



Treasury Board of Canada  
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du Canada

# Government of Canada Web 2.0 and Social Media Opportunities and Challenges

National Executive Forum on Public  
Property  
Edmonton, May 14, 2010

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Canada 

# Government of Canada Web2.0 and Social Media

- Internal use
  - GCpedia, GCconnex
  - Open Collaboration Workplace
- External use
  - The 2.0 Challenge
  - Leading the Way
- Usage Guidance
- The Way Forward





# Internal Use Examples

- Wiki and blog pilots - 2007
  - Government-wide
  - Departmental - Natural Resources Canada
- GCpedia government-wide wiki launched 2008
  - Accessible to 250,000 employees in more than 100 departments
  - 15,000 contributors have created 6,700 articles, 300+ communities and topics, 3.2M page hits
  - Clerk of the Privy Council presence and support
- Several other departmental wikis, blogs (10+)

# GCpedia

Government of Canada / Gouvernement du Canada

Canada

page discussion view source history unwatch

Jeff.braybrook my talk my preferences my watchlist my contributions log out

**GCpedia**  
PEOPLE & KNOWLEDGE  
GENS & SAVOIR

Every great idea begins with a single thought.

GCpedia is a collaborative worktool for federal employees. Accordingly, the opinions and content presented here may not always represent the government's views. The Government of Canada disclaims any liability for any actions taken as a result of content on this wiki.

**IN THE SPOTLIGHT**

**A Message from Wayne G. Wouters – Clerk of the Privy Council**

17th Annual Report on the Public Service of Canada

Hello everyone,  
I'm pleased to let you know that I've recently submitted the 17th Annual Report on the Public Service of Canada to the Privy Council.

<More...>

**GCpedia 101**

- Getting Started
- Topics for New Users
- Getting around GCpedia
- Your roles as a GCpeditian
- Rules of the road
- Beer Helms

**FEATURED COMMUNITIES**

- Procurement Community
- Indian and Northern Affairs Canada
- Community of Federal Regulators
- CCO Applying Leading-Edge Technology Working Group
- Common Look and Feel (CLF)

Learn about

- Starting
- A simple commun
- GCpedia
- Canada School of Public Service and
- Community of

**GC-wide wiki**

**All employees can browse**

**All can contribute and edit**

**Information sharing and collaboration**

**Breaking down organizational barriers (intra- and inter-departmental)**

# GCconnex

The screenshot displays the GCconnex web application interface. At the top, there is a navigation bar with links for Dashboard, Tools, Settings, and Administration, along with a Log out button. Below this is a header section with the Government of Canada logo and the GCconnex logo. A main navigation menu includes links for HOME, PROFILE, COLLEAGUES, BLOGS, PAGES, GROUPS, BOOKMARKS, FILES, and THE WIRE. The main content area features a profile for Jeff Braybrook, including a photo, a welcome message, location (CIO Branch), and skills (exec, geek, marketing, communications). There are also buttons for 'Edit profile' and 'update'. A 'COLLEAGUES' section is visible below the profile. On the right side, there are partial views of group listings, including 'TBS CIOB IT Division'.

- GC-wide professional networking
- Profiles, groups, blogs

- Retain people and knowledge
- Develop professional networks and communities of interest
- Cost savings



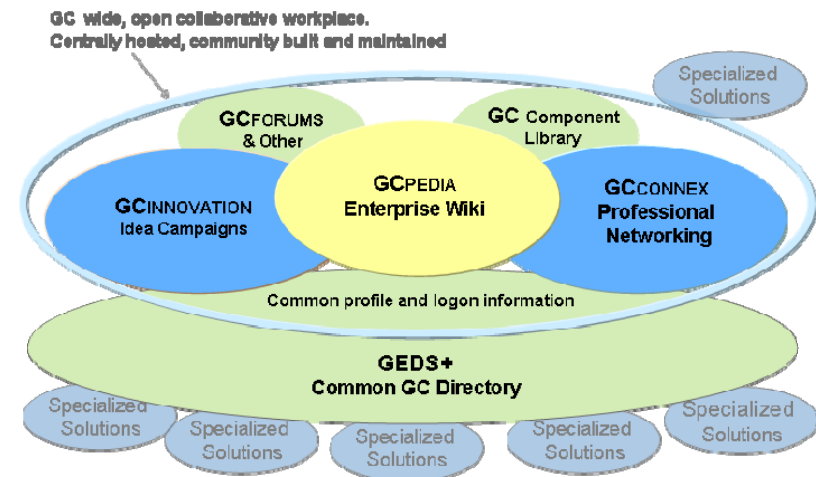
# Way forward: Open Collaborative Workplace

