

The Role of Social Media in Public Participation

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Agenda

- Terms and definitions
- Commonly expressed opportunities and challenges for online participation
- 5 recent project examples
- Web-specific considerations
- Summary

Civic Engagement

Individual and collective actions designed to identify and address issues of public concern:

- **Civic** (e.g. regular volunteering, membership in groups or associations, fundraising for charities, community problem solving, public participation)
- **Electoral** (e.g. regular voting, campaign contributions, volunteering for candidate or political organizations)
- **Political Voice** (e.g. contacting officials, contacting the media, protesting, petitioning, boycotting, canvassing)

Public Participation

- Any process that involves the **public** in problem solving or **decision making** and uses public **input** to make decisions.
- Involves interested or affected individuals, organizations, and government entities
- Two-way communication and collaborative problem solving with the goal of achieving better and more acceptable decisions.

Social Media

- A set of technologies and channels that enables the creation and exchange of user-generated content
- Involves “the people formerly known as the audience”¹
- Shift from broadcast (one-to-many) to conversation mode (many-to-many)

¹Jay Rosen, NYU

Why Use Online?

Opportunities

- Widen reach (bridge distances in space, time)
- Ability to scale
- Ability to harness participants as resources
- Cost savings

Challenges

- Digital divide
- No replacement for face-to-face
- Uncivil behavior
- Very resource-intensive and expensive

5 Recent Project Examples

- Portland Plan (Portland, OR)
- Community Asset Mapping (Biloxi, MS)
- My Idea 4 California (California)
- Seattle City Budget 2011-2012 (Seattle, WA)
- Thames Tunnel online consultation (London, United Kingdom)



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The Portland Plan will be the City's road map for the next 25 years, guiding our direction as the city grows and changes.

Information

Location: Portland, OR

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Centennial School District



Asian Pacific American Network

Portland Plan

- Wall
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Filters



Portland Plan Equity in transportation planning goes national ...



Transportation For America » Equity Caucus t4america.org

Transportation is a critical link to opportunity—connecting us to jobs, schools, housing, health care, and grocery stores. But millions of poor people and people of color live in communities where quality transportation options are unaffordable, unreliable, or nonexistent. It does not have to be th

18 hours ago · Comment · Like · Share



Mats Erik Paulus Lindqvist Detta är en stad i världsklass

Tuesday at 1:17pm · Comment · Like



Portland Plan Featuring Bob Weissbourd of RW Ventures, speaking about Economic Development.

Free admission. Doors open at 6:30 p.m.

Through the Portland Plan – Inspiring Communities Series we will learn about how other cities are tackling economic development, community health, education and equity. We'll also be exploring how to crea...

See More



The Portland Plan – Inspiring Communities Series

Monday, January 17, 2011 at 7:00pm
Mercy Corps Action Center – Aceh Community Room, Portland, OR

October 28 at 2:42pm · Comment · Like · Share · RSVP to this event



Portland Plan Featuring Dr. Julian Agyeman of Tufts University Urban and Environmental Policy and Planning Department, speaking about Re-imaging (E)quality.

Free admission. Doors open at 6:30 p.m. Childcare will be provided by reservation at the Hollywood Senior Center. Call 503-823-2041.

Through the Portland Plan – Inspiring Communit...

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Create an Ad

Reduce Marketing Cost

fastsigns.com



Reduce total cost for graphics & displays up to 38% using the Whole Product approach from FASTSIGNS SUNNYVALE. Click to learn more.

Get Covered California

Put Health Before Politics



Now that the election is over – let's protect health care! Join us and find out what the new health law can do for you!

Kevin Jones and Allen Gunn like this.

Like

Web Analytics Certificate



Chat (67)

Mapping Assets For Biloxi's Youth

Search this site:

SEARCH

HOME

COLLABORATION CORNER

ASSET MAP

BROWSE ASSETS

INSTRUCTIONS

GUIDELINES

ABOUT

REGISTER

We need your help to make sure all young people in Biloxi have the best opportunities for success in school, life, and adulthood. Instead of beginning with all the things our community might need or want for young people, this website is designed to help us collect and map all the great things that already exist – in other words, Biloxi's "assets." Once all the assets are on the map, we can take stock of what we've got, what might be missing, and how our community can work together to take advantage of our resources. [Read More >>](#)



[View large map >>](#)

BROWSE ASSETS

Category

<Any>

Zip Code

APPLY

As a start, workshops were held on June 30, 2009 with youth and community leaders in Biloxi. Now, we invite you to contribute your thoughts online between July 1st - 22nd. What do you see as Biloxi's most important assets for youth? You can also comment on the suggestions of your neighbors...

