



Many hands make light work

The insight of many is greater than  
the  
expertise of a few

The whole is greater than the sum of its  
parts

What is happening to the world?

People are.....

Coming  
Together

Welcome to...



WebDrive

How to Sell Web 2.0 with your Organization  
Case Study: Foreign Affairs & International Trade Wiki

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## Why are We Here Today?

- Because people are coming together
- They want to interact
- They are collaborating
- But you are here and your boss isn't!



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## So How do you Sell it within Government?

- Make sure they understand it
- Make sure they know the importance of it
- Make sure you have allies
- Make sure you know how to comply
- Make a game plan



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## What is Web 2.0?

Web 1.0

- First generation of the internet
- Static, information-style web sites

Web 2.0

- Technologies that help people communicate, share, interact and most notably **collaborate**
- Web 2.0 technologies have given birth to the Social Media movement (Facebook, YouTube, etc...)

# UNDERSTAND




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## Well Known Web 2.0 Sites

**facebook**

**flickr**<sup>®</sup>

**twitter**

 **delicious**  
social bookmarking

**WIKIPEDIA**

**digg**<sup>™</sup>

**You Tube**  
Broadcast Yourself<sup>™</sup>

 **myspace.com**  
a place for friends..

# UNDERSTAND



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## What's a Wiki?

- **Wiki Defined:** open forum in which people can post, edit, comment on or move content
- **Business Application:** Wikis are good for developing a sense of community and for enabling open collaboration and interaction on a project-basis
- **Business Value:** Increased engagement due to the hands-on nature of project participation; more comprehensive solution development due to wider number of collaborators; reduced operational costs due to the use of centralized resources
- **Well Know Wikis:**

WIKIPEDIA



# UNDERSTAND



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## What's a Blog?

- **Blog Defined:** controlled forum in which an author posts articles and visitors can comment/discuss
- **Business Application:** Blogs are good for controlled discussions and for eliciting feedback
- **Business Value:** More timely communication, increased dialogue with citizens, informal consultation forum
- **Well Know Blogs:**



# UNDERSTAND



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## What's a Podcast/Webcast?

- **Podcast/videocast Defined:** video or audio files posted online
- **Business Application:** Podcasts are good for communicating a lot of information or for presenting visuals
- **Business Value:** Increased attraction and better information retention, improved communication of complex or highly visual subjects
- **Well Know Podcast sites:**



# UNDERSTAND



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## What's a Discussion Forum?

- **Discussion Forums Defined:** open discussion area in which anyone can contribute
- **Business Application:** Discussion forums are good for eliciting open discussion on well defined topics
- **Business Value:** Faster and less costly form of consultation, increased engagement in issues

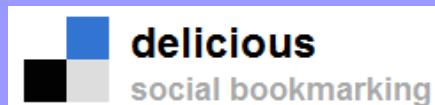
# UNDERSTAND



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## What's Tagging/Cataloguing?

- **Tagging/Cataloguing Defined:** technology that allows users to organize their information or tag it to help themselves or others find online resources
- **Business Application:** Tagging and cataloguing functionality are good for facilitating information sharing
- **Business Value:** Improved information retrieval and sharing
- **Well Know Tagging/Cataloguing sites:**



# UNDERSTAND



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## What are RSS Feeds?

- **RSS Defined:** RSS stands for “Really Simple Syndication”. It is a technology that allows information to be pushed to software on your computer so that you don’t have to constantly go to a site for information, but rather it gets served to you.
- **Business Application:** RSS is good for pushing information
- **Business Value:** Increased awareness and action due to more regular, proactive communication with Canadians/stakeholders/special interest groups, etc...



# UNDERSTAND



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## What are Widgets and Mashups?

- **Widgets and Mashups Defined:** small components of technology that perform specific functions and that can be merged together to create something greater than the individual parts
- **Business Application:** good for expanding the functionality of a site or for letting users create their own functionality
- **Business Value:** Improved servicing and more meaningful content
- **Well Know Mashup Editors:**

**Google Mashup Editor**

**UNDERSTAND**



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## Are Canadians using Web 2.0?

- Canada has one of the highest internet usage stats in the world at 84.3%
- Canadians are strong adopters of Web 2.0 technologies
  - 84% of Canadian Internet users are **active on social networks**, social network usage grew 16% in 2007 alone
  - 89% of Canadian Internet **watched or received videos** online
  - 75% of executives plan to maintain or **increase their investments** in wikis, blogs and social networking tools.
  - YouTube was the **destination of choice** for 57% of Canadian Internet users
  - Blogs “grew” 7% in 2007
  - 64% of Canadian Internet users **now visit blogs** and even those in the 65+ demographic spend 2 days a year on blogs

comScore statistics as presented at  
the In:flencia Interactive Marketing Conference

# IMPORTANCE



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## How Do Canadians See Web 2.0 in Government?

