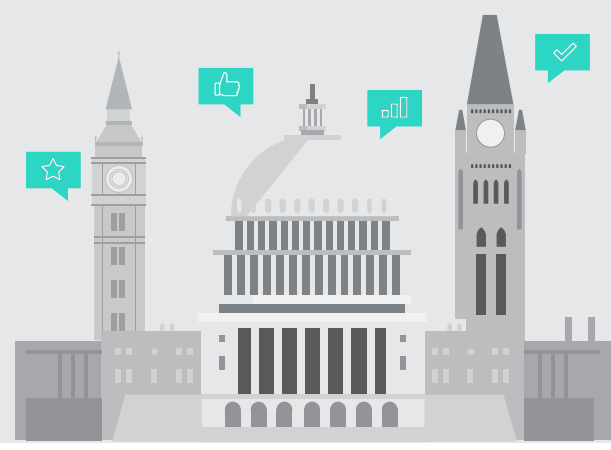


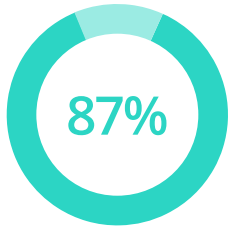
# The Social Government Benchmark Report 2018

Challenges and opportunities for governments adopting social media

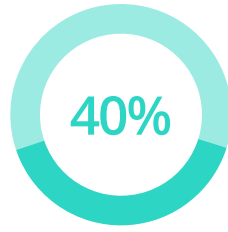


With governments under pressure to reduce workforces and streamline operations while delivering excellent citizen experiences, a growing number are turning to social media as a platform for effective engagement.

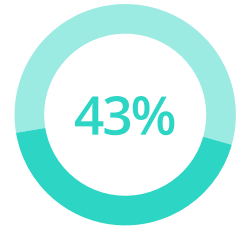
## How governments are using social media today



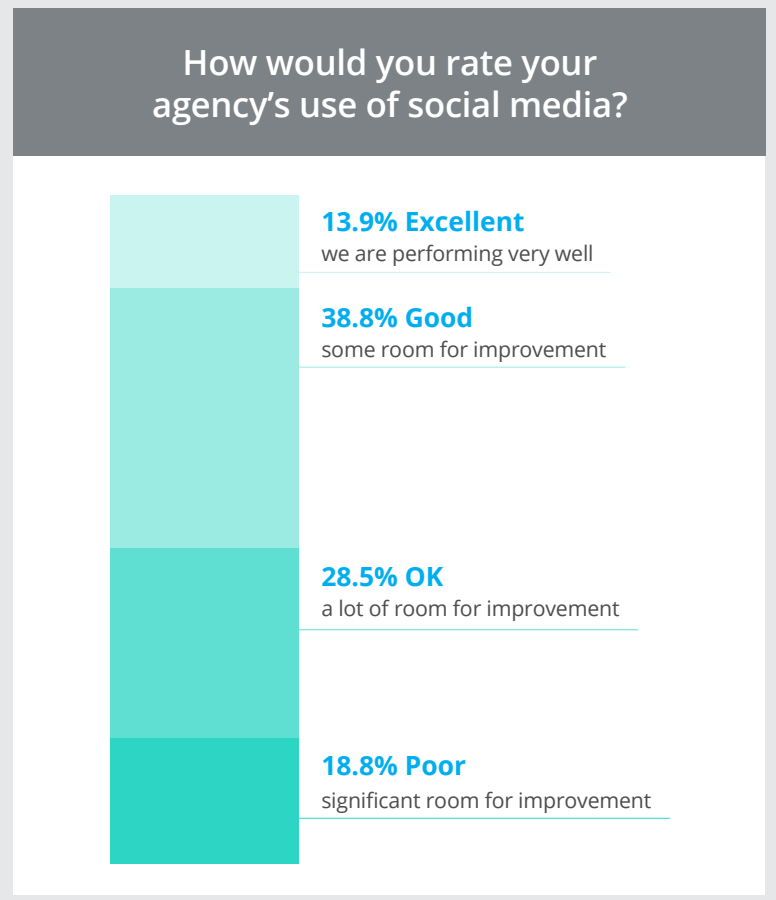
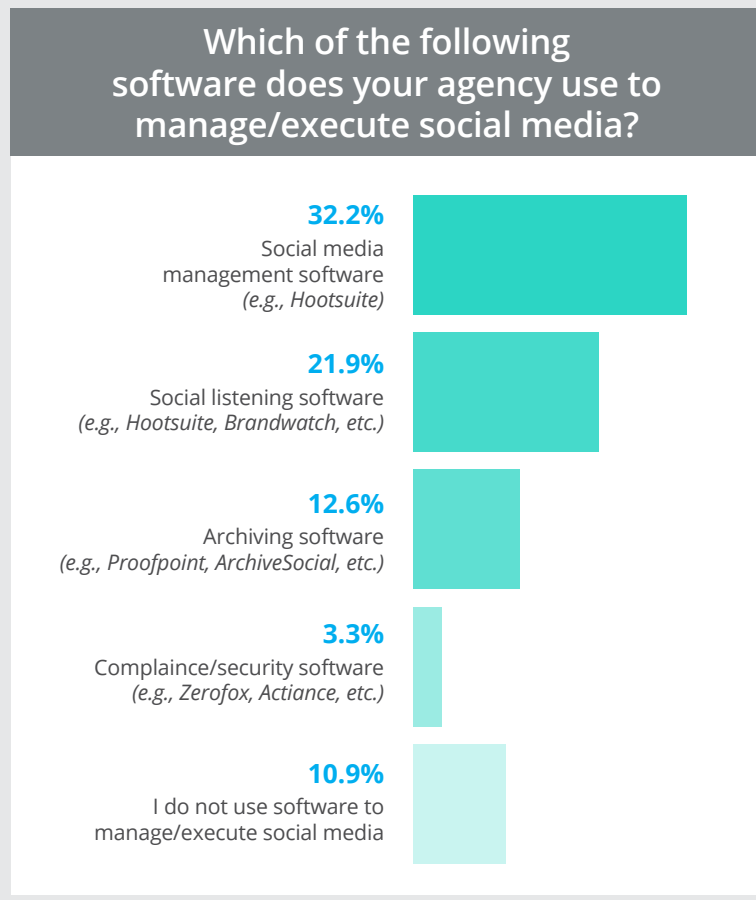
feel their social media programs have room for improvement.



