



The Conference Board
of Canada

Le Conference Board
du Canada

Public Sector Social Media 2013: Making Connections, Getting Results

Tuesday, **November 5**, and
Wednesday, **November 6**, 2013

Fairmont Château Laurier • Ottawa



Daniela Crivianu-Gaita
Vice-President and
Chief Information Officer
The Hospital for Sick Children



Ann Fuller
Director
Public Relations
The Children's Hospital
of Eastern Ontario



Chris Moore
Chief Information Officer
City of Edmonton

Learn how to make social
media work— inside and
outside your organization.

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Do you have the right type of support for your social media strategy?

Benefit from the experts' advice on how to start, grow, and maintain your social media strategy, so it delivers the results you need. Find out how they've built and kept senior management support for their social media strategy and investment, and succeeded in execution where so many others have failed.

Gain a better understanding of the many new media options available, and how they might be used in the public sector. Discussion topics will include:

- how to build a social media strategy from the ground up
- choosing the right medium from the growing list of options
- privacy and copyright issues
- language and accessibility
- obtaining management buy-in and support
- the merits and uses of social media internally and externally
- managing the volume—social media information management
- overcoming IT obstacles
- using social media to break down silos
- social media and public sector innovation
- crowdsourcing new ideas

Social media can help you improve communication, and performance.

Social media's rapid growth has revolutionized how people communicate and collaborate. The public sector is not immune to this revolution, and forward-thinkers who recognized this potential early on are now reaping the rewards.

Today there are few areas untouched by social media, from how governments communicate with citizens and manage public consultations, to how ideas are generated and evaluated, to how public servants work and collaborate. This event is a great opportunity for you to learn from the public sector social media innovators, and benefit from their experiences in all of these areas.

Social media are now the preferred communication and collaboration media.

Hear first-hand from the pioneers who are rewriting the rules of communication and engagement, how to start and how to build on your social media success. You'll also learn how other public sector communicators are using social media internally and externally to enhance or replace existing communications channels.

Get answers to your social media questions.

The social media environment is fast-paced and ever changing. As the technology evolves, the options and functionality increase, and audiences become more fragmented. This means more choices for users, and more decisions for you.

Public sector social media experience and comfort levels vary greatly, and new ways to work with social media are disrupting long-established practices. Which medium is best for citizen interaction? How can you make better use of social media to drive internal performance? Answer these questions and more, with the insights of practical implementation case studies and best practice examples.

You'll also get first-hand advice on how to overcome the common social media planning and management obstacles that are unique to the public sector.

What are your greatest social media challenges?

We'd like to address your organization's most pressing social media issues. Are there any specific issues you'd like our speakers to cover at this event? Please contact Executive Program Developer John Brewer at ideaexchange@mac.com with your questions, challenges, and opportunities.

Contribute to the discussion and stay up-to-date on this event!

Follow and use Twitter hashtag **#PSSM2013** for the latest updates, or send us an email at elliott@conferenceboard.ca and you'll be automatically notified when more conference information is available.





DAY 1—TUESDAY, NOVEMBER 5, 2013

7:45 a.m. Registration and Continental Breakfast

8:15 a.m. Opening Remarks from the Chair

John Brewer, Executive Program Developer,
The Conference Board of Canada

8:30 a.m. Plenary Session 1

Engagement 3.0—Turning Skeptics into Followers, and How to Get Everyone Talking About Your Organization or Project

Rob Oddi, Change Evangelist

Budgets are tight, and stakeholders are a priority. With limited access to social media platforms inside federal, provincial, and municipal governments, how do you get executives on board with digital engagement? How do you create an environment where your stakeholders not only love what you put out there, but spread it for you, creating massive buzz about your project or organization?

The days of connecting via basic Web and e-mail updates are over. Rob Oddi's exciting presentation will give you the knowhow and motivation to begin doing things differently, and turn your team into superstars. Rob will show you how to lead the charge, right from the 50,000 foot strategic level down to the 10,000 foot operational level.

9:15 a.m. Plenary Session 2

21st Century Networking: Good for You and Good for Your Employer

Perry Monaco, Strategic Product Consultant, LinkedIn Corporation

While many people continue to strive for work life balance, the blurring of the boundaries between the personal and professional has become a defining characteristic of the modern workplace. And without doubt social media, along with ubiquitous connectivity, has played a key role in this development.

