



Omani Government Experience with Social Media

Information Technology Authority



Noor Al-Hinai

هيئة تقنية المعلومات
سلطنة عمان
Information Technology Authority
Sultanate of Oman



Agenda:

- Introduction
 - Opportunities
 - Social media is about communication rather than technology
 - Social Media Challenges
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Introduction



What is Social Media?

Online communication in which individuals shift fluidly and flexibly between the role of audience and author.

In Oman:

His Majesty Sultan Qaboos has given directives concerning the development of **direct** communications **channels** between **citizens** and **government** bodies. Such communication channels may be physical meetings, but they must also be supported by the online efforts of Omani government



Opportunities

- **Connect ordinary people with the political and policy-making process**
- **Ensure that citizen understand decision-making processes**



- **Allow citizen to speak with politicians and decision-makers**
- **Ensure that people are, and feel, heard and included when decisions are made**

Opportunities

- **Ensure that citizens can directly engaged with and influence:**
 - Government policies and decisions
 - Public services, including eGovernment services
 - The arrangements and procedures of government and the public sector

- **Enables government to tap into the collective knowledge of society quickly and directly**



Social media is about communication rather than technology



Good Social Media requires similar communication skills to those used in traditional media, such as press releases and newsletters.



Social media is about communication rather than technology



How online communication channels (social media) differ from traditional off-line communication.

- **Online communication is more one-to-one**
- **Online channels offer both the potential of increasing citizens' understanding of policy, service and process issues, and governments' understanding of everyday citizen needs and concerns.**
- **There is a 24/7 access and response to government and decision-makers**

A 3D graphic of the numbers '24/7' in a bold, blue, sans-serif font. The numbers are rendered with a slight perspective, giving them a three-dimensional appearance. They are set against a plain white background with a soft shadow beneath them.

Social Media Challenges

- Market the organization's profile on line
- Participation policy
- Administration of members in such account
- Multiple channels of dialogue
- Security



Lessons learnt



- **You will make a difference if:**
 - **You are transparent**
 - **You are open and ask for input**
 - **You are involved and interact**
 - **You listen and act**



Lessons learnt

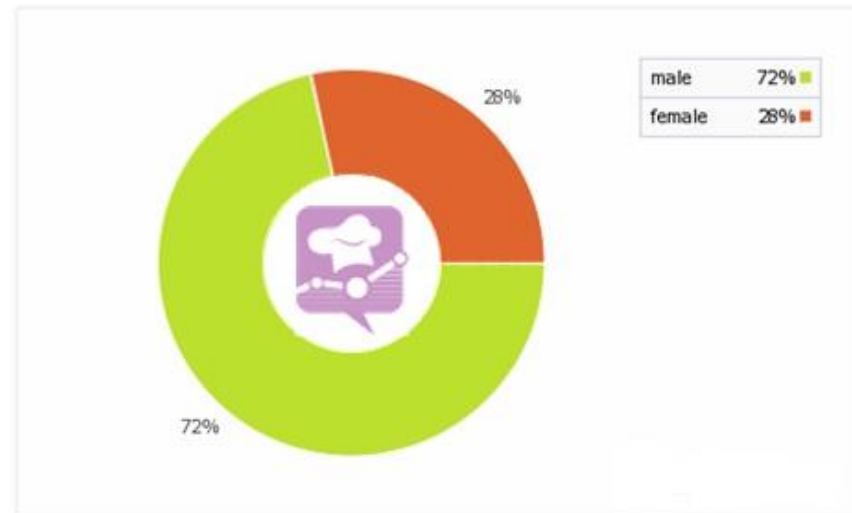
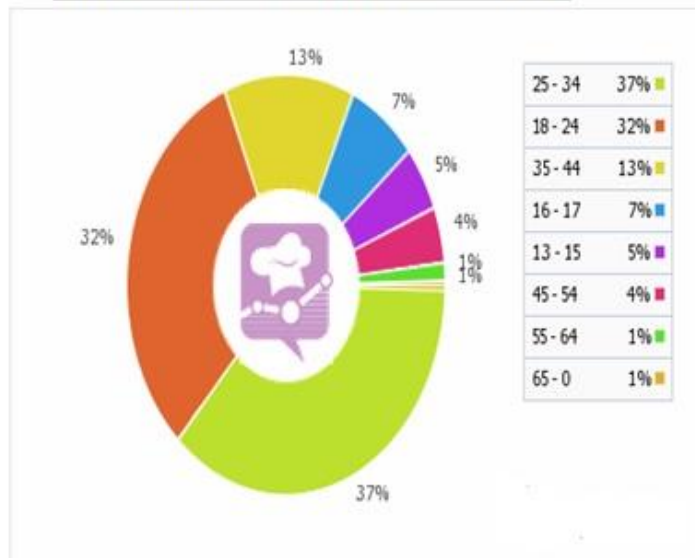


- **Social Media will succeed if...**
 - **Goals, objectives and targets are clear**
 - **Social media profiles are:**
 - **focused on users**
 - **relevant, current and of interest**
 - **continuously updated**
 - **Linked to other relevant famous sites Promote use, encourage input and provide feedback**
 - **Unused social media applications are removed before they become an embarrassment.**

Statistics

Facebook(1/9/2012)

Total Facebook Users:	485140
Penetration of population:	16.35%
Penetration of online population	39.23%



MoE with Social Media Case Study

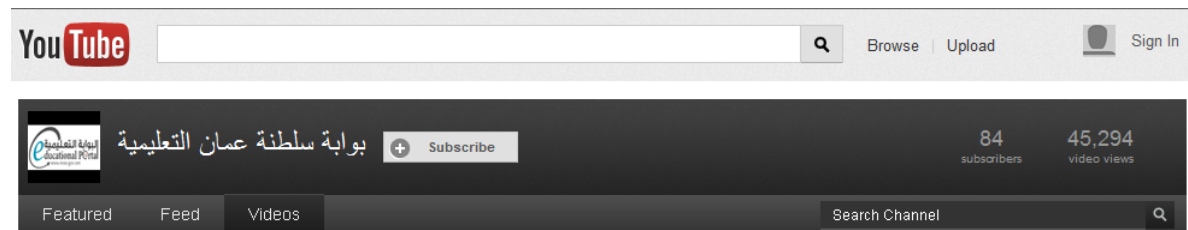


- Ministry of Education has launched its forum on 2002
 - There are 165547 members
 - Number of posts :4623386
 - Number of Threads: 400301
 - Number of moderators: 110



Challenges faced by MoE:

1. Lack of awareness about the use among the internet users
2. Lack of reliance on e-services
3. Unfortunately, some of the customers of the Ministry of Education do not use the new technologies and applications
4. Some families prevent and prohibit the use of new applications and technologies
5. The need for preparing and qualifying the staff that is managing the social media



Advantages of using social networks in the education sector

1. Interactive and communicative platforms commonly used by the ministry beside “The Educational forum” to reach its audience.
2. Connecting with a wide range of people and creating an electronic interactive platform for educational purposes.
3. Contribute to serving the educational and learning processes in the future through providing more interaction between the students, teachers and school administration.



lessons learned from using social networks in the education sector

- The Ministry of Education has gained great e-presence in the most famous social networking websites.
- Easy delivery of the services requested by the ministry's audience.
- Attracting large number of Facebook users to the Educational Portal pages and services to benefit from the e-services that it provides.
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Achievements



- Ministry of Education own “The Best Interactive Award under Education Category Pan Arab(2012)”
- Muscat Municipality own “The Best Interactive Award under Governmental organization Category Pan Arab(2012)”





Thank You

