

Sociālo mediju lietošanas vadlīnijas – robežas un jauni horizonti

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29.04.2011

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Pasaulē

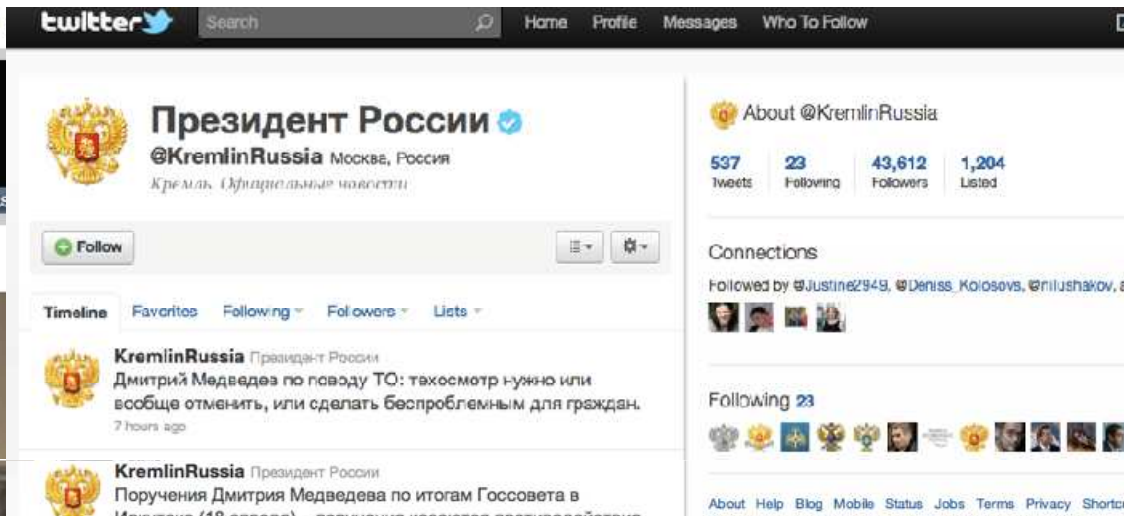


YouTube Number10.gov.uk

Home News Communicate Meet the PM His

Number10gov
Lietotāja Number10gov kanāls **Abonēt** **Visi** Augšpielādes Izlase

Video of David Cameron speaking.



twitter

Президент России
@KremlinRussia Москва, Россия
Кремль. Официальные новости

537 Tweets 23 Following 43,612 Followers 1,204 Listed

Follow

Timeline Favorites Following Followers Lists

KremlinRussia Президент России
Дмитрий Медведев по поводу ТО: тахометр нужно или вообще отменить, или сделать беспроблемным для граждан.
7 hours ago

KremlinRussia Президент России
Поручения Дмитрия Медведева по итогам Госсовета в Иркутске (18 апреля) – поручения касаются противодействия



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United States Embassy - Riga, Latvia

Government organisation · Riga, Latvia

Wall

United States Embassy - Riga, Latvia · Top post

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Write something...

United States Embassy - Riga, Latvia added 8 new photos to the album April 28, 2011 -- Margo True Visits the Academy of Agriculture.

Pasaulē

Loma pasaules notikumos



Latvijā

Valsts pārvalde sociālajās platformās

twitter Home Profile Messages Who To Follow

  **Valdības māja**
@Brivibas36 Brīvības iela 36, Rīga
Valsts kanceleja / State Chancellery
<http://www.mk.gov.lv>

✓ Following

Timeline Favorites Following Followers List

 **Brivibas36** Valdības māja
Today the Prime Minister of Estonia Andrus visit after reelection is in Latvia
50 minutes ago

 **Brivibas36** Valdības māja
Jaunākajā @lriv interesanta intervija ar Valst direktora dēlu, Kārļa Ulmaņa krustdēlu Daini...
ir.lv/2011/4/27/ulma...
12 hours ago

 **Brivibas36** Valdības māja
@dagnijastukena Alga ir robežās no 700-825. Gala ciparu nosaka pieredze valsts pārvaldē.
22 hours ago

About @Brivibas36

1,010 Tweets 1,150 Following 1,945 Followers 164 Listed

Connections
Also followed by @elitadreimane, @ilgtspeja, @ar...

Latvia 2010
govcamp

Similar to @Brivibas36 - view all

 **Paija** Follow
Māija

 **Olafs_Pulks** Follow
Olafs Pulks

Noderīgas saites

- Seko valsts pārvaldes iestādēm tviterī
- Ministrijas
<http://twitter.com/#!/Brivibas36/ministrijas>
- Ministri
<http://twitter.com/#!/Brivibas36/ministri>
- Citas iestādes
<http://twitter.com/#!/Brivibas36/valstsparvalde>

Robežas

Daļēji vai pilnībā ir liegta pieeja sociālajām platformām

Nezina, kā iesaistīties, pietrūkst prasmju

Nevar paredzēt sekas, reakciju, kontrolēt

Nav laika pastāvīgai komunikācijai

Valsts civildienesta likums

Hierarhija

Pieredze



Latvija: iespējas

Valdības rīcības plāns:

“Izstrādāt vadlīnijas internetā pieejamo un attīstīto sociālo platformu izmantošanai valsts pārvaldes iestāžu darbā, veicināt plašāku sociālo platformu izmantošanu valsts pārvaldes komunikācijā ar sabiedrību.