report that their agency has a clear plan moving forward with social media strategy.



say their executive team views social media as a strategic area of focus.



Do you integrate your social media with other software?



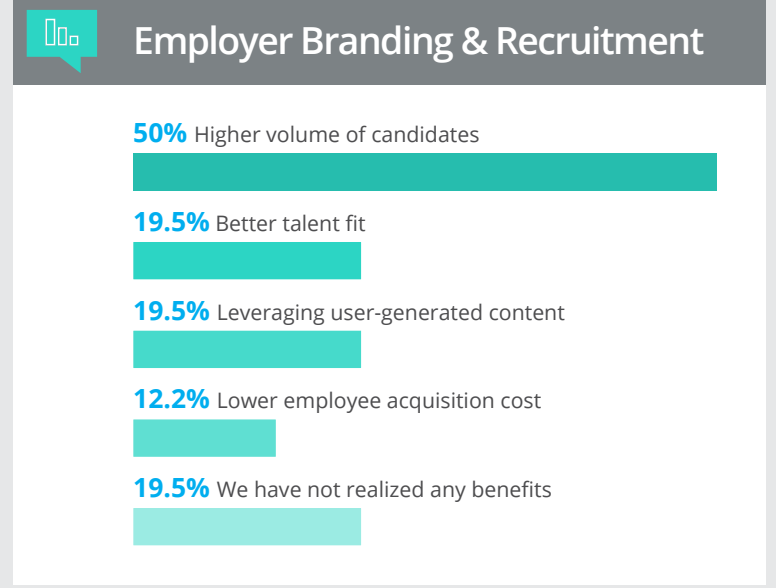
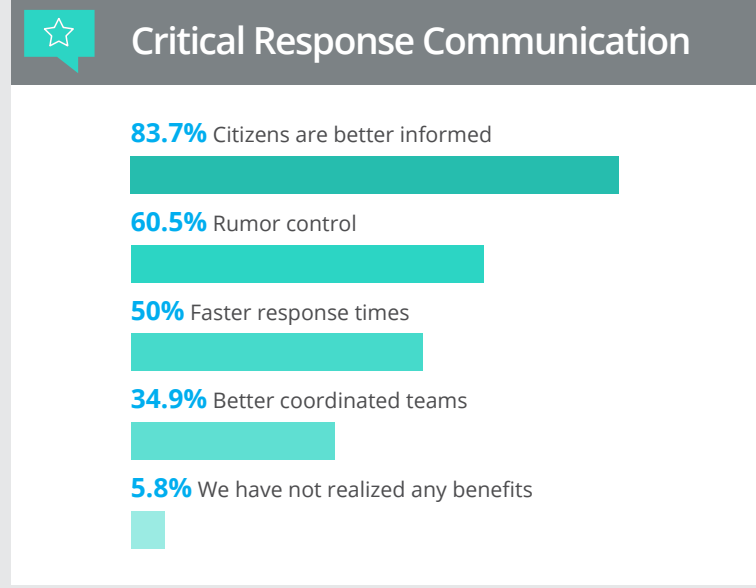
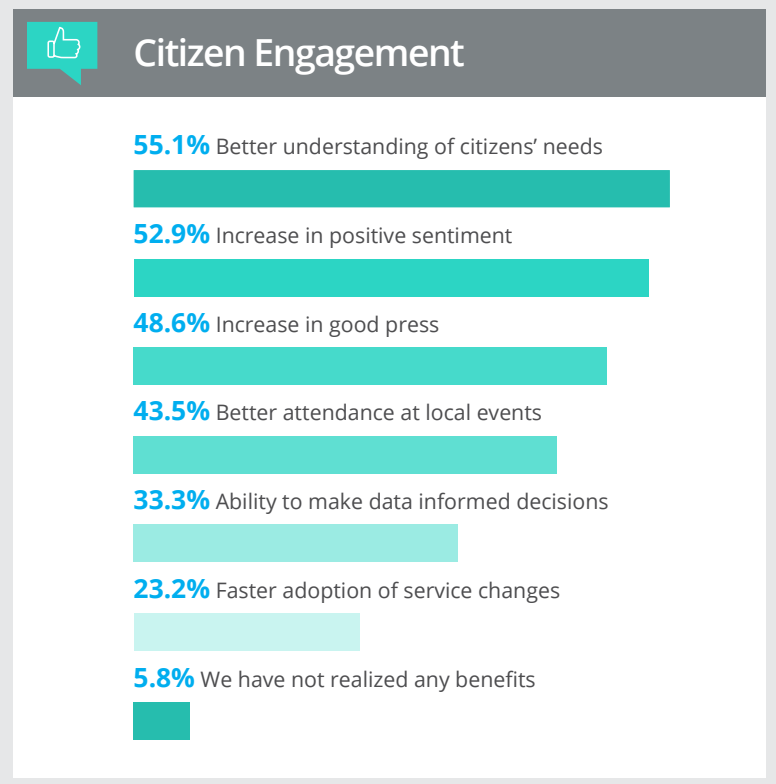
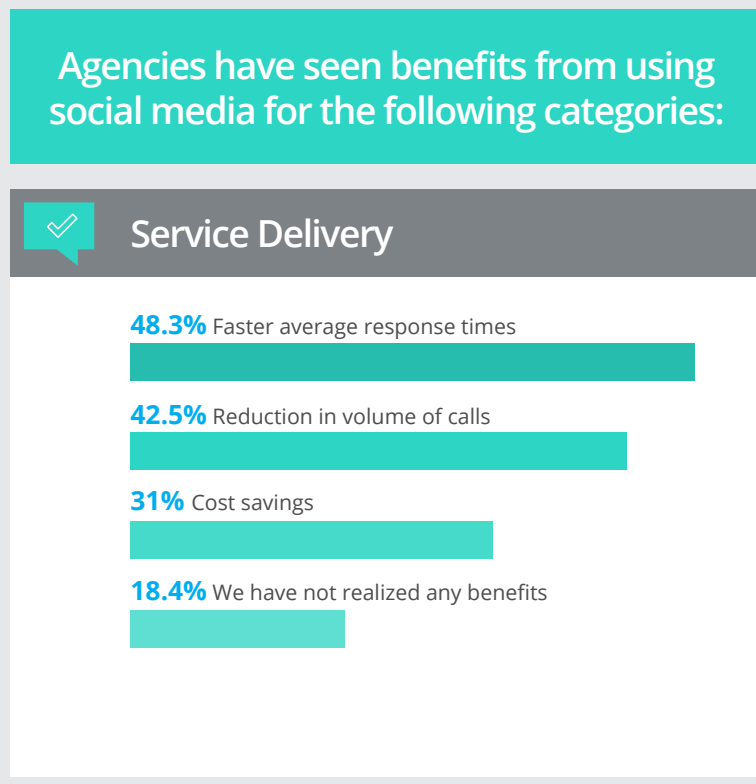
Which emerging technologies do you see being integrated in your social media strategy within the next two years?



