

Government Use of Social Media in Taiwan

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Background: Highly saturated media market

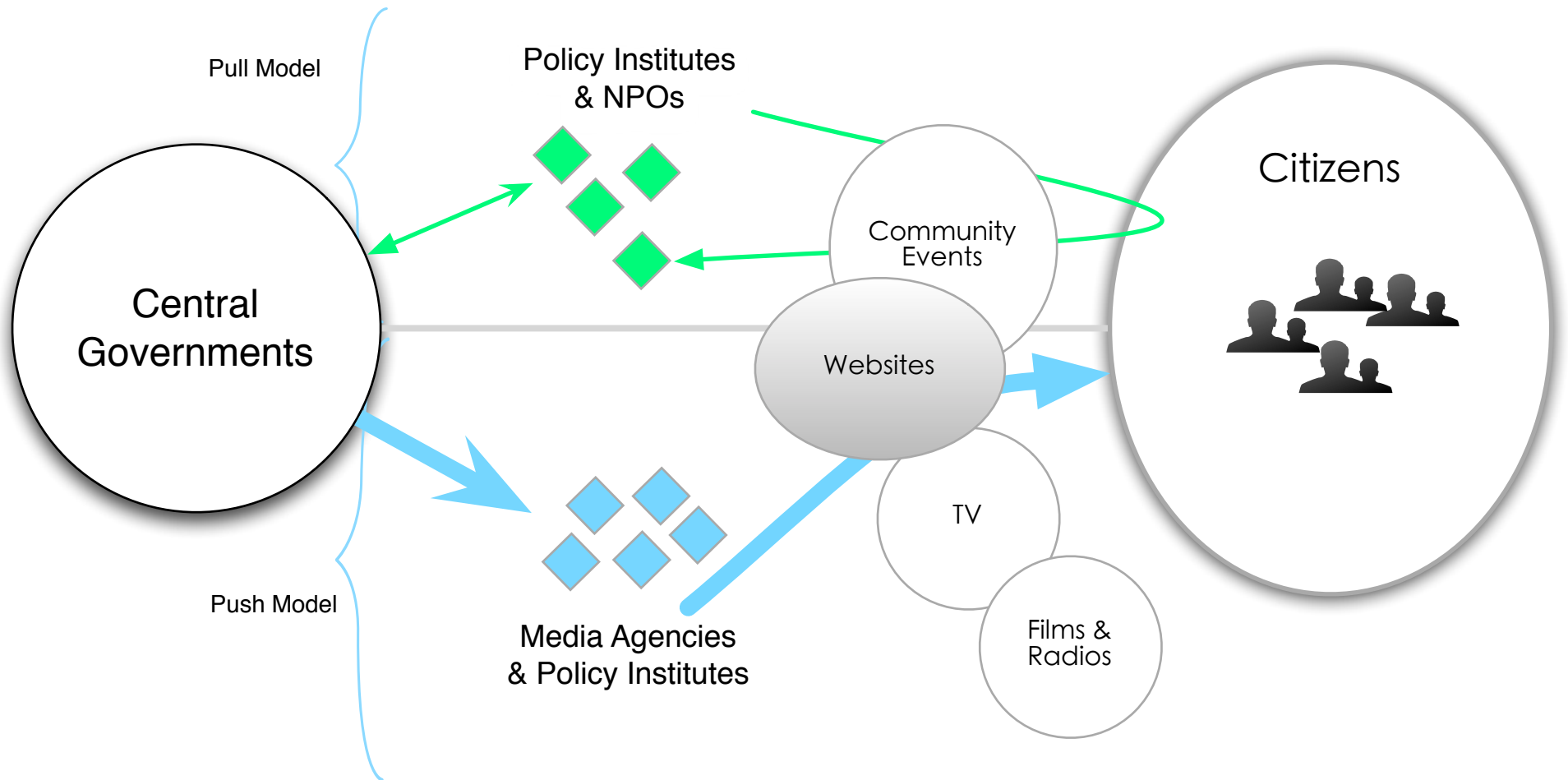
Mobile phone penetration: 120%, Average Household TV Channels: 100+, Web Population: 75%+