Vision:

**Enabling all public servants to connect, contribute and collaborate in support of service excellence.**

Mission:

**Build and maintain the open collaborative workplace where GC communities share knowledge, innovate and work together in support of service excellence.**





# External Use: The 2.0 Challenge

- Legitimate Business Drivers
  - Business: Consultations, Recruitment, Service delivery, Crisis communications, Outreach, Social marketing, PS (Public Service) renewal
  - Societal: demographic changes, private sector usage, digitalization, eDemocracy
- Legitimate Risks
  - Policy: Communications, Information Management, Federal Identity Program, Procurement,
  - Legal: Official Languages Act, Privacy Act, Human Rights Act (Accessibility)
  - Cultural: acceptance of change and of external views – both positive and negative, communications paradigm (push versus pull), hierarchical management and controls
- Several examples of departments leading the way

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# Example: Public Health Agency of Canada

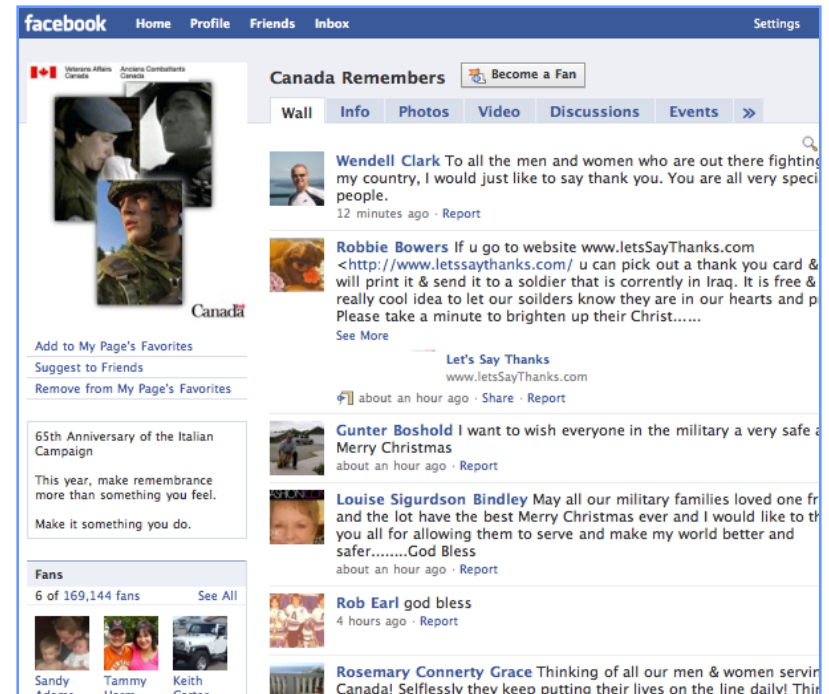
- Up-to-the-minute updates on H1N1 pandemic
- Facebook, Twitter, YouTube drive traffic to PHAC site
- 50,000 Facebook referrals to PHAC site
- 35,000 mobile devices have accessed PHAC site





# Example: Veterans Affairs Canada

- 170,000 Facebook “fans”
- Discussion on Canada’s military history and our veterans
- Fans can share messages, photos and videos



# Example: Foreign Affairs & International Trade - Canadian Embassy in Washington D.C.

- Connect2Canada, Canada's Web 2.0 communication tool in the United States
- Develop a greater understanding of Canada-U.S. relationship
- Debunking myths - A network of "virtual ambassadors"
- 45,000 members

The screenshot shows the Connect2Canada website, a platform for Canadians in the US. The header includes the Government of Canada logo and the text "CONNECT 2 CANADA connect2canada.com". A navigation bar contains links for Français, Home, Contact Us, Help, Search, and canada.gc.ca. The main content area is divided into several sections: "Planning travel abroad?" with a registration service description; "400+ Things To Do" featuring Canadian music, comedy, and sports events; "Podcast: Border Integrity Program" featuring an interview with RCMP Chief Superintendent Joe Oliver; and "Publications & Features" with links to publications and articles. On the right side, there are sections for "JOIN C2C" (Sign Up Now!), "C2C ON TWITTER" with recent tweets, "MOST RECENT PODCAST" (How Vancouver secured the 2010 Winter Games), and "YOUR STORIES" featuring a story by Samia C. The footer includes the Treasury Board of Canada Secretariat logo and the word "Canada".