## Top use cases for social media in government

For what purposes does your agency currently use social media for?

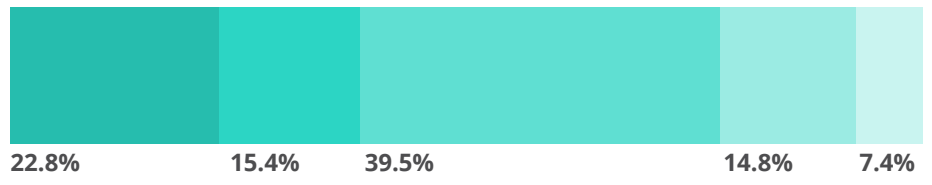
- 77% Citizen engagement
- 48% Customer care/service delivery
- 47% Critical response communications
- 45% Employer branding and recruitment



## Managing security and compliance

Government agencies in the early stages of adopting social media tools can struggle with issues around ensuring security. Overall, respondents to the GovLoop survey report confidence regarding data security, despite the fact that 22% of respondents are aware of attempts at hacking or phishing on their organization's social media accounts.

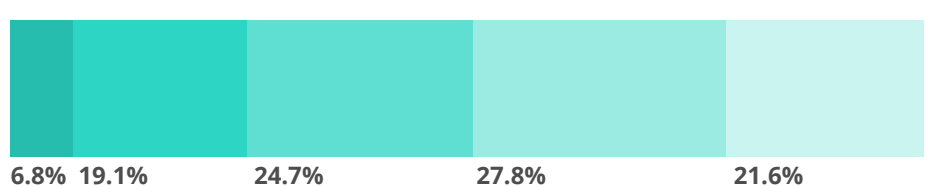
There have been attempts at hacking or phishing on my organization's social media accounts.



I have strong security in place to protect my social media platforms from hacking or phishing.



I am confident in the data practices of your agency.



Legend: Strongly disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Strongly agree