So though LinkedIn has grown to be the premier site for professional connectivity while Facebook tends to be seen as a more personal forum, the differences are not as clear cut as many claim. Likewise sites such as Pinterest, Tumblr, and Instagram serve both a social and business purpose often at the same time.

However your own motivation for engaging in social media may not exactly align with the goals of your employer. This session will look at the shifting

demarkation and merging of the personal and professional in social media and discuss ways you can network that supports your own professional and personal development and delivers value to your employer.

10:00 a.m. Networking Break

10:30 a.m. Plenary Session 3

Inside, Outside—Latest Developments in Social Networks for Government of Canada Employees and Citizens

Ryan Androsoff, Senior Project Coordinator, Treasury Board of Canada Secretariat

Sharon Squire, Executive Director, Service and GC2.0 Policy and Community Enablement, Treasury Board of Canada Secretariat

This session will look at critical new developments by the Government of Canada in the use of social media and collaborative tools both inside and outside of the government firewall.

Two new policy instruments have recently been issued by Treasury Board Secretariat. The new Policy on Acceptable Networks and Device Use encourages open access for employees to public social media networks, while the new Standard on Social Media Account Management sets out a framework for managing the official social media presence of federal departments and agencies.

This session will also discuss the current state and future plans for the Government of Canada's GC2.0 Tools pilot (GCpedia the government's wiki and GCconnex the government's professional network) which are being used by tens of thousands of public servants across the country.

11:30 a.m. Plenary Session 4

Municipal Social Media Pioneers—Twitter, Open Data, and Apps

Chris Moore, Chief Information Officer, City of Edmonton

Some of the most innovative social media work in Canada is happening at the municipal level, and Edmonton demonstrates what's possible in municipal social media.

Taking as his starting point how using social media requires a change of thinking and culture within government, Chris Moore will share his organizations' experiences with change, and the need to address culture and innovation issues.

This wide-ranging exploration will also consider some innovative ways the city has used social media, the resulting changes in the organization and the role of leadership, and the how social media has served and changed the cities' relationships with their citizens.

Chris will also discuss successful and emerging uses for open data within the municipal environment.

12:15 p.m. Networking Luncheon

1:00 p.m. Plenary Session 5

Increasing Collaboration, Engagement, and Performance Through Social Media

Mariano Frasisti, Cloud Productivity Sales Specialist, Microsoft Canada Inc.

Peter Goth, Practice Manager, Infusion Development

Responsive organizations adapt, learn, and respond to a constantly evolving world. In this environment, technology can help individuals share experiences, knowledge, and ideas in a way that increases their effectiveness. Learn how public sector organizations have leveraged Yammer enterprise social networks to empower and engage their employee community.

1:45 p.m. Plenary Session 6

Case Study: Social Media for Cost-Effective Communications and Engagement

Ellen Bertrand, Director, External Relations, Parks Canada

Widely recognized as a leader in the use of social media, Parks Canada will outline how they got started, the progress they've made, and the ideas they hope to implement in the future.

Parks Canada began in 2011 by developing a road map, and establishing a national twitter account in each official language, and channels for a few specific parks. These form the core of an active and positive engagement with citizens that complements more traditional communications channels.

Ellen Bertrand will also explain that, while Parks Canada didn't set out to be consultative, social media has generated a great deal of citizen feedback that's been helpful to the organization.

2:30 p.m. Refreshment Break

2:45 p.m. Plenary Session 7

Beyond Getting Started: Increasing Social Media Reach

Adrian J. Ebsary, Online Community Specialist, University of Ottawa

Many groups create social media accounts, but then have trouble growing them to a critical size for routine use. Adrian Ebsary will review the range of tactics available, and outline several site-specific social networking strategies for Twitter, Facebook, Google+, and others.

By covering the range of tactics and some important etiquette points, Adrian will provide a practical set of tools with which to increase the range and effectiveness of your social media efforts.

3:30 p.m. Plenary Session 8

Crowdsourcing to Connect with Citizens

Sharon McIntyre, Chief Marketing Officer, Chaordix Inc.

Over the past few years, the notion of the "wisdom of crowds" has become commonplace. There is wide recognition of the benefits of harnessing collective experience, knowledge, perspectives, opinions, and resources to produce better products, services, and decisions.

While this process may seem a natural fit for governments, there are few examples of successful innovation in this area. Where, for example, is the public sector equivalent of Kickstarter—a tool that has effectively crowdsourced funding for innumerable start-ups that would otherwise have languished for lack of support?

