes' of the update
- Public Participation → Total 'comments' of the update
- Public Perception of Usefulness → Total 'shares' of the update

3. Average Citizen Participation Response and Perception per post is 32 No
4. Co-optex Facebook Page likes also increasing since the creation of page. The number of new people who have liked Page (Unique Users)

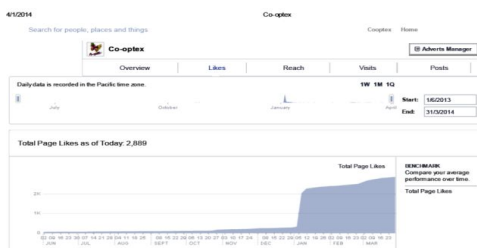


Figure: 6 Page Like

5. People Reached: The number of people who saw any activity from co-optex page including posts, posts by other people, Page like ads, mentions, and check-ins.

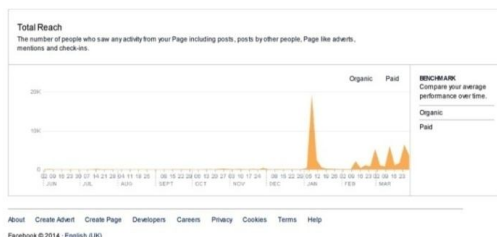


Figure: 7 Total People Reach

6. External Referrers: Top referring external domains sending traffic to co-optex Page.

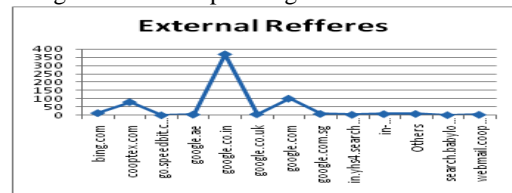


Figure :8 External Referrers

7. It is observed that the highest number of citizen participation and interaction comes when
  - a. Co-optex announces some New Scheme and Offers
  - b. Co-optex Special update for Video, Photo's
8. Page consumptions by type. The number of clicks on any of cooptex page content.

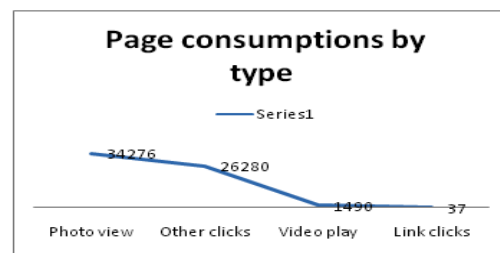


Figure: 9Page consumptions

9. People Reach & Engaged by user Age, Gender, Country, City, selected language. (Unique Users)

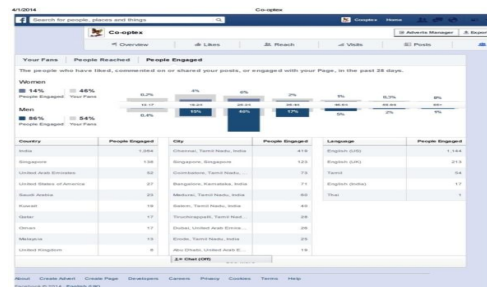


Figure: 10 People Engaged

10. Cooptex Sales also increased because use of social media. It's the best marketing & advertising tool in business development

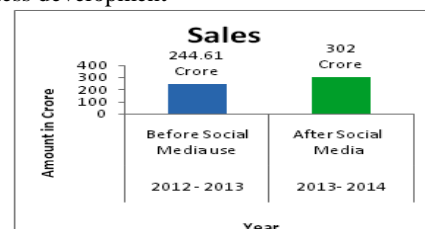


Figure :11 Sales Ratio for Last 2 Years

## VII. DISCUSSION

### 6.1 Selection of Social Media

If we restrict our discussion only to Facebook (not considering all the five forms of Social Media), here are some of the observations evident from the above case study



and State wise Government Agency Survey based on the requirement of individual department on the properties described below, the selection can be done accordingly.

#### Facebook Page/Account:

- Citizen participation is more in this case as every citizen can view the comments posted by the other citizen as well.
- Popularity is more in Facebook, even naive people can make out easily all the updates just by 'liking' a page.
- As lot of citizen participation is anticipated in Facebook, it is advisable to have a dedicated team to manage the updates and participate in the discussion that follows any update.
- The length of one Facebook update is not restricted to a number of characters (unlike Twitter). The attachment of a video or a picture with any update is quite convenient.

Worldwide Social Network Users: 2013 Forecast and Comparative Estimates," the number of social network users in India is expected to cross 100 million users and reach more than 127 million users by end of 2013. The total numbers of social media users will more than double and reach close to 283 million users by 2017 [13].

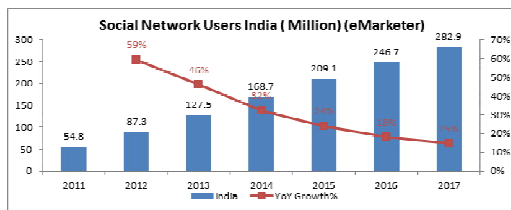


Figure :12 Social Network Users in india

In India the social media giant has amassed 92 million users, which is now the 2nd highest after the U.S, according to Facebook's own data. Of the total 92 million (7.73% of the total user-base) Facebook users in India, nearly 50% of them belong to the age group 18-24 years. Facebook is clearly at an infancy stage in India and other similar developing countries. Hence web users especially teens find it exciting and are very active on the site. Nearly 11% or 10.6 million Facebook users in India are aged below 17, about 26 million (28% of total Facebook India population) fall in the age group of 25-34. Close to 6.6 million are between 35-44 years, 2.2 million between 45-54 years and the rest above 55 years.[14]