- Canadians were polled on their views of how Web 2.0 in Government (a.k.a - Government 2.0) serves the public.
- **87% of Canadians feel the government should invest** in the use of Web 2.0

### Why should government agencies use Web 2.0 apps?

- Communicate with young Canadians (78%)
- Fast, up-to-date info on programs/services (76%)
- Reach rural/remote groups (66%)
- Deliver programs/services more effectively (65%)
- Get input from Canadians (62%)

New Technologies and Government of Canada Communications  
(Phase I: Qualitative research with Canadians) April 2008

# IMPORTANCE

# Why Are Governments Interested in Web 2.0?

## Internally

(Day-to-day Operations)

Lower Service /  
Program Delivery Costs

Faster Decision-Making  
and Problem Solving

Improve Information /  
Knowledge Management

Employee Attraction,  
Evaluation and Retention

Cross-departmental /  
Cross-governmental  
Collaboration



Less Expensive & More Interactive  
Communication with Citizens

Better  
Engagement  
with Canadians

More Frequent &  
Less Expensive  
Public Opinion Research

Feed Policy Development

Improved & More  
Responsive Services

Improve Transparency

## Externally

(Canadian Public)



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## How do I Secure Allies

- Partner with other groups
- Look for senior level support
- Show examples

**ALLIES**



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# Who is using Blogs within Government?

Office of the Privacy Commissioner of Canada

myprivacy.  
mychoice.  
mylife.

mycontest   mylife   mylinks   myblog   mycontact

**myprivacy & me**  
national video competition  
**2008**

**How does technology affect my privacy?**  
Most of us have things we want to keep private – from our parents and teachers, from our siblings, from our friends. We all know... [read more](#)

**Why should I care?**  
Because all these new technologies can have a significant impact on your personal privacy. And if you know how to use them properly... [read more](#)

**Why should I check out the rest of this website?**  
Because young Canadians are among the most wired in the world. You use technology – like the Internet and social networking sites... [read more](#)

Want to talk about this stuff? [BLOG NOW!](#)   myprivacy **Quiz**   **Attention Parents!**



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# Podcasts/Webcasts in Government

## Prime Minister's Office





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# Who is using Discussion Forums in Government?

DFAIT

The screenshot shows the DFAIT website home page with a navigation menu and several content sections. A green arrow points from a box on the left towards the right-hand screenshot.

The screenshot shows the 'Current eDiscussion' page. A blue box highlights a post by Amy Wiltzen dated Feb. 18, 2008 EST (#10 of 10). The post discusses the importance of developing technology and alternative energy resources.

**Current eDiscussion**  
**Topic : Ensuring Canadian Prosperity in a Changing Global Economy**  
 From Jan. 28, 2008 To Mar. 26, 2008  
 View Questions and Resources  
 Sign-up or log in  
 Below are submissions posted by Canadians to the Canadian Prosperity in a Global Economy Discussion.  
 Participants in the eDiscussion are required to generate their own user name and password. All submissions are moderated and must adhere to the eDiscussion civil rules.  
**Discussion**  
 [ Post a Reply ]  
 10 Next 5 Posts | Posts displayed per page: 1 | 06 | 5 Previous Posts >>>

**Amy Wiltzen - Feb. 18, 2008 EST (#10 of 10)**  
 I have to agree with Gillian in regards to developing technology and alternative energy resources. In the next several years I think it will be more important than ever that we focus our energies on alternative energy sources. We are already the leaders in the oil industry it only makes sense that we branch out and become leaders in other forms of energy as well. Especially since there is an ever increasing push globally to protect the environment it would be a wise investment for our country to be at the forefront of this new and soon to be booming industry.

WebDrive Canada

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# Example of Tagging/Cataloguing

Gov20.ca

The screenshot shows the Gov20.ca website interface. At the top, there is a navigation bar with links for 'Home', 'About Us', 'Contact Us', and 'Help'. Below this is a 'Welcome' section with a 'Log in' button and a 'register' button. The main content area is divided into four columns:

- Featured Contributions:**
  - Social Media in Govt. Conferences
  - Web 2.0 Case Studies
  - What's Web 2.0?
  - What's a Blog?
  - What's a Wiki?
- How Do I...?:**
  - add photos
  - add edit text
  - add video
  - attach files
- Resource Room:**
  - Articles, websites, research of interest, Web 2.0 events
  - Recent updates:
    - WebDrive at CTEC - Videocast
- Video Gallery:**
  - Videos on Web 2.0 technologies and their applications:
    - Podcast
    - RSS Feeds
    - Blogs
    - Wikis

At the bottom of the page, there is a 'Brought to you by...' section featuring the WebDrive logo and the text 'WebDrive'. The footer contains the text 'Tag page: Web 2.0, blogging, communications, communities of interest, marketing'.