Sharon McIntyre will discuss the principles that underpin crowdsourcing, share some successes she's experienced with private sector organizations, and introduce applications she's working on within the public sector.

4:15 p.m. Closing Remarks from the Chair

John Brewer, Executive Program Developer, The Conference Board of Canada

4:30 p.m. Day 1 Adjourns



DAY 2—WEDNESDAY, NOVEMBER 6, 2013

8:00 a.m. Continental Breakfast

8:30 a.m. Opening Remarks from the Chair

John Brewer, Executive Program Developer,
The Conference Board of Canada

8:45 a.m. Plenary Session 9

The Impact of Social Media in Health Care

Daniela Crivianu-Gaita, Vice-President and Chief
Information Officer, The Hospital for Sick Children

Ann Fuller, Director, Public Relations, The Children's
Hospital of Eastern Ontario

Social media are having a huge impact on health care in Canada—both as a catalyst and enabler of internal change within health care organizations and in transforming the relationship between health care professionals and their patients.

This session will feature two leaders driving change in their organizations—one using social media to revolutionize internal communication and collaboration, the other using social media to inform, connect and communicate with patients.

These two perspectives and the experiences of the speakers serve as examples of the power of social media and offer both insights into how you can harness this power in your organization and a window into future developments in this rapidly changing field.

10:00 a.m. Refreshment Break

10:15 a.m. Plenary Session 10

Transforming Communications and Increasing Outreach Through Social Media

Christian Riel, Manager, Public Affairs and Outreach,
Canadian Institutes of Health Research

Interaction and dialogue define the social media revolution—a revolution that is transforming the way organizations communicate with the public. In response the Canadian Institutes of Health Research (CIHR) challenged the status quo as it began to expand its communications activities to include Flickr, YouTube, Twitter, Facebook, and a blog.

The public responded positively with large numbers of young Canadians now following CIHR via Facebook. But the main gain was the synergy created with traditional communications

channels—that and increasing collaboration, effectiveness, and transparency.

Christian Riel will discuss the background to this success, including how:

- CIHR has managed to reach close to a million Canadians via social media—a number that continues to grow
- to build a team with the skills and experience you need to be effective in social media
- to monitor and measure social media
- you can integrate social media into your overall communications strategy

11:00 a.m. Plenary Session 11

Using Social Gamification to Engage Employees

Mitchell Osak, Managing Director, Quanta Consulting Inc.

“Gamification” is one of the hottest new tools used by consultants and business authors—using video game principles to encourage engagement in work and change. While gamification has been dismissed by some as a fad, Mitchell Osak will look beyond the hype for real, practical examples for organizations undergoing change.

Originally developed by marketers to increase customer engagement and, of course, sales, gamification is gaining ground inside workplaces. Mitchell will discuss applications from organizations such as Nike and SAP, and will argue that gamification done right can produce meaningful results. This means the process must focus on a clear organizational need, be compelling, and deal with something people want to do. Mitchell will also warn of unintended consequences, and will help you see how you can use this emerging social media tool to facilitate the change process, while having a little bit of fun!

11:45 a.m. Plenary Session 12

Listening, Not Talking: Using “Big Data” in Public Sector Research

Tasha Truant, Consultant Manager, Goss Gilroy Inc.

Whether it's through blogs, tweets, newsgroups, or other online fora, the world is increasingly voicing its opinions online. However, the potential uses for the massive amounts of open source data available through social media remain largely untapped for research purposes by the federal public service.

These vast quantities of user-generated data online provide exceptional scope for shaping the ways in which policy makers understand their target groups and the impact of programmes. In particular, this presentation will examine the unprecedented uses, and potential limitations, of “Big Data” analytics to:

- understand how people perceive, and are affected by, government programs, policies, and organizations
- listen to the views of certain hard-to-reach respondent groups
- measure the effectiveness of public engagement, advocacy, outreach, and information sharing initiatives
- instantly establish current and retroactive baselines
- identify unknown stakeholder groups and influencers
- provide context and insight to inform further data collection
- reduce biases inherent in large scale surveying techniques.

This presentation is intended to provide an interactive platform for discussion. Since the idea of using Big Data in federal research is relatively new, we are also seeking insights from practitioners—such as you—to share your insights on how these methodologies might be used in the fields of health, education, culture, international development, and more.