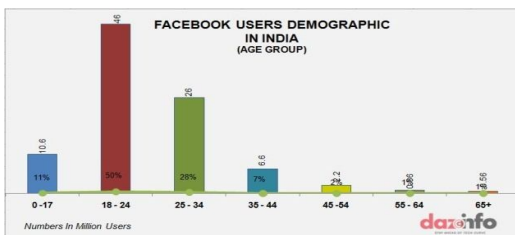


Figure 13 Facebook Users Demographic

#### 6.2 Relationship with traditional media

It has been noticed that many Government decision and updates are available in Twitter or Facebook page far before those are published in Newspaper or waved via television. In fact, many updates are printed in the newspaper referring to

the quote in Social Media. This is observed in Prime Minister and President of India. The observation suggests that a proper and planned use of Social Media has a potential to reduce the burden of issuing press notice in other traditional media. In addition, an effective use of social media may increase the popularity of the Government Organization, Minister and government officials.

#### 6.3 Levels of e-governance and Social Media:

As per levels of e-Governance, Social Media can play the role as medium of

i) Informative ii) Interactive

iii) Transactional iv) Transformational

The use of Social Media by Government in India has reached only the second level. The crucial point here is again the need of dedicated person/group to manage the Social Media.

#### 6.4 Government of India Framework & Guideline for use of Social Media

Many Government departments both at the central and state level are considering the use of Social Media officially. But there are many questions such as whether they can use your current website for the purpose, necessity of extra resource, the security and privacy issues and so on. To help government organizations engage more fruitfully with stakeholders using the various social media platforms, Department of Electronics and Information Technology (DeitY) under the Ministry of Communications and Information Technology has published a 'Framework and Guidelines for use of Social Media for Government Organizations'. Every Government departments are suggested to stick to these guidelines as described below[11]:

**1. Well Defined Objective:** Social media has a potential of becoming a tool for multiple tasks. A pre-planned objective for the use of social media may result into the desired outcome. That's why if the government departments and officials define the objectives of using social Media, it may provide the measurable results. The objective may be seeking feedback from citizens, or sharing information or a combination of seeking feedback and sharing information. More creative objectives that may engage the users can be designed with careful planning.

**2. Choosing platforms:** Though Social Networking sites are the most favourite Social Media platform, this is not necessary. Facebook and Twitter seem to be favourites for many. Also, a department should decide whether they will use existing external platform or create their own communication platform.

**3. Governance Structure:** A solid Governance structure is very much needed for the use of Social Media mainly for two reasons- a) once published the news spread exponentially, b) it is 24x7 platforms which needs instant gratification. Some of the key aspects of Social Media governance include- a) Account governance, b) Response and Responsiveness, c) Resource governance, d) Content governance, e) Legal provisions, f) Data and Information Security governance.

**4. Communication Strategy:** Main thing to take care here is design a strategy how to integrate Social Media into current communication procedure and to setup the frequency of the updates via Facebook Page account or in any other media.



**5. Creating Pilot:** As Social Media is new form of communication, that too using ICT, which itself is quite new, Government of India suggests taking up a pilot project first before actual roll-out.

**6. Engagement Analysis:** Because Government will not have much control on the data generated by Social Media platforms, it is important to Social Media monitoring strategy. Data analysis and reporting will be an important part. Social Network Analysis (SNA) software can come handy in doing this.

**7. Institutionalize Social Media:** The final step is to ensure when the actual roll-out of the projects happens, it is linked to existing administrative communication structure.

## VIII. PROPOSED FRAMEWORK

Now keeping in mind the above guidelines and also taking into account the hesitant mind-set of our Government officials have for the use of ICT (and invariably Social Media), we want to suggest a quick, simple and effective framework, which any Government department/organization can adopt.

- 1. Choosing Platform / Type of Social :** Facebook  
Reason : A Facebook Number of user is more in India
- 2. Pilot/Rollout:** Pilot  
Reason : We want quick and simple
- 3. Communication Frequency:** One update per day  
Reason : To understand how citizens responding
- 4. Response Strategy:**  
Respond: only questions  
Do not respond: Appreciations and a post older than 3 days need not to be replied
- 5. Content :** Notice Board/General Advice/ Holiday  
Reason : Simple enough so that we don't need notice / ask feedback much governance to start with
- 6. Resource : 1 person** (preferably the person in charge of departmental website)  
Reason: Let there be no wait time for hiring new resource for as simple as simple as one or two update per day
- 7. Engagement of higher officers :** No need, except monitoring the progress  
Reason: It is observed the resistance for using ICT is more among higher officers.

**Next step of the Framework:** After reviewing the progress for 3 months, the Department / organization can think of increasing the update, content, frequency and response strategy to make it more interactive.

## IX. CONCLUSION & FUTURE WORK

From the study of the case study and looking at the growing trend around the world,

- The use of Social Media is going to be inevitable for the Government departments and individuals.
- This research has provided a 'Simple & Easy Framework' if any department want to start using Social Media. We expect to see a better reach of Governance

with the use of Social Media in the near future.

- Extend the study to other states & Central Government Department / organization.
- Compare India states with other world country.

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## 10. Glossary of Terms

ICT - Information and Communication Technology

G2C - Government to Citizens

G2B - Government to Businessman

G2E - Government to Employees

G2G - Government to Government

NeGP - National e-Governance Plan

MMP - Mission Mode Projects

Deity - Department of Electronics and Information Technology

CSC - Common Service Centres