<http://www.behance.net/gallery/11ha-Formosa/1339213>

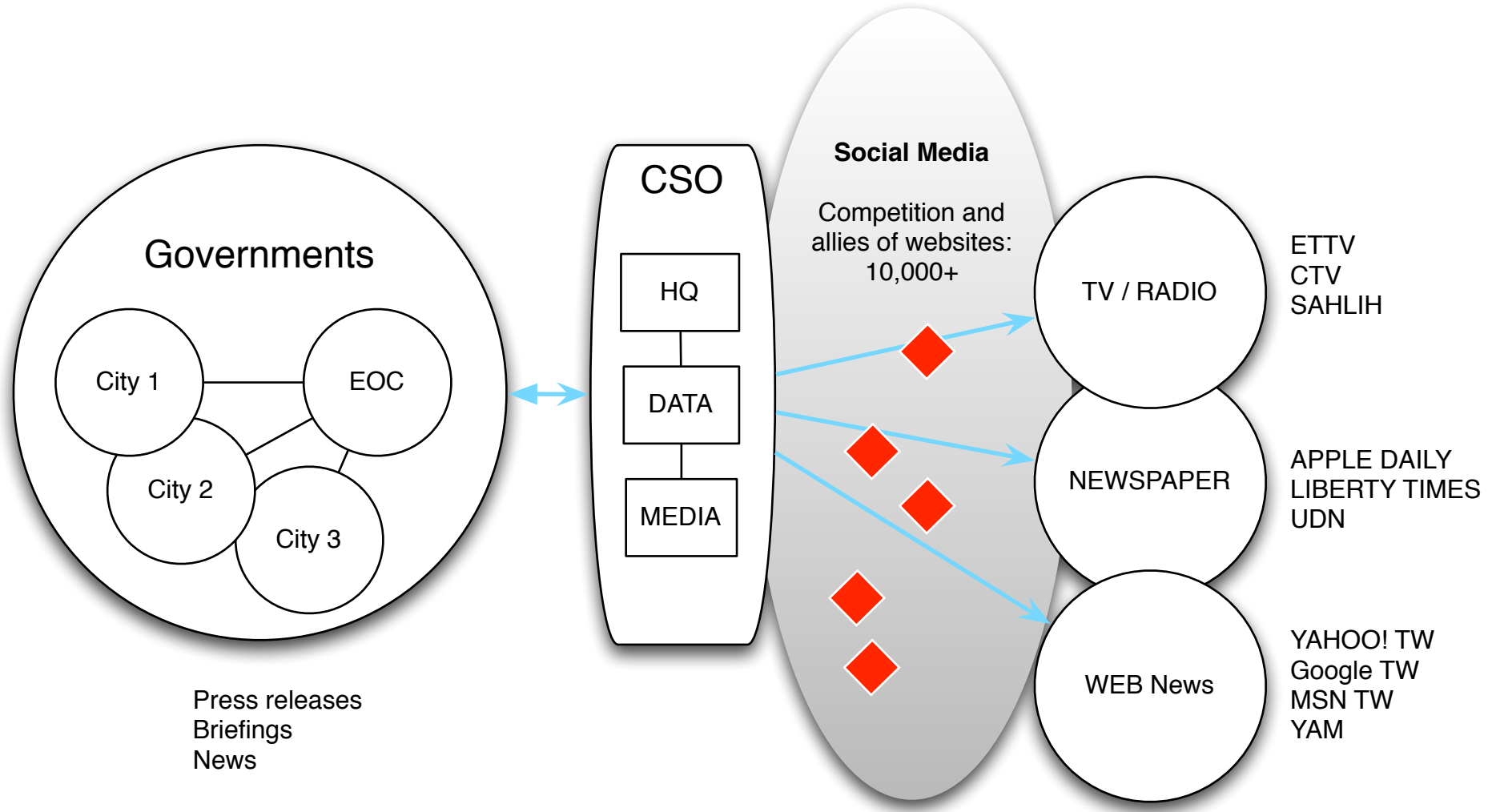
Before 2009

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



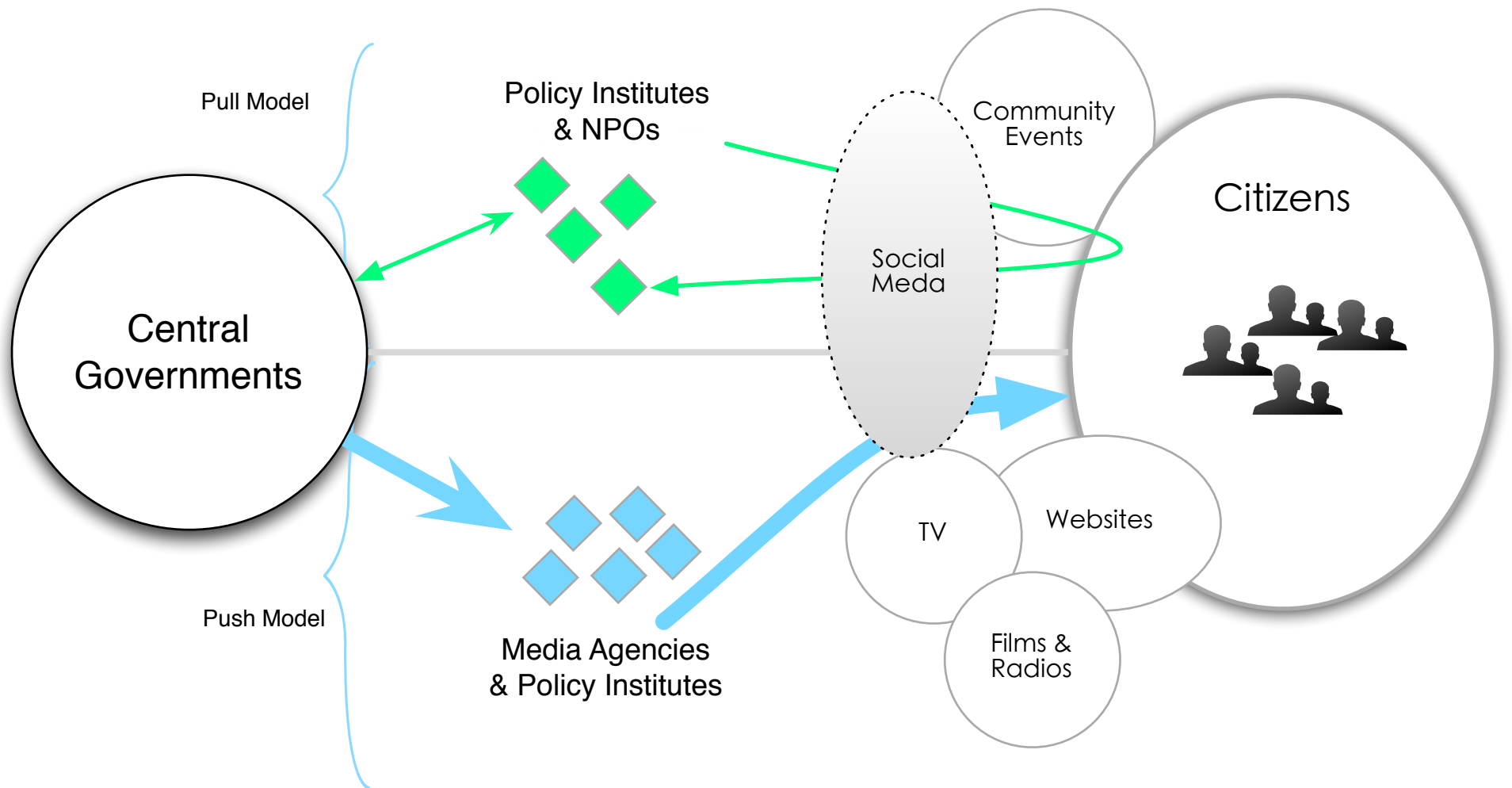
In 2009, Typhoon Morakot hits Taiwan

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



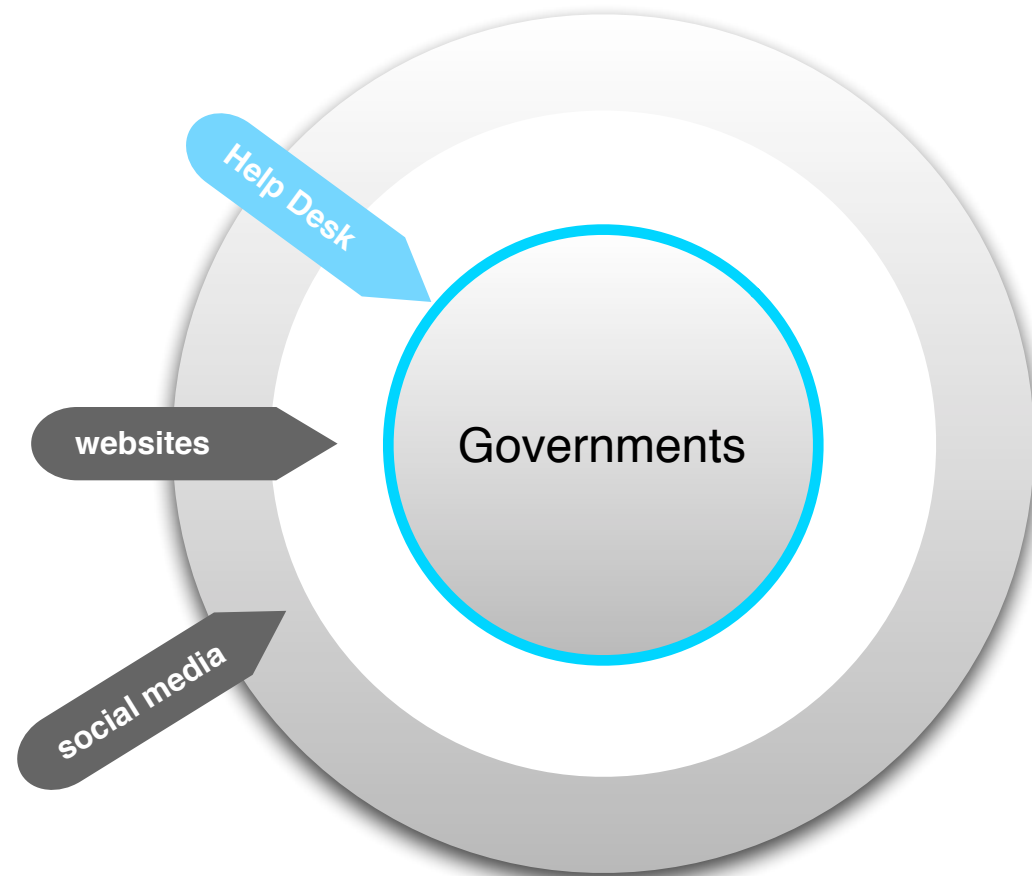
On any day after 2011.2.25

"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 displays two Facebook interfaces. The top interface shows a banner 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 bottom interface shows the profile of Chen Kuo-chu (Mayor Chen Kuo-chu). The profile picture is a cartoon character, and the cover photo shows Mayor Chen Kuo-chu at a desk. The profile information includes:

- Politician
- 花媽粉絲團 (Hua Ma Fans Club) 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>
- 141,981 likes · 11,859 talking about this
- 141k likes
- Notes 89
- Events

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.

facebook

Search for people, places and things



嘉義縣文化觀光局

嘉義縣觀光旅遊局

5,082 likes · 607 talking about this

Government Organization

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2012臺灣熱氣球嘉年華
=2012 Taiwan Hot Air Balloon Fiesta=
6/29~9/2

<http://tsn.taitung.gov.tw/balloontaiwan>

臺灣熱氣球嘉年華-Taiwan Balloon Festival

23,879 likes · 853 talking about this

Community
活動日期:6/29~9/2

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Questions?

 @scheeinfo