[Sign up to stay involved, comment on and update existing assets and submit your additions >>](#)

MOST RECENT ASSETS

List of all assets that have recently been added:

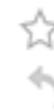
YMCA SPORTS

Posted Fri, 04/02/2010 - 10:10 by Meg Healy

Sports

USER LOGIN

I love public participation so I want to hear your ideas for solving our budget, no matter how radical. Use **#myidea4CA.**



2:56 PM Jun 9th from web



Schwarzenegger
Gov. Schwarzenegger

Provide your input on balancing Seattle's 2011-2012 budget

I suggest you...

Categories

- All Ideas
- Arts and culture
- Community centers
- Community health services
- Economic development
- Effective government
- Homelessness
- Human services
- Libraries**
- Parks
- Public safety
- Transportation

Libraries : Browse Popular Ideas

Recent (27) Popular (27) Hot (4)

I agree

LIBRARIES »

349
votes

Allow online/credit card payment for library fines

Allow library fines to be paid online or at check-out with credit cards. This will increase cash flow, rather than waiting months to collec ... more »

I disagree

8 comments

Submitted by [Community Member](#) 1 month ago

I agree

LIBRARIES »

257
votes

Keep the South Park branch library open

Please, please, please don't close the South Park branch library! It is one small step toward equality for South Park's citizens, and it is ... more »

I disagree

18 comments

Submitted by [Community Member](#) 1 month ago

I agree

LIBRARIES »

229
votes

Library parking into rental lot when not in use

Turn the library's parking lots into pay lots at night and on Sundays' when they're closed.

I disagree

6 comments

Submitted by [Community Member](#) 1 month ago

I agree

LIBRARIES »

Closing the SP library is a very bad idea



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Find out about the Thames Tunnel and proposed construction sites

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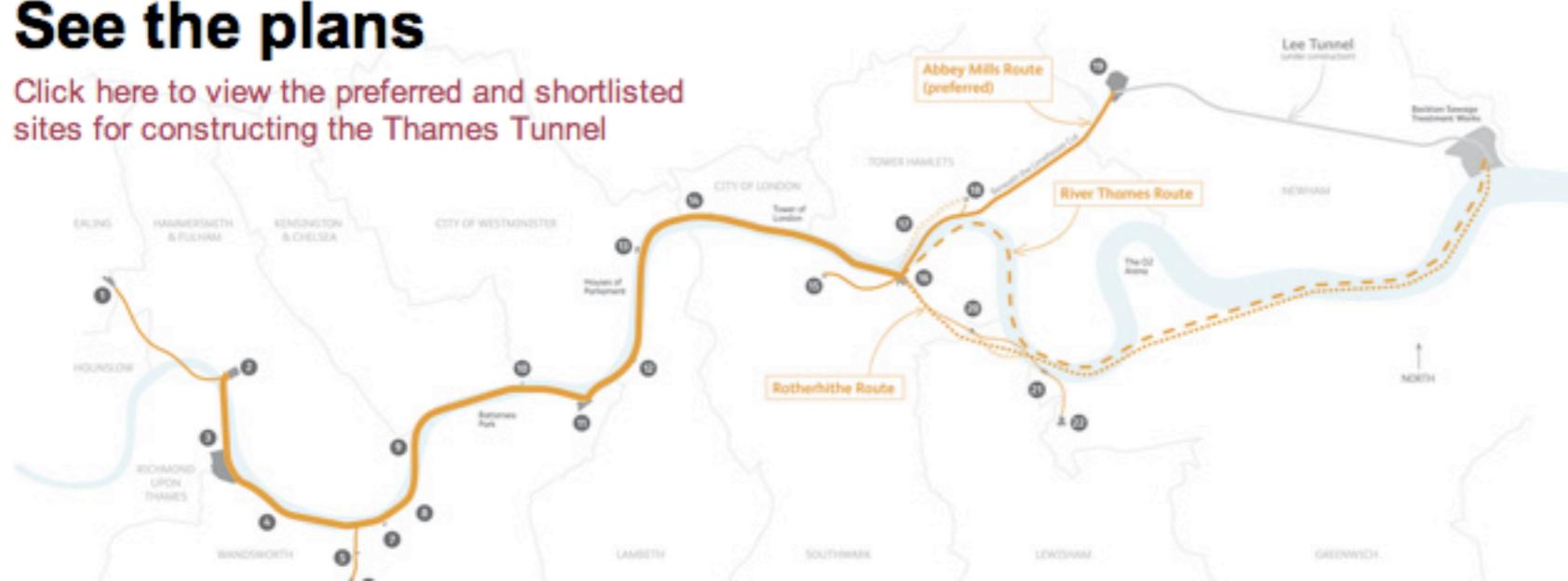
Remember my login

