MYGOV.IN

Harmonising Social Media Communication

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CIO's role in Social Media Communication

- Communicating initiatives of Government
- Ensuring authentic and holistic information
- Use of data, infographics, videos, testimonials
- Fighting fake news & busting myths
- Leveraging all social media platforms and channels
- Being aware
- Building capacity and capability

Just putting out information is NOT communications

- **Use of data & information -**

  - Information has to be analyzed and presented in a form that is relevant and easy to understand

  - Routine press releases are seen as propaganda

  - Language Localisation

  - From Text to Images to Infographics to Videos

- **Correct medium of communication** - Messaging requirements vary based on audience

A 15-POINT ROADMAP For A *Viksit Bharat* by 2047

01 Position India as a global education hub
02 Ease of Living
03 A global leader in semiconductor production
04 Become the world's skill capital
05 Create Indian gaming products Hub
06 Become a global manufacturing powerhouse
07 Design in India, Design for World
08 Lead in green hydrogen & green jobs
09 Encourage states to attract investments
10 Achieve target of 500 GW by 2030
11 Indian standards to become international standards
12 75,000 new medical seats in the next 5 years.
13 Call for 1 lakh youth to enter politics, fighting nepotism
14 Secular Civil Code
15 Saturation of Benefits

Benefits of having presence on Social Media

More interactive, enables one-to-one conversation and demands immediacy in response

➤ *Improved communication*

➤ *Increased engagement:*
Engaging citizens in civic discourse and get their feedback

➤ *Enhanced transparency:*
Helps in demonstrating transparency and accountability to citizens.

➤ *Improved service delivery:*
Facilitates in providing citizens with convenient access to government services and support.

➤ *Cost-effective*

➤ *Crisis Communication:*
Helps in managing public perception and provide reassurance.

➤ *Engagement with Youth:*
Primary source of information for younger generation, hence connect, engage on social media

➤ *Campaigns and Initiatives:*
Citizens awareness campaigns, educational initiatives, and community programs. Use Visual content, Hashtags, and interactive posts

MyGov & Ministries collaborative efforts

for Harmonising
Social Media Communication

Harmonising Social Media Communication

➤ *Establishing Clear Objectives:*

 Improving transparency, providing information, and engaging with citizens

➤ *Communication Strategy:*

Aligning with the overall goals of the government

➤ *A Unified Social Media Policy:*

DBIM is a reference for all of us

➤ *Designate Social Media Coordinators:*

CIOs may decided in their respective Ministry

➤ *Develop a Content Calendar:*

Government Scheme's & respective Ministry's Annual Calendar

➤ *Regular Training Sessions:*

Workshops on Social Media/ Content creation

➤ *Content Strategy:*

Strategy that outlines the types of content to be shared, the frequency of posts, and the key topics to be covered.

➤ *Institutionalising Social Media:*

Integrating social media into the regular operations of government departments to ensure sustained and effective use

➤ *Brand Consistency:*

Maintaining a cohesive brand image across different platforms by using consistent logos, colors, tone, and style.

➤ *A Collaborative Culture:*

(Whatsapp group creation & content dissemination for amplification Inter & Intra Ministries)

➤ *Monitor and Analyze Performance*

To assess the effectiveness of social media efforts and make necessary adjustments

Key deliverables for Social Media Harmonisation

1. Communicating initiatives of Government in Harmonised way

2. Use of data, infographics, videos, testimonials

3. Get the Ministry's Social Media accounts verified

4. Proposed Content Posting Plan

- 15 posts daily (weekly appx 100 posts) across all social media channels.

- Contents may be: 50% Ministry/ Department's work and 50% on Whole of Government work (PMO/ MyGov may be referred).

- Combination of Ministry's original contents, RTs, Re-shares, Collaborated contents etc.
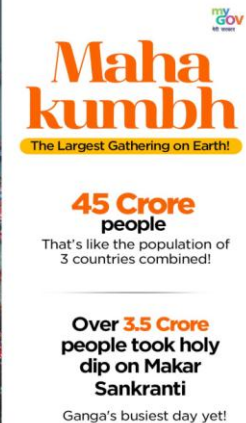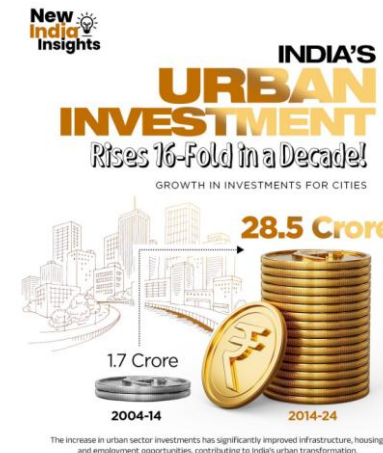
Key deliverables for Social Media Harmonisation

5. Proposed Social Media Team Plan
Team need for creative/ SM posts.

a)   Content writer:
For writing concise & citizen friendly contents with content posting knowledge as well.

b*) Video person:*
Having knowledge of Video editing, Reels and Short video creation

c) *Graphic Designer:*
Having understanding of design tools, creation of inforgraphics etc.