WebDrive Canada Inc.



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# Who is using RSS within Government?

## Canada News Centre

The screenshot shows the Canada News Centre website. At the top, there are logos for the Government of Canada and the word 'Canada'. The main header features a red maple leaf and the text 'CANADA NEWS CENTRE news.gc.ca'. Below this is a navigation bar with links for 'Français', 'Home', 'Contact Us', 'Help', 'Search', and 'canada.gc.ca'. The main content area displays a news article with a photo of Prime Minister Stephen Harper. The article title is 'STRONG LEADERSHIP TO PROTECT CANADA'S FUTURE' and the text begins with 'In his official reply to the Speech from the Throne, Prime Minister Stephen Harper today served notice that he would use his new strengthened mandate to act quickly to protect Canadians in a time of global economic instability... more'. To the left of the article is a sidebar with categories like 'News Releases', 'Media Advisories', and 'Views'. To the right is a search box and a 'STAY IN TOUCH' section with links to 'Customize Your Feed', 'National News Feed', 'Regional News Feed', and 'Other News Feeds'. At the bottom of the page, there are logos for 'Voyage.gc.ca' and 'ecoACTION'.



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## Policy Considerations for Wikis, Blogs, Podcasts & Discussion Forums

- **Copyright**
  - Link to articles rather than reproduce them
  - Cite all sources
  - Request permission to post information if you need to post the resource in its entirety
- **Access to Information**
  - User notices – code of conduct
  - Treat the forum as if you would any other business correspondence
  - Have an information archiving process in place
  - Coordinate with departmental ATIP personnel on process
- **Common Look and Feel**
  - Not mandatory for internal facing web applications but is recommended as a best practice

# COMPLY



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## Policy Considerations for Wikis, Blogs, Podcasts & Discussion Forums

- **Federal Identity**
  - Must display FIP symbols (department & GoC logos) in the appropriate places
- **Accessibility**
  - XHTML
  - Scalable fonts
  - Cascading Style Sheets
  - Text equivalents (for images) using <Alt> tags
  - Text indications of the format and size of uploaded documents
  - Avoid low contrast colours (e.g. – yellow on white background)
  - Design accessible skins (templates)

# COMPLY



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## Policy Considerations for Wikis, Blogs, Podcasts & Discussion Forums

- **Official Languages**

- Interfaces in both official languages
- All navigation areas, official departmental messages and user support content (instructions, FAQs, etc.)
- Encourage users to contribute in the language of their choice
- User notice - content of the page is displayed in the language entered by the contributor
- Post a notice on the terms of reference regarding the use of official languages
- Comments and discussions in both languages
- One forum for both languages
- Summaries are provided in both official languages

# COMPLY



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## Policy Considerations for Wikis, Blogs, Podcasts & Discussion Forums

- **Privacy**
  - User notices – no personal information (e.g. – Don't share personal information about yourself or others)
  - User notices on the level of protection that the system offers (e.g. – Not for Secret or Top Secret information)
- **Information Security**
  - Systems should be protected with controls to commensurate with the protected or classified nature of the information
  - Proper QA testing (Quality Assurance)

# COMPLY



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## How do I Create & Implement a Web 2.0 Strategy?

- **Educate** the organization by helping staff at all levels understand what Web 2.0 applications are and how they can help the organization meet fast-evolving objectives
- **Develop** a strategy by establishing clear priorities for online collaboration that align to organizational objectives
- **Initiate** a pilot project by identifying a specific opportunity to drive early success – test the organization’s readiness to embrace the principles of online collaboration
- **Evaluate** existing enterprise technologies to determine their compatibility with the evolving Web 2.0 strategy
- **Create** policies that maximize the benefits of adopting Web 2.0 within the organization
- **Measure** the results by establishing key performance indicators that help measure the strategy’s success
- **Embrace** a culture of collaboration by continually evolving how interaction happens with stakeholders inside and outside of government

Deloitte

# GAME PLAN



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## How Can I Measure Web 2.0 Initiatives?

- Share of “Voice”
- Awareness Levels
- Level of Action
- Financial Savings
- Better Level of Service
- Improved Processes

**GAME PLAN**