

# Government Use of Social Media in Taiwan

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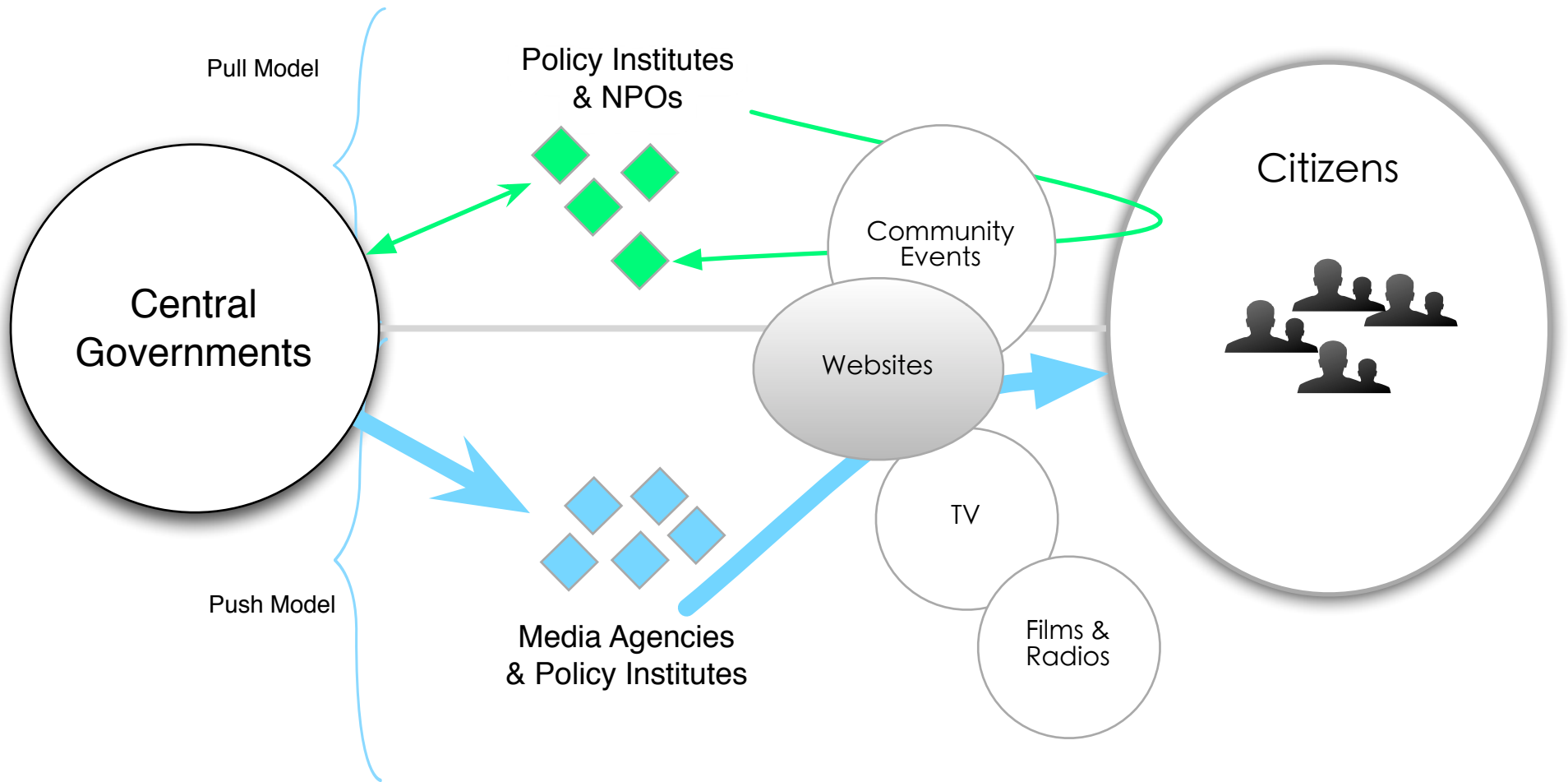
## Background: Highly saturated media market

Mobile phone penetration: 120%, Average Household TV Channels: 100+, Web Population: 75%+