6. Weekly Social Media performance report
Prepare & evaluate a Weekly Social Media performance report across your Ministry channels

Social Media with MyGov- Meri Sarkar

Ask from Ministries

1. All communication including print and TV must **highlight the Social media handles** including the QR code for Ministry's App/websites. Include MyGov App download QR code in Print Ads

2. Have Presence on all leading Social Media Platforms – Facebook, YouTube, Insta, WhatsApp Channel, X and others like LinkedIn, etc. –MyGov can assist in the same.

3. Have a revamped content, messaging and language strategy that will increase reach and engagements (communicate in multiple language other than English)

4. Get your Social Media accounts verified

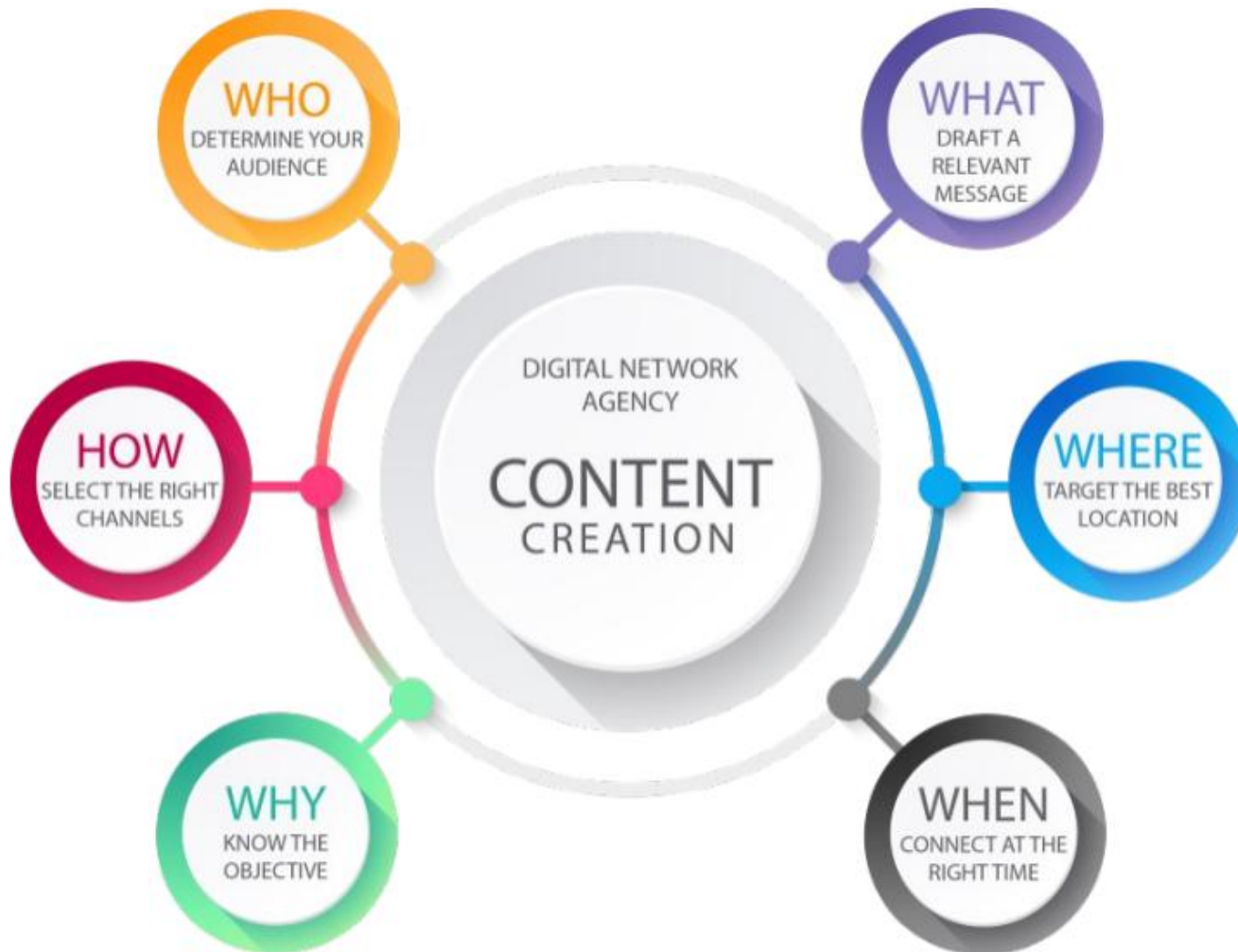# Social Media with MyGov- Meri Sarkar

Compliance Required

1. To ensure sharing/reposting/any Govt wide or Ministry relevant content, MyGov & Ministry must complement each other.

2. MyGov and Ministry must do frequent and regular "*special campaigns*" highlighting Ministries achievements and Milestones.