Sign in

[Register now](#)

See the plans

Click here to view the preferred and shortlisted sites for constructing the Thames Tunnel



Fast fact:



2mm

of rain can cause the sewerage system to overflow.

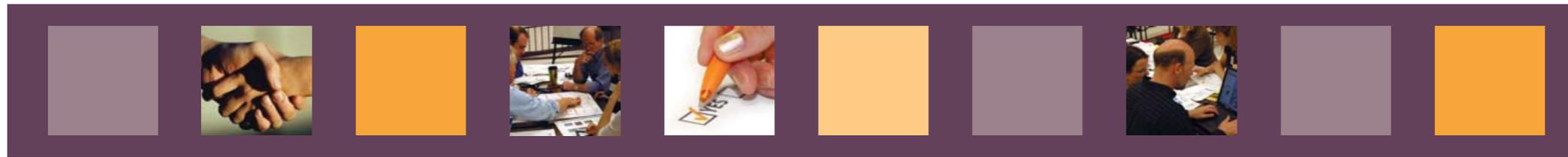
Thames Tunnel Objectives

- Identify the organisations and individuals who could be affected by the scheme.
- Inform these people about the proposals.
- Listen to their views.
- Respond positively and where possible make adjustments and changes to our proposals to balance the project needs with the concerns of those potentially affected.

Quality Online Participation

- Requires good process (e.g. IAP2 framework)
- Requires the right combination of people, process and technology
- Requires a broad skill set (technology, social media, community management, online facilitation etc.)

IAP2's Public Participation Spectrum



Increasing Level of Public Impact

	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example techniques	<ul style="list-style-type: none"> ■ Fact sheets ■ Web sites ■ Open houses 	<ul style="list-style-type: none"> ■ Public comment ■ Focus groups ■ Surveys ■ Public meetings 	<ul style="list-style-type: none"> ■ Workshops ■ Deliberative polling 	<ul style="list-style-type: none"> ■ Citizen advisory Committees ■ Consensus-building ■ Participatory decision-making 	<ul style="list-style-type: none"> ■ Citizen juries ■ Ballots ■ Delegated decision

Some Web-Specific Considerations

- Accessibility
- Data security
- Identity
- Privacy & publicness
- Intellectual property
- Moderation
- Archiving
- Mobile
- Tool support

Key Take-Aways

- Social media provides a lot of opportunity for broadening and deepening civic engagement, specifically public participation
- Know your objectives, audience and resources and apply good process
- Simple tools can go a long way, more advanced tools won't save a broken process!
- Start small, iterate, share what you learn!

Resources

- Intellitics Blog
<http://www.intellitics.com/blog>
- ParticipateDB
<http://participatedb.com>
- NCDD 2010 Resource Guide on Public Engagement
http://www.ncdd.org/files/NCDD2010_Resource_Guide.pdf
- Promising Practices in Online Engagement
<http://www.publicagenda.org/pages/promising-practices-in-online-engagement>
- Social Media Club
<http://socialmediacub.org>

ZilinoTM

Consultation Engine.

Thank You!

<http://www.intellitics.com>

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