#feb18

#jan25

#japan

#Tsunami

#libya

#earthquake

#haiti

#egypt

#govimpact

Time to Evolve: Making Social Media Matter

#govwebcon

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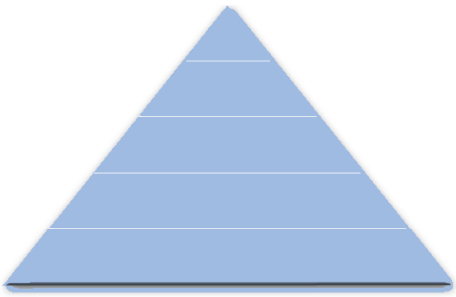
31% of online adults use platforms such as blogs, social networking sites, email, online video or text messaging to get government information.

Smith, Aaron. Government Online. Pew Internet & American Life Project, August 2010



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Where to Start?

Effectiveness: What is our total reach? × **Engagement:** What is the value of each connection we're making? = **Value Created**

− **Efficiency:** What was the total cost of the communication? = **Net Value**

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