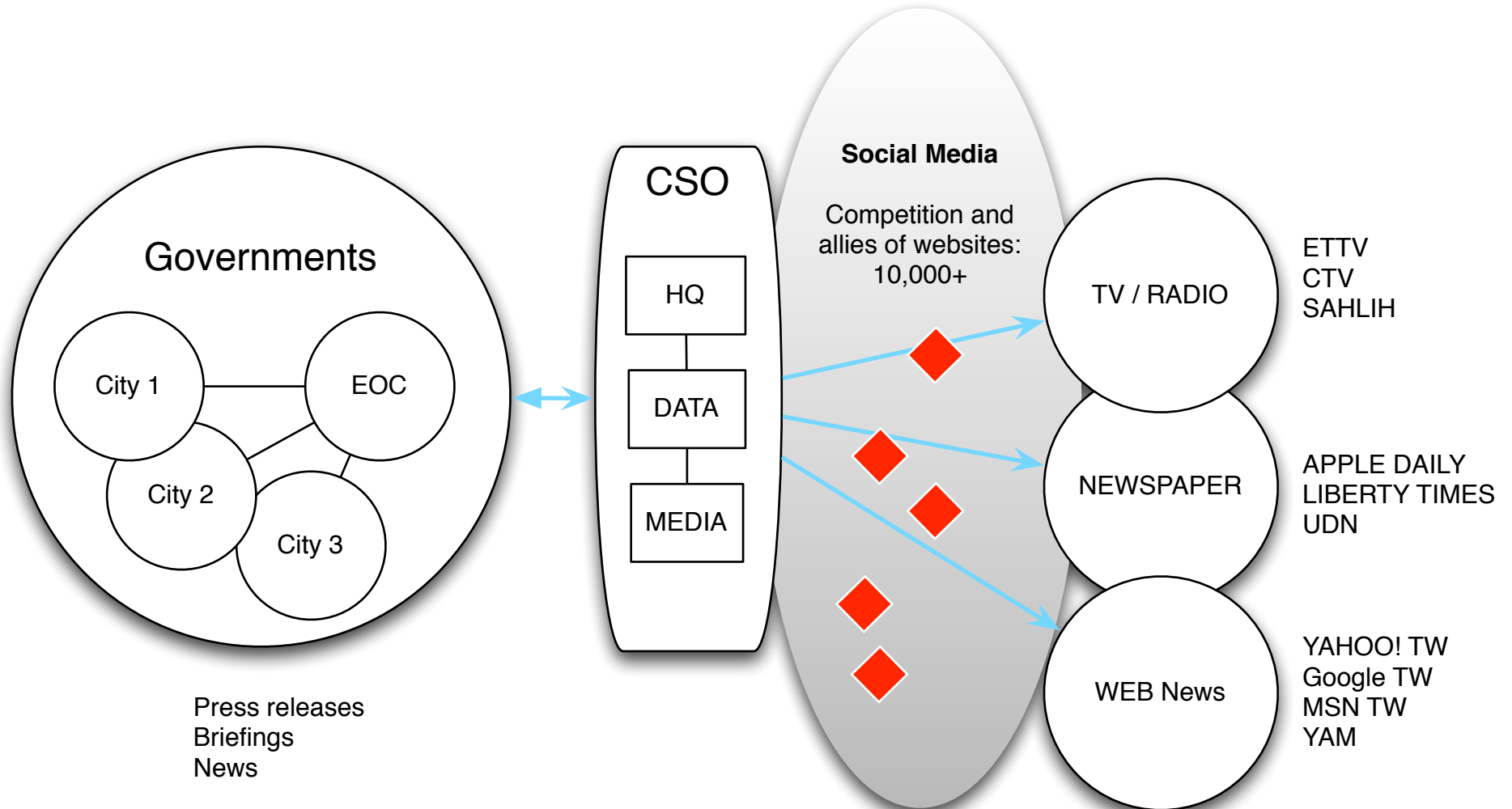
# Before 2009

Facebook just enters the market. Less than 20k people use Twitter, and Plurk is top dog.



