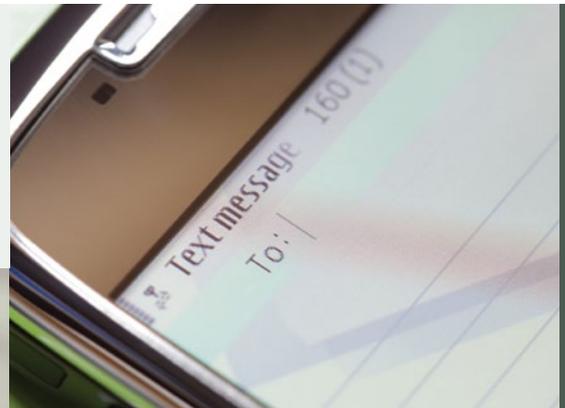




# Public Sector Social Media New Rules of Engagement

Monday, **May 3**, and  
Tuesday, **May 4**, 2010

Crowne Plaza Ottawa Hotel • Ottawa



Prepare your organization  
for social media's  
workplace impact.

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## Learn how the innovators are improving communications, engagement, and performance with social media.

It's easy to underestimate the impact of social media, or to dismiss some of the technologies and applications as pure entertainment or mere "games." However, the experience of the innovators tells a different story.

Find out from the pioneers how they've:

- improved employee engagement
- accelerated project management processes
- increased access to knowledge
- enabled collaboration
- managed major change initiatives
- communicated with and mobilized citizens

Get the information you need to implement these tools effectively and ensure they contribute to superior internal and external communications and organizational performance.

## Over a quarter of your workforce may already be using social media for professional purposes!

According to *Pew Internet & American Life Project*, 28% of adults use social networks for professional purposes. Do you know if and how your people are using social media now? Wikipedia began in 2001 and now has over 13 million articles in 200 languages!

Social media is changing how information is gathered, exchanged, and verified, and how your best people conduct their day-to-day business. Find out from the experts how to optimize this phenomenon for higher performance and to break down the obstacles to change in your organization.

**Public Sector Social Media: New Rules of Engagement** will provide practical insights and experiences from internal and external communications experts—information you need to make social media work for you. Public and private sector examples of social media use and management will help you make sense of and capitalize on this rapidly changing landscape.

## Get practical advice from the experts based on their implementation experience.

Learn how to identify and overcome the common obstacles, and how to make the most of social media in your organization:

- understand the latest Treasury Board guidelines for social media use
- drive innovation internally and externally using "crowdsourcing" principles
- link new media use and public sector renewal
- plan the all-important first steps in social media use
- measure social media to ensure it delivers results
- assess the benefits of leading applications and the secrets of their success
- build a wiki to optimize collaboration
- protect privacy in social media

## Capitalize on the transformational potential of social media.

How prepared are you and your organization for the profound effect social media are having on your workforce? Have you defined a social media strategy to seize the opportunities, guide workplace use, and avoid the pitfalls? Have you decided how social media can improve project development and collaboration, employee communication, or stakeholder interaction? Do you have a social media strategy to engage the public?



## DAY 1—MONDAY, MAY 3, 2010

### 8:00 a.m. Registration and Continental Breakfast

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#### 8:30 a.m. Opening Remarks from the Co-Chairs

**John Brewer**, Executive Conference Developer,  
The Conference Board of Canada

**Peter MacKechnie**, Senior Vice-President, Consulting,  
Innovapost

#### 8:45 a.m. Opening Keynote Address

##### **Recognizing and Realizing Social Media's Internal and External Business Potential**

**James Norrie**, Associate Dean, Ted Rogers School of Management, and Author, *Project Fog*

As the popularity of blogs, podcasts, and social networks like Twitter, Facebook, MySpace, and LinkedIn increase, public and private sector employers are taking notice. Some have launched internal social networks, hosted online “town hall” meetings, and encouraged employees to host their own blogs.