# CONNECT2CANADA.COM

facebook

twitter

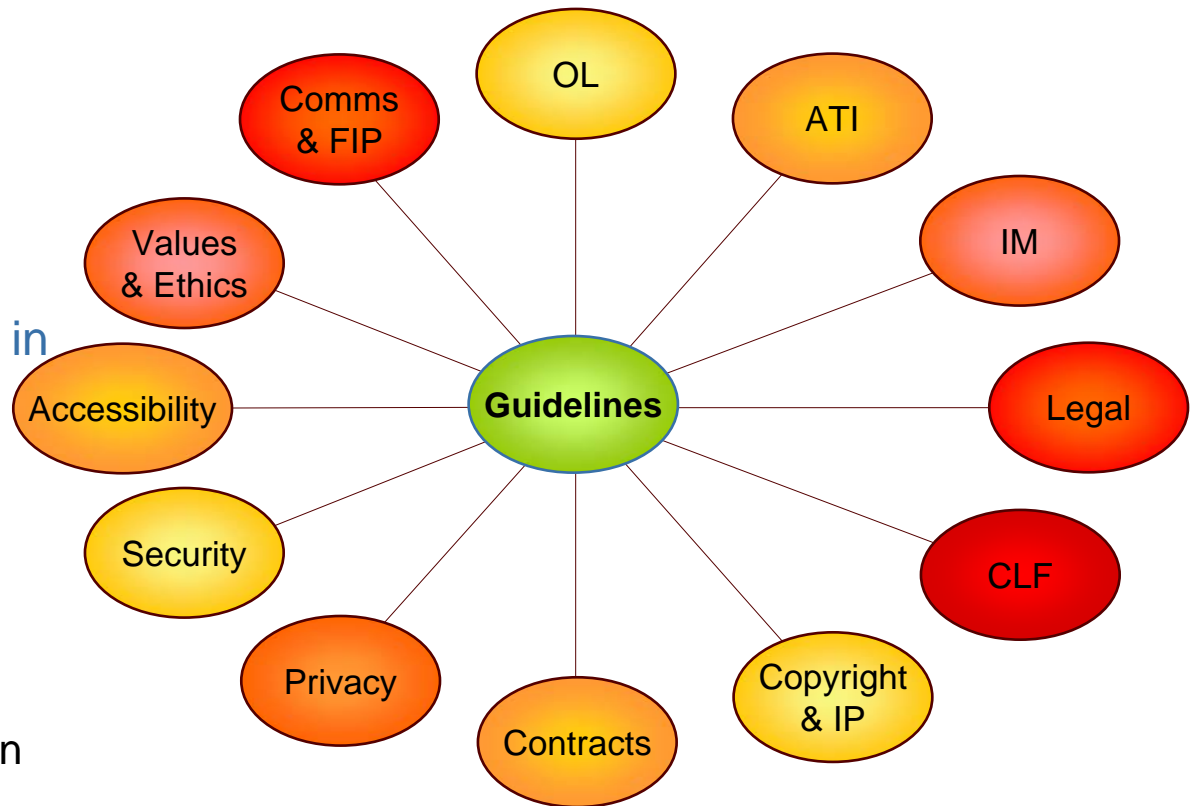


You Tube

flickr

# Usage Guidance

- Internal released November 2008
- Drafting external for summer 2010 with perspective of 3 lenses:
  - An employee engaging in social media for work
  - An employee engaging in social media for personal reasons
  - An institutional view:
    - Use of social media on GC platforms
    - Use of social media on external platforms



<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=17555>

# Principles Based and Plain Language

## Principles:

- Be professional
- Be transparent
- Be accountable
- Be respectful
- Do no harm
- Respect policy obligations

## Policy areas:

- Accessibility
- Access to Information
- Privacy
- Communications
- Federal Identity Program
- Information Management
- Official Languages
- Procurement
- Security

## Guidance:

- Common sense
- Consistent and not self-contradictory
- Risk-managed
- Plain language

These principles-based guidelines fall from existing policy instruments. Provide common sense advice for those embarking on social media projects to ensure that they have managed their risk-profile.



# Example focus and expectations



Values  
& Ethics

## For **Values and Ethics**

- Adherence to Values and Ethics Code for the Public Service expected at all times
- Respectful, professional demeanour
- Employee in private capacity
  - May be ascertained that individual is GC employee
  - Do no harm to GC reputation and respect the need for a neutral public service
  - Consider diverting work-related conversations to an appropriate GC channel
- Institutional considerations
  - Ensure employees have access to tools and assistance to help raise, discuss and resolve areas of concern



# Way forward

- Provide policy guidance
- Negotiating terms of service with leading providers
  - Facebook, Google (Youtube), Twitter, Flickr
- Enabling departments to make clear, risk managed decisions on use of Social media for service delivery
- Need effective blend of executive champions, community self-regulation, and balanced command and control to enable strong professional communities and improved public service





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