Izanalizēt un novērst šķēršļus valsts pārvaldes darbinieku piekļuvei sociālajiem medijiem, tādējādi nodrošinot tiešas un nepastarpinātas valsts pārvaldes un iedzīvotāju komunikācijas iespējas.”



Vadlīnijas

Viendabīgs pielietojums

Iedvesmošana un iedrošināšana

Robežu iezīmēšana

Horizontu paplašināšana

Izglītošana

Kā?

Vadlīnijas – ieteikumi

Labās prakses principi

Ieteikumi aktivitātēm sociālajās platformās

Noteikumi – tiesisks regulējums

Atļaujas

Hierarhija

Ierobežojumi

Pasaules pieredze

- Centralizēti/ individuāli
- Vadlīnijas/ noteikumi

Principles for participation online

The Civil Service when discussing as you would with conferences.

Last updated - 2

How the Civil S

- Disclose your unless there a personal secu phone numbe
- Always remer permanently a within the leg: data protection information, n Government u be delegated
- Also be aware proceed with capacity. If yo

1. **Be credible**
 - Be accur
2. **Be consisten**
 - Encourag profession
3. **Be responsiv**

Engaging through social media A guide for civil servants



Attachment A

Participating online

Web 2.0 provides public implementation to contri should engage in robust

Equally, as citizens, APS sound, sustainable polic should identify themself

There are some ground to working with online m include:

- being apolitical, i
- behaving with res
- dealing appropri
- delivering service
- being sensitive to
- taking reasonabl
- making proper us

- upholding the AP

APS employees need to official or personal comm say¹, refer to the Code of agency, or consult the Et

Agencies may find it help use, the use of social m helpful to workshop scen deciding whether and ho above principles.

Social Media 101: A beg

1. **Before you get star**
As well as Facebook and Twitter, employees in other online media

Use of social media websites by p Finance employees are expected as would be expected elsewhere.

This includes:

- being apolitical, impartial a
- behaving with respect and
- dealing appropriately with confidential
- being sensitive to the diver
- taking reasonable steps to
- making proper use of Comm
- upholding the APS Values a

APS employees need to ensure th they apply to official or personal social media guidance, available v

Finance employees do not need t uncontroversial matters related t (including following any necessa to the Department, especially any cor

- commits Finance or the Govern
- attempts to speak, or could be
- relates to controversial, sensitiv
- could be interpreted as a perso
- could bring Finance or the APS into disrepute.

2. **Accessing social media at work**



Social media presences listed on the [Defence Social Media Hub](#) are sponsored and authorised by the UK Armed Forces or MOD. Social media presences not listed here have no official connection to the UK Armed Forces or MOD.

For more information see the following:

[General guidance for UK Armed Forces and MOD personnel when online \(applies to all personnel\)](#)

Template Twitter strategy for Government Departments

to establish and manage a corporate tter.com.

Twitter, and how we will assess its value

the risks to our corporate reputation

ow we will populate and use the channel

presence on Twitter to maximise value

users to post short text messages (up to users via their phones or web browsers. these conversations take place in the

on curve in the UK and being used s of Parliament, a number of our n government organisations and impact on resources and has the potential ications objectives.

we join it, see Appendix A. For a

and seek advice from your chain of

online presences to help communicate must be authorised by the chain of

[Guidance when online personnel](#)

[The Defe: Guideline: includes: Command staff\)](#)

[Volunteer "sponsor](#)

[Contact it Team](#)

Pasaules pieredze

Apvienotās Karalistes valdība

<http://www.civilservice.gov.uk/about/resources/participation-online.aspx> un vadlīnijas <http://coi.gov.uk/guidance.php?page=264>

Austrālijas valdība <http://www.apsc.gov.au/circulars/circular096.htm>

un Austrālijas Finanšu ministrija

<http://agimo.govspace.gov.au/files/2010/04/social-media-101.pdf>

Citas vadlīnijas <http://socialmediagovernance.com/policies.php?f=0>

Pētījums “Designing social media policy for government: Eight essential elements”

http://www.ctg.albany.edu/publications/guides/social_media_policy

Problēmjaautājumi

Pieeja sociālajām platformām

Tiesiskais regulējums

Lietojums iestādes vārdā/ profesionāli/
personīgi

Saturs

Vienota pieeja nosaukumu izvēlei