External communicators have been quick to adopt these new technologies, providing a great opportunity for human resource professionals to learn from their communication colleagues' experience. Leading information technology expert, James Norrie will provide an entertaining and insightful look into workplace use of social media that will include:

- social networks' impact on how people communicate
- how top companies support business goals with social media
- why the opportunities outweigh the risks
- effective internal and external social media strategy
- privacy and security solutions
- social media dos and don'ts

### 9:45 a.m. Networking Break

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#### 10:15 a.m. Plenary Session 1

##### **Putting Theory into Practice: Reaching out to New and Prospective Canadians**

**Kelly Archer**, Manager, Working in Canada Portal,  
Human Resources and Skills Development Canada

Kelly Archer will share HRSDC's experience using social media and Web 2.0 technologies to engage new and prospective Canadians. Using a broad

range of tools such as Twitter, Facebook, mashups, wikis and portals, HRSDC has succeeded in creating greater awareness of Canada as a destination, and in engaging recent arrivals and immigration prospects abroad.

Kelly will describe how a commitment to innovation has driven extensive experimentation and careful implementation, and how to mitigate risk, manage expectations, and measure the results of a comprehensive social media effort.

#### 11:15 a.m. Plenary Session 2

##### **Getting Started with Social Media—Lessons from the City of Ottawa**

**Mark Faul**, Manager, E-Media and Service Integration Branch, Communication and Customer Service Department, City of Ottawa

This session will look at how the City of Ottawa began to use social media. You will hear about the strategies, the successes and the lessons learned along the way. From determining internal organization to technology and culture change, Mark Faul will provide a comprehensive overview of the changes required.

During this session, you will gain a greater appreciation of how to:

- build and communicate a compelling business case
- create awareness and secure the support of key individuals
- develop guidelines for your social media implementation
- combine bottom up and top down approaches
- foster the relationships you need to secure success

### 12:00 p.m. Luncheon and Presentation

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##### **Social Media and Privacy in the Public Sector**

**Colin McKay**, Director of Research, Education and Outreach,  
Office of the Privacy Commissioner of Canada

An essential consideration in a social media strategy is the issue of privacy, particularly in the public sector. Colin McKay will address the connections and the conflicts between privacy and social media, and how to reduce tensions and foster productive engagement.

**1:30 p.m. Plenary Session 3**

**Case Study: Connect2Canada.com**

**Sally Southey**, Minister Counsellor, Public Affairs, Embassy of Canada, and Deputy Head, Washington Advocacy Secretariat

In 2005, the Canadian Embassy in Washington D.C. created Connect2Canada, a network for people in the United States who have a connection to Canada. Over 45,000 people have opted to join “Canada’s network in the United States” and receive updates on subjects as diverse as our global troop deployments, the Canada-U.S. border, and Canadian cultural events in the United States. Since then, Connect2Canada has expanded to include a presence on social media like Facebook, Twitter, Flickr, and YouTube.

Sally Southey from the Canadian Embassy in Washington will discuss Connect2Canada’s social media strategy and the ability of new media to reach and communicate with a unique target audience in the United States.

**2:15 p.m. Plenary Session 4**

**Managing Knowledge and Engaging Employees with Wikis**

**Colin W. Chan**, Senior Analyst, Emerging Web Technologies, eGovernment Branch, Government of Ontario

Wikis are an effective way to preserve, share, and communicate knowledge. They encourage collaboration and can foster greater employee engagement.

OPSpedia is a collaboration and information sharing pilot of the Ontario Public Service, providing wikis, blogs, and a network enabling staff to create professional profiles, connect with current and past colleagues, collaborate on subjects of professional interest, and share recent work. It has attracted interest internationally, including from the U.K. government, who characterized it as “impressive.”

Colin Chan will discuss OPSpedia’s development and rapid growth, and its value to the Ontario Public Service.