Discuss how to drive social media use in your organization with your public sector peers.

This conference will provide vital information for senior public sector executives, and will be of particular interest to Deputy Ministers, Assistant Deputy Ministers, Chief Information Officers, Webmasters, and directors of:

- human resources
- public affairs
- communications
- change and transformation
- information technology

Find out how you can attend this event for FREE!

Do you have colleagues who are eager to learn about public sector social media, a large Twitter following, plenty of Facebook friends, or loads of LinkedIn connections? If so, we want to hear from you! Bring three colleagues to register with your social media network, and we'll give you a complimentary pass to the conference! For more information, please connect with Joel or Tracie at conferencemarketing@conferenceboard.ca

e-Proceedings

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12:30 p.m. Closing Remarks from the Chair

John Brewer, Executive Program Developer,
The Conference Board of Canada

12:45 p.m. Conference Adjourns



REGISTRATION

Register now and save!

Register before **September 13, 2013**, and **save \$200** with our special early-bird savings.

Learn from the experts why their social media strategies are producing results.

Successful public sector social media practitioners will share what they've learned working with and in social media, including how to:

- implement the latest Treasury Board guidelines for social media use
- use social media to engage a new generation of employees
- ensure your people collaborate effectively, even across silos
- innovate internally and externally using "crowdsourcing" principals
- use social media to make change happen faster
- plan the all-important first steps in social media use
- measure social media to ensure it delivers results
- assess the benefits of leading applications and the secrets of their success
- protect privacy in social media
- use social media tools to share knowledge
- communicate with citizens more effectively with fewer resources

This is an unparalleled opportunity to connect with your counterparts from across the public sector, benefit from each other's experiences, and consider potential solutions for the common challenges.

Fees	Before Sep. 13, 2013	Before Oct. 7, 2013	After Oct. 7, 2013
Regular Rate	\$1,195	\$1,295	\$1,395
Promotional Rate	\$995	\$995	\$995
Executive Network Rate	\$697.50	\$697.50	\$697.50

Your registration in this event includes the sessions, continental breakfasts, breaks, luncheon, and a link to **e-Proceedings**.

To Register

Online: www.conferenceboard.ca/conf

Fax: Complete the Fax Registration Form on the back cover and fax form to 613-526-4857

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Conference fees don't include accommodations. Please contact the hotel directly for reservations, and mention The Conference Board of Canada to receive the **preferred rate of \$179, available until October 5, 2013.**

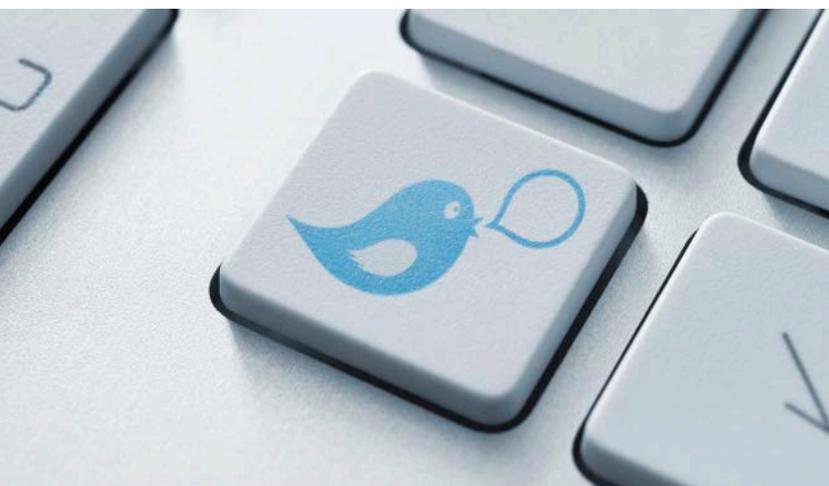
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Phone Registrar: 1-800-267-0666 or 613-526-4249

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YES! Please register the following delegate for this event

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Fees	Before Sep. 13, 2013	Before Oct. 7, 2013	After Oct. 7, 2013
<input type="checkbox"/> Conference	\$1,195	\$1,295	\$1,395
<input type="checkbox"/> e-Proceedings			\$775

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Networking Luncheon: Day 1

Payment method: (all fees are due by the event date)

Credit card (we will e-mail you a link to our secure system for payment) Cheque (payable to "The Conference Board of Canada")

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