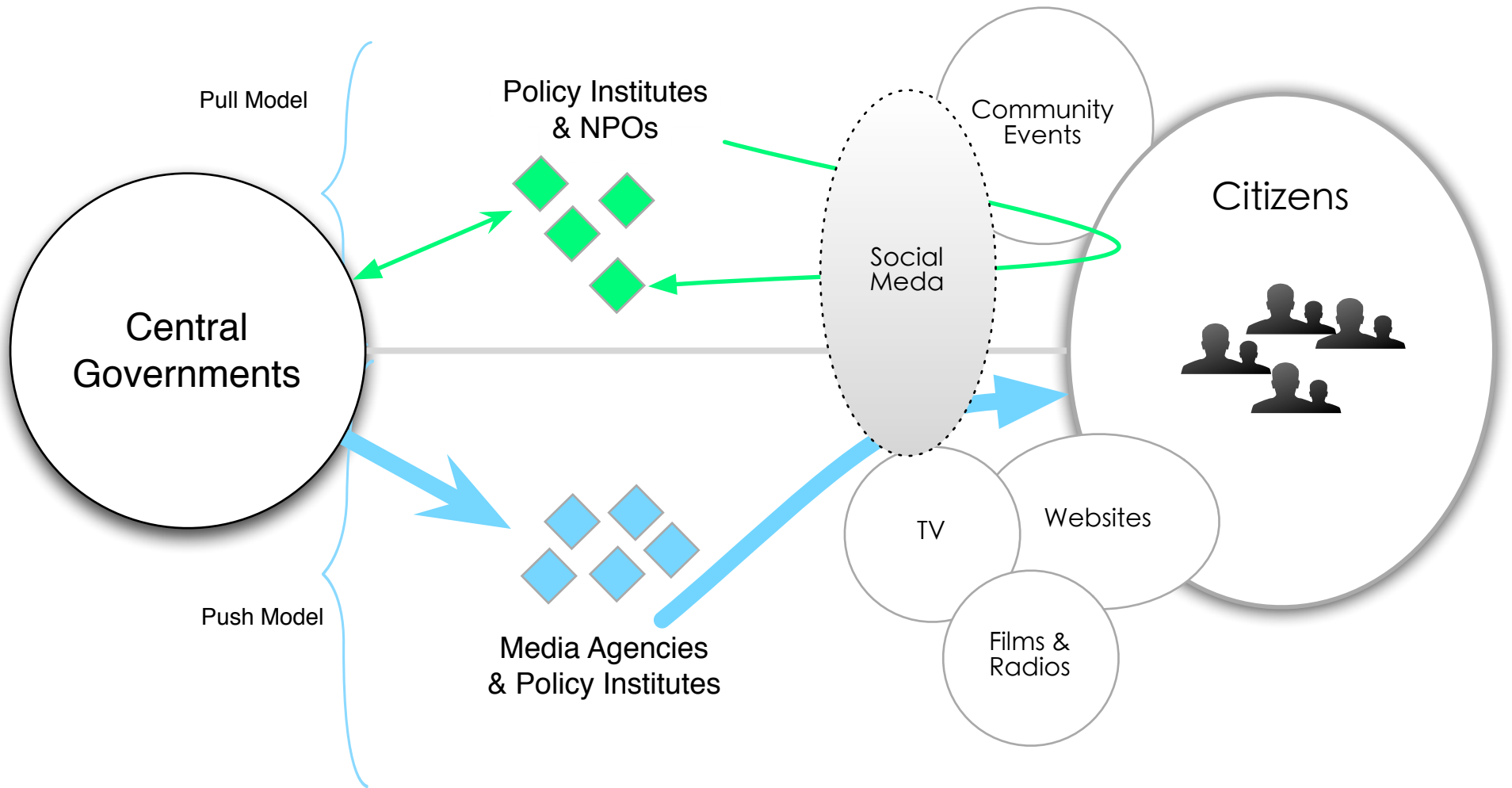
# In 2009, Typhoon Morakot hits Taiwan

Lack of government public communications strategy and media hype exacerbated public concerns and further delayed disaster relief. Use of social media explodes in fashion.