**3:15 p.m. Refreshment Break**

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**3:30 p.m. Plenary Session 5**

**Harnessing Employee and Citizen Power with “Crowdsourcing”**

**Shelley D. Kuipers**, President and Chief Executive Officer, Chaordix

One of the most tantalizing promises of emerging technologies is the ability to tap into new productivity and wisdom from the crowd. Companies are looking for new ways for customers and employees to contribute en masse to new ideas, processes and products. Governments can use the same technologies to invite input and ideas on budgets, policies, and planning from citizens and employees. The result can be more cost-effective, publicly supported, and ingenious solutions. So while wikis represent perhaps the most familiar application of the crowdsourcing philosophy, wiki technology is only the beginning.

Shelley Kuipers will walk you through the application of crowdsourcing in government, provide real life examples of success, and outline the essential elements of a high performing crowdsourcing strategy.

**4:15 p.m. Plenary Session 6**

**Transforming an Intranet into a Next-Generation Communications and Knowledge Capture Tool**

**Brian Beehler**, Director, Social Media, Canada Post Corporation

Like many organizations, Canada Post Corporation has for years relied on an intranet to do much of the heavy lifting in employee communications. The advent of new web 2.0 technologies is now driving two fundamental changes, the first to improve functionality, the second to increase user interest in the system.

This session will outline how, beginning with a pilot project in 2008, Canada Post set out to integrate features such as blogs, whiteboards, and Facebook like profiles into their existing intranet offering. The benefits of this change went beyond the expected streamlined, more effective communications and greater employee engagement. It also generated new opportunities for collaboration and knowledge sharing as employees posted their attributes online and began engaging in conversations across traditional organizational boundaries. Lastly, signs of a new, more open culture are emerging as more and more employees take advantage of the new system.

**4:45 p.m. Day One Adjourns**

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## DAY 2—TUESDAY, MAY 4, 2010

### 8:00 a.m. Continental Breakfast

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#### 8:30 a.m. Opening Remarks from the Co-Chairs

**John Brewer**, Executive Conference Developer,  
The Conference Board of Canada

**Peter MacKechnie**, Senior Vice-President, Consulting,  
Innovapost

#### 8:45 a.m. Plenary Session 7

##### **Social Media Guidelines: Letting Go Versus Exerting Control**

**Jeff Braybrook**, Senior Director, Chief Information Officer,  
Treasury Board of Canada Secretariat Branch

Social media cheerleaders all trumpet the new technologies' potential to break down silos, flatten hierarchies, and sidestep and replace traditional communications channels. Even its most conservative advocates acknowledge social media's transformative capacity.

However, public sector social media's great potential must be balanced with proper guidance for use. Jeff Braybrook will share his thoughts on this perceived dichotomy and, while recognizing how much and how quickly communication has changed, will examine the role of existing and new guidelines in ensuring governments realize social media's potential in a responsible way.

#### 9:30 a.m. Plenary Session 8

##### **Developing and Implementing a Comprehensive Social Media Communications Strategy**

**Theresa M. Woolridge**, Communications Advisor,  
Public Safety Canada

Based on Public Safety Canada's extensive use of new media to communicate with Canadians, Theresa Woolridge will examine the steps required to move from the ideas and concept stage to the effective execution of a social media campaign. In doing so, Theresa will discuss the most common and challenging fundamental issues such as:

- defining your goals and target population
- budget—what budget?—making the most of free tools
- what does success look like?
- maximizing the effectiveness of old and new media

### 10:15 a.m. Refreshment Break

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#### 10:30 a.m. Plenary Session 9

##### **How to Measure your Success**

**Mike Kujawski**, Senior Marketing and Social Media Strategist, Centre of Excellence for Public Sector Marketing

Terms like “conversation,” “collaboration,” and “communication” dominate new media discussions. There is no shortage of evangelists advocating for quick implementation based on faith and the indefinable “coolness” benefits of being an innovator.

However, in the real world and, in particular, in the public sector, expenditures must be attached to quantifiable results. How do you measure the value of a conversation? Mike Kujawski will explain how, and will describe the different measurement tools available and how to use them to support your new media initiative.

