

Digital Media Integration Strategy

Session with Patrick Blampied and Andrew Lucas

MAV Offices

21 May 2013

John Hennessey opened the meeting by introductions and listing the purpose for the meeting. John brought key Step Program representatives together and addressed us with the following:-

1. What we all do and why we're all here

Introduction of Future of Local Government – central hub site concept

2. The history and development IT vs. Digital Media

Managing IT hardware is an entirely separate skill to managing digital media e.g. websites, twitter etc.

Overview of some of the open source tools that are available that may be able to do what they need for little or no cost and better than what we can build ourselves as stand alone platforms.

3. What is a website in 2013?

We take a quick look at what a web presence can do in 2013

4. What is the purpose for your website?

Thinking of a website as a magazine can help to ensure it remains up to date, fresh and includes a 'content management plan'. For example, who are your main contributors? Is anyone going to edit these contributions?

Additionally we will look at social media strategies and push pull methods of getting your message to your target audience.

5. Where to from here?

Timelines, contacts, content collation

From that point onward the meeting opened for discussion. The following points were discussed:-

1. SUPPORT BROADER, ORGANISATION DECISION MAKING

The meeting was represented by a member of the Asset and ICT Step, GIS Step and ECM Step, MAV and Patrick and Andrew. The purpose of the meeting was to

discuss redesign requirements from each group and coordinate a single website with individual portals for the groups. The idea of bringing the groups together is to support cross pollination of ideas and projects. There seems to be overlaps that are not identified until we are way into our projects. We will be able to see what each group is working on and therefore be able to identify opportunities to work together. This approach is consistent with the movement across government to support broader, organisation decision making rather than decision silos.

The website would present with the overarching theme of:-

The Future of Local Government, and include the following themes:-

1. Community planning
2. Future of communities
3. GIS and Spatial Reference Group
4. Zero Waste
5. Roads
6. ICT and Asset Step Sustainability
7. ECM Step

2. MODERATORS

We discussed the need for moderators to manage the site. The current approach is more dependent on single person to ensure the site is maintained. We can use functionality to automate a lot of interaction or work we have to complete outside the website such as scheduling and coordinating meetings. Rather than depend on individuals setting up the lists in Outlook they can generate invitations or bulk mail out from the website. This reduces need for updating information into the website as well as the total story will be communicated to and from the site.

3. FORMAT and Social Media

We continued with a discussion on format options. We determined that we need a combination of blog format closed forum as there is a need for openness in some content to promote what we are doing and to support the sharing and collaboration while there is also a need to close off from public view and no subscribers some work in progress information and information that is for the individuals that have subscribed to the group only. We also discussed the use of Face book and

YouTube to promote the sites and manage video. We determined there is a need to ensure that privacy of information is secured. We didn't tackle the record ownership, PROV stuff other than that Social Media Policy and Procedure on it's use will need to be developed to govern the maintenance. Our IT representative advised that most Council's have a management plan for information they load up to social media. **I am not sure that would be adequate. I think the administrators will need to capture a load on a regular basis and archive it, or build that into the contract with the provider. We may need an answer from PROV on this. It seems overkill for every Council to keep a copy of the data just because they have been part of the contributions.**

We also looked at Yammer as a shared communication tool. Yammer is capable of managing documentation. However many Council's do not allow staff to access Yammer so this may not be an option.

4. MINUTES OF MEETINGS

The new website will allow us to prepare minutes directly to the website at the meetings. It will be locked to members only till approved. The administrator would then edit and publish.

Patrick and Andrew will be looking at work flows to maximise the benefits of the website and minimise our efforts in maintaining and moderating our components of the site.

5. FAQ's

We decided that each portal will have a Frequently asked Questions section with predetermined questions and answers. However, this can also be built upon with additional information as required.

The site will include:-

1. How to instructions, with
2. Work in progress collaboration feature embedded into website functionality.
3. Notification when something new is uploaded
4. A feature for managing daily queries that anyone can respond to, much like the RIMPA Listserv, that is not dependent on a single person to manage. We would clean up monthly and batch to the appropriate SUBJECT METADATA so we keep information of a like together.

5. Real time chat functionality is a desired feature too.

6. MARKETING

It is really important to promote the site and the value of it's content. The current ECM Step Program site is working well to date but there are some drawbacks. The What's New on the left hand side is okay but the front page stays the same month after month. We thought that part of the moderator's management rules would be to update their photo to their portal on the front page monthly with something that represents current news.

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