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Broadening Horizons: Agencies Working to Increase Their Audience with Web 2.0

Depository Library Council Meeting
Kansas City, Missouri

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our strategic vision in progress

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Federal agencies face unique challenges in order to participate in the Web 2.0 arena; many have met the challenges. Today you will hear panelists describe how their agency is using this environment to interact more with the public and to expand their online presence.

our strategic vision in progress

What is Web 2.0?

Web 2.0 is about connecting people — putting the “I” in user interface, and the “we” into a web of social participation.

Mills Davis, Project10X's Semantic Wave 2008 Report, February 2008.
[<http://project10x.com/about.php>].

Web 2.0 Paradigm Shifts

- User-generated content
 - Social networking, collaboration
 - Wisdom of the crowd
 - Data sources that improve with increased use
- Thin client computing
 - Not new, but rejuvenated by the Internet
 - Data and applications are stored on Web servers
 - Users can access from any Web browser
 - Growth of Web-based office applications

Responsibilities of Federal Agencies

- Ensure national security and public safety
- Protect the health and welfare of the public
- Serve the public
- Pursue diplomacy on the world stage
- Be authoritative

Challenges

- Integrating user-generated content with government information while maintaining the authority, integrity, trustworthiness of the information;
- Allowing content to be created by persons outside the agency and still be able to ensure compliance with laws, policies, etc. for .gov domains;
- Controlling content on non-agency Web sites;

More Challenges

- Handling the conflict between unfiltered interactions of users and an agency's formal review and online publishing processes;
- Reviewing posts of government employees for personal opinions that may be contrary to agency policy;
- Tapping into agency expertise to keep sites interesting and active;
- Restricting advertising where an agency has an online presence outside the agency's official Web space;

Questions and New Policy Issues

- Using appropriated funds on social networking activities?
- Government agencies cannot accept the terms of use from sites such as YouTube, iTunes, and Flickr; alternate agreements must be negotiated
- Compliance of non-agency Web sites with Section 508 of the Rehabilitation Act
- Does the Freedom of Information Act (FOIA) apply?

More Issues

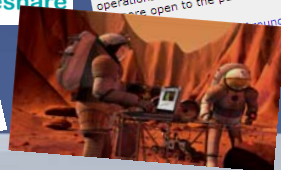
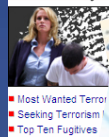
- Intellectual property issues related to user generated content
- Application of the Federal Records Act
- Are online gatherings to be considered public meetings? Media events? Does it matter?

Agencies are meeting the challenges

And using:

- Blogs
- Wikis
- Flickr
- YouTube
- Podcasts
- Tags
- Widgets
- Second Life

Wanted By the FBI



Speaking this morning

Dr. Brand Niemann

U.S. Environmental Protection Agency
Senior Enterprise Architect and Web 2.0
Community Leader

“Improved Access to EPA and Interagency
Information: Before and After with Web 2.0”

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