#### 11:30 a.m. Plenary Session 10

##### **Driving Public Sector Transformation with Social Media**

**Nicholas Charney**, Project Manager, Indian and Northern Affairs Canada

At the Conference Board of Canada's last Public Sector Transformation event, speaker after speaker singled out organizational silos as the greatest obstacles to effective change. One glimmer of hope came from examples that demonstrated social media's ability to bring people together across departments, functions, and levels to collaborate on governments' most pressing issues.

By defining renewal as “people having open and honest conversations,” Nick Charney supports social media as an essential element in successful public sector change. Expanding on this premise, Nick will lead a broad discussion of change, new media, and public sector transformation.

#### 12:30 p.m. Closing Remarks from the Co-Chairs

**John Brewer**, Executive Conference Developer,  
The Conference Board of Canada

**Peter MacKechnie**, Senior Vice-President, Consulting,  
Innovapost

### 12:45 p.m. Luncheon for Optional Workshop Delegates

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1:30 p.m. **Optional Workshop**

**Beyond Communications - Leveraging Social Media to Foster Public Engagement**

Manon Abud, Partner, Ascentum, Inc.

If you're a communicator, it's likely that social media has recently been added to your "to do" list... But what exactly counts as "social media"? How does social media fit in your organization's broader communication and public engagement strategies? Are you making a distinction between using social media for communications purposes and using social media more strategically as an employee or citizen engagement vehicle?

Manon Abud will explore how the rise of social media is changing the way we seek and obtain information, and the way we connect to one another and to our institutions, including:

- key considerations for developing and planning your social media strategy
- social media as a communications tool
- social media as a vehicle for citizen and employee engagement

Learn about the latest social media and public engagement principles, and how and where they intersect. Manon will also review Canadian and international case studies, and will invite participants to share their own ideas and challenges for discussion with the broader group.

Don't miss this in-depth and interactive opportunity to capitalize on the experts' insights and discuss your issues and opportunities.

4:00 p.m. **Optional Workshop Adjourns**

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Use Hashtag **#PSSM2010** on Twitter to connect with other delegates and the faculty to discuss your expectations and experiences before and during the conference. For more information, contact Joel Elliott at [elliott@conferenceboard.ca](mailto:elliott@conferenceboard.ca) or visit <http://twitter.com/confboardofcda>.

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## The bottom line is: You can't really keep your employees away from social media.

“ They're going to do it anyway, even at work. If you don't give them options to participate in social media on terms friendly to your company, you're asking for trouble. So start talking to your employees about this. Find out who's interested in helping you experiment. Capitalize on their energy. And don't forget to 'friend' them.”

- Jeremy Burton, President and Chief Executive Officer, Serena Software

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## Facebook, Twitter, YouTube, LinkedIn, Wikipedia...

Social media have experienced astonishing growth in users, and are changing how people communicate. Chances are, one or more has or will soon become a part of your everyday personal or professional life.

New technology deployment is challenging, and organizational and personal privacy are major issues for online tools in the public sector. This is particularly true with social media, where comfort levels and experience vary greatly, and new and unforeseen ways to work will disrupt long-established practices.

## What is the potential business impact of social media?

- over 65% of U.S. firms are using social media, almost 45% are using Twitter, and over 50% are blogging—*American Marketing Association, 2009*
- 52% of organizations using Web 2.0 tools achieved best-in-class performance—*Aberdeen Group, 2008*
- U.S. President Barak Obama raised \$55 million in campaign donations in one month through social networks—*Did You Know 4.0*
- 39% of employees have difficulty locating experts in their organization, and 75% of employees don't go outside their department to seek or share knowledge—*Towers Perrin, 2008*

Fees	Before March 8, 2010	Before April 5, 2010	After April 5, 2010
Conference	\$1,535	\$1,635	\$1,735
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<input type="checkbox"/> Optional Workshop including Luncheon	\$545	\$545	\$545
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