E-Jam and Tech Connections Mn/DOT Social Media and Collaboration Technology Strategy, Policy and Implementation

Presented by
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Mn/DOT Information and Technology Services
and
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Mn/DOT Office of Communications
How do we ensure that our employees have the technology they need to collaborate, innovate, share knowledge and communicate within Mn/DOT and with external partners and the public?
Maybe our employees know!
• A web-based program (www.uservoice.com) allowed employees to submit ideas
• Employees could comment on ideas submitted by others
• Each employee had 50 votes they could distribute among their favorite ideas
• Employees could remain anonymous
How about upgrading the entire Video Conference facilities in the state to the new video conferencing standard? Many times when we video conference with other locations the images are very poor.

By improving the interactive experience in the facilities we can reduce travel costs for MnDOT and for the state taxpayers, drive better, faster decisions, and improve collaboration across MnDOT. I know the limitations of our current system, because of the many video conferences I am involved with and schedule.
• Employees submitted 530 ideas in five days

• Nearly 1,000 employees voted

• 17,800 votes cast
Employee Ideas

- Blogs
- Wikis
- On-line maps
- On-line org charts
- Communities of practice
- Knowledge sharing and management
- Preserve corporate knowledge
- Instant messaging
- Chat/discussion boards
- Social media access
- Employee Ideas

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Tech Connections Themes

• Support a Collaborative Environment
• Build Corporate Knowledge
• Develop Mn/DOT’s Digital Public Square
• Improve Communications
• Update the Web
Some workplaces are no friend to Facebook

“The debate over Facebook is similar to the debate over e-mail a decade ago and personal telephone use several decades earlier.”

“Do you want to create a climate of trust and empowerment ... or do you want to create a climate of distrust, monitoring and control? Just because companies have the authority to block social media does not mean they should.”

John Budd, Carlson School of Management from Minneapolis Star Tribune
Mn/DOT Facebook Page
Mn/DOT employees see
Risk Assessment Process

- Define vision
- Brainstorm risks
- Assign magnitude
- Assign probability that the risk occurs within the next 3 years
- Identify mitigation strategies
- Effectiveness of strategy in mitigating risk

Decision and recommendations
## Risk Assessment Participants

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<tr>
<th>Human Resources</th>
<th>Information Security Officer</th>
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<tr>
<td>Communications</td>
<td>Policy Analysis, Research and Innovation</td>
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<td>Data Records</td>
<td>Workplace of Choice Initiative</td>
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<td>External Partnering</td>
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<td>Information and Technology Services</td>
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Alternatives

Series of meetings to assess risks for opening access to Facebook for all employees or keeping blocked unless a business need

- Keep blocked unless access requested
- Somewhere in the middle
- Open access for all employees
Vision for Facebook

- Staff feels trusted in personal and business use
- Inappropriate use avoided
- Increased transparency
- Employees are helped in their jobs through being informed and feeling like in a workplace of choice and forward thinking organization
Social Media Business Goals

• Support Mn/DOT strategic directions of innovation, leadership and transparency
• Adapt to rapidly changing communication technology to communicate with all of our stakeholders
• Facilitate collaboration and information sharing
• Monitor and respond to emerging issues
• Workplace of choice
Risks for Leaving As Is

• Employees can access on personal devices now which could result in business decisions being made without retention, discovery, data practices and transparency

• Morale problems, not seen as workplace of choice

• Lose opportunities to collaborate with stakeholders
Risks for Opening Access

• Employees will conduct business leading to data records and retention issues
• Monitoring for customer service and misinformation
• Security risks
• Accountability and productivity
Effective Mitigation Strategies

- Updated policy/guidelines
- Education for all accessing social media
- Communication to employees
- Continue Communications Office process for official pages and oversight
- Accountability and monitoring
Recommended Action

Open access for all employees to

- facebook
- LinkedIn
- Twitter
- YouTube
Lessons Learned

Educate everyone in the room on social media basics

- Don’t assume that everyone has the same level of understanding of what social media is and how it works
- Clearly define differences between business and personal use

Accept that there will be generational differences

- Openness to generational differences surrounding technology, acceptance that work force is changing
Lessons Learned

There will be strong opinions and disagreement especially in a risk averse corporate culture.

- Clearly define business goals in the beginning.

- Break into smaller functional area groups to make sure that everyone’s ideas are heard, valued, and incorporated into the final recommendations.

RAMP resulted in defining risks and brings focus to policy updates, expectations.
“Marketers feel they’re required to have a Facebook strategy. That’s unfair to the poor marketers—heck, Facebook doesn’t really have a Facebook strategy.”

--Chip Heath, forward to The Dragonfly Effect
What we do

- Mn/DOT Tweets our traffic updates and news releases and Research
- Mn/DOT set up a Main Facebook Page, and one for MnPASS, the I-35 Mega Project in Duluth, Research and a couple others
- Mn/DOT set up a YouTube channel
Responsive to Citizens

• Citizen from Duluth gets response from department within 20 minutes of question about grooves in the new highway as part of I-35 Mega Project

• Citizen concerns about Stillwater Bridge and flooding. Able to respond quickly to concerns.
View from a Snowplow

- Within 24 hours, the video was shot, edited, posted and being seen by citizens and picked up by the media.
- It has had about 4,000 views.
More Friends

Friend number on Facebook increases whenever there is an emergency like floods, snowstorms, etc…
My Favorite Meetings: Our Employees

Can we have a Facebook Page?

Can we put a video up on YouTube?

Can we have a Twitter feed?
Any questions?

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Resources

Mn/DOT Tech Connections
http://www.dot.state.mn.us/strategicplan/status/tech.html

Mn/DOT Risk Management
http://www.dot.state.mn.us/riskmanagement/index.html

Some workplaces are no friend to Facebook, by David Phelps, Minneapolis Star Tribune, 10/17/2010

Big Blue Brainstorm, Bloomberg Businessweek, 8/7/2006
http://www.businessweek.com/magazine/content/06_32/b3996062.htm

Collaboration, Co-Creation, and Innovation Jams: An Interview with IBM’s Liam Cleaver, by Guarav Bhalla, GauravBhalla.com, 8/26/10


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