3. We should have monthly meeting to work on creative aspects and amplification of it on social media

4. Follow the # Tags as shared by PMO/ MyGov

5. Share your original content and enlighten MyGov as well with the same.

6. Build public trust by active engagement with Users.

    I. **ORM- Online Response Management –** Monitor social media for mentions, replies, and direct messages to promptly respond to citizens' questions and concerns

    II. Actively Monitor and respond & address negative comments, and misinformation on social media

Content Creation for Social Media

For 'design' of Social Media Profile & Cover Image, Please refer to DBIM (Digital Brand Identity Manual) of GoI.

Content Creation process & segments

WHO
DETERMINE YOUR AUDIENCE

WHAT
DRAFT A RELEVANT MESSAGE

HOW
SELECT THE RIGHT CHANNELS

DIGITAL NETWORK AGENCY

CONTENT CREATION

WHERE
TARGET THE BEST LOCATION

WHY
KNOW THE OBJECTIVE

WHEN
CONNECT AT THE RIGHT TIME

- Ministry Activities
- Awareness Posts
- Achievement Posts
- Posts about upcoming events
- Live Posting about events
- Schemes related content
- Interviews, User Generated Content
- Ministry News, Industry News
- Surveys & Case Studies
- Online Quiz, Polls / Surveys
- Blog Posts/Storytelling

Content Theme Suggestions

Government Initiatives & Achievements (Theme based content creation)

- **Government's Compassion for the Poor** - (Serving The Poor And Marginalized India
- **Farmer Welfare Champion-** Ensuring Farmer Welfare
- **Nari Shakti Empowerment** - New Momentum For Nari Shakti
- **Inspiring Amritpeedhi** - Empowering India's Amritpeedhi
- **Ease of Living Initiatives** - Ease Of Living For India's Middle Class
- **Healthcare Access Advocacy** - Affordable, Accessible Healthcare For All
- **National Security** - Nation First- Foreign Policy & National Security

- **Economic Powerhouse Vision** - A Global Economic Powerhouse
- **Business-Friendly Policies** - Ease Of Doing Business
- **Infrastructure** - Infra At Speed And Scale
- **Techade** - India's Techade
- **Northeast Development** - Northeast-A Growth Engine
- **Virasat Aur Vikas Legacy** -Virasat Aur Vikas
- **Sustainability** - Environment And Sustainability

Other Theme based Content Suggestions

➢ **Atmanirbhar Bharat Initiative**

- Making India self-reliant in key sectors such as manufacturing, agriculture, and defense

➢ **Unity in diversity**

- Ek Bharat Shreshtha Bharat
- Sabka Saath, Sabka Vikas, Sabka Vishwas
- Beti Bachao Beti Padhao

➢ **Self-Reliant India**

- Promoting domestic manufacturing
- Reducing import dependence
- Boosting exports
- Investing in research and development

➢ **Empowering all Indians**

- The Skill India Mission
- The Startup India initiative

Content we may follow

➜ MyGov Live streaming & Contents post Live

➜ Cabinet Decisions

➜ Mann Ki Baat Live and MKB Quotes

➜ Ministry/ Government's relevant Alerts contents

➜ Anniversary contents of Government schemes

➜ Citizen engagement/ Policy Draft suggestions initiatives launched on MyGov

➜ MyGov PULSE & Bharat Matters- PDF Periodicals

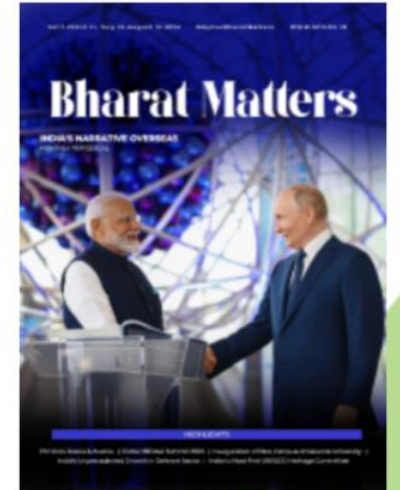➜ Contents should have SEO friendly key words

**Please refer content / pictures from PIB, PMO, MyGov, Ministry sites and similar Government channels only

Engaging Youths with short video (Reels, YouTube shorts)

Videos Content Recommendations for Ministries:

- **Simplify Policies:**
Use easy-to-understand visual narratives.

- **Storytelling:**
Reels to tell compelling stories of government initiatives, which positively impacted communities

- **Show Impact:**
The 'before' and 'after' tangible positive impacts on citizens due to Government initiatives

- **Spotlight Mentions:**
Video that deepens the speeches, on Ministry's achievements or initiatives, offering more details and perspectives on the commendation.