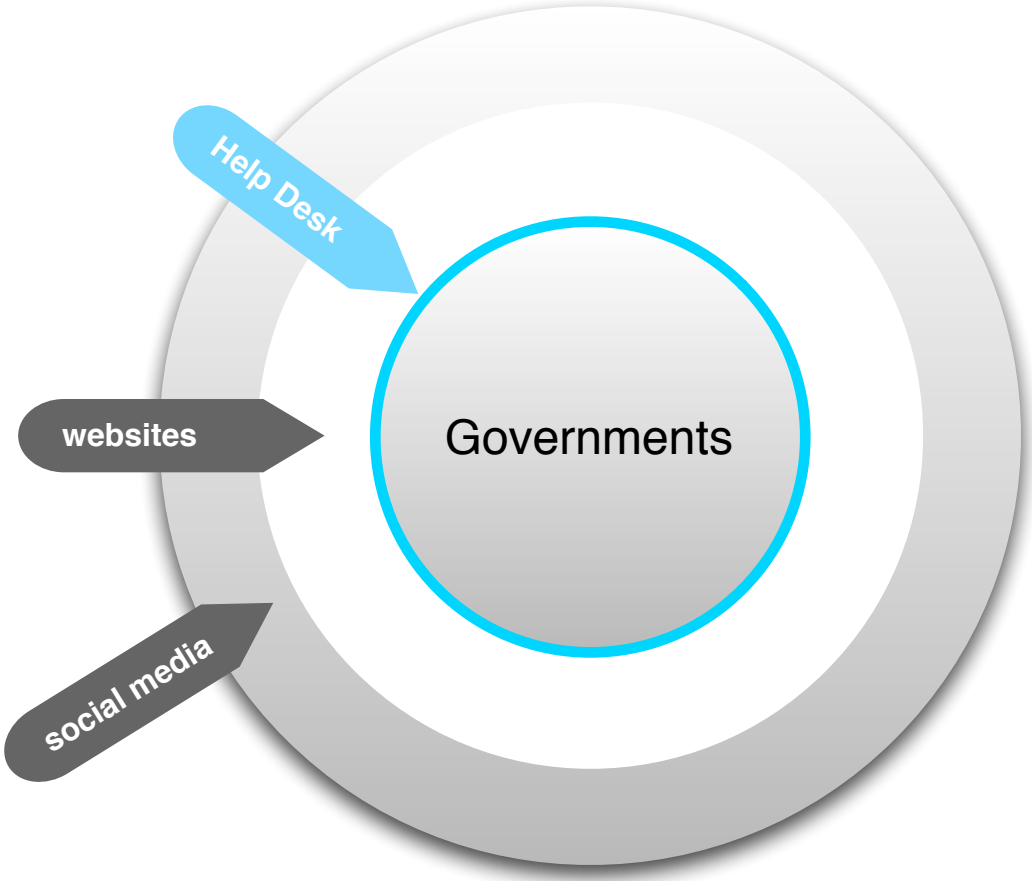
# On any day after 2011.2.25

"Operation Guideline of Web 2.0 Social Media", which is more instrumental than strategical, released by <http://www.webguide.nat.gov.tw>.



# Current Status: Levels of Digital Engagement

Social media is dwarfed by much more popular "Help Desk" and "Governor's Email" models across governments.



# Current Status: Popular Governors

Popular governors use social media as primary/secondary PR channels and circumvent around restrictions.

The image shows a screenshot of a Facebook page for Chen Kuo-chung, Mayor of Kaohsiung. The page features a blue header with the text "堅持理想、攜手改革" (Persist in ideals, hand in hand with reform) and "幸福臺灣" (Happy Taiwan). The main content area shows a photo of Mayor Chen Kuo-chung interacting with a woman in a green vest at a conference table. Below the photo is a profile picture of a fan club member and the name "陳菊 (花媽) 市長" (Chen Kuo-chung Mayor). The page has 141,981 likes and 11,859 people talking about this. The "About" section identifies Chen Kuo-chung as a politician and provides contact information for the Kaohsiung City Government. The "Likes" section shows 141k likes. The "Notes" section has 89 notes, and the "Events" section has 1 event. The "Photos" section shows a photo of a group of people.

facebook Search for people, places and things

堅持理想、攜手改革

幸福臺灣

Like

Like Message

陳菊 (花媽) 市長  
141,981 likes · 11,859 talking about this

Politician  
花媽粉絲團 since 2010.01.06. 高雄市政府市民熱線：1999 里民防災卡資訊↓  
<http://cabu.kcg.gov.tw/precaution/main/index.aspx>

About

2015 世界運動舞臺大獎  
141k

告別核電，讓核災的歸零  
呼籲黨公職和黨員同  
躍參加民間團體舉辦

1

Photos Likes



# Current Status: Departments use Social Media as Disposable Channels

Many departments in local governments use "disposable" Facebook and Plurk accounts maintained by agencies as primary/secondary marketing channels.

The image displays two Facebook profiles side-by-side. The top profile is for the "Taiwan Hot Air Balloon Festival" (臺灣熱氣球嘉年華). The cover photo features a blue hot air balloon and a teddy bear. The text on the cover reads "2012 臺灣熱氣球嘉年華 = 2012 Taiwan Hot Air Balloon Fiesta = 6/29~9/2" and includes the website "http://tsn.taitung.gov.tw/balloontaiwan". The page name is "臺灣熱氣球嘉年華-Taiwan Balloon Festival" with 23,879 likes and 853 people talking about it. The "Community" section lists the activity dates as 6/29~9/2. The "About" section is visible. The "Photos" section shows a hot air balloon, "Likes" shows 23,879, and "Videos" shows a hot air balloon launch.

The bottom profile is for the "嘉義縣文化觀光局" (Chiayi County Cultural Tourism Bureau). The cover photo shows a display of red lanterns. The page name is "嘉義縣觀光旅遊局" with 5,082 likes and 607 people talking about it. The "About" section identifies it as a "Government Organization" and provides the contact information "attorneylinr@hotmail.com". The "About" section also contains the text: "只要一指神功,成為粉絲,您將隨時掌握任何時候嘉義縣觀光旅遊最新活動訊息!還再遲疑什麼?先加入再說吧!版主信箱 attorneylinr@hotmail.com". The "Photos" section shows a landscape, "Likes" shows 5,082, "Notes" shows 16, and "Events" shows a poster for a "1000 聖誕老公公" event.



# Questions?

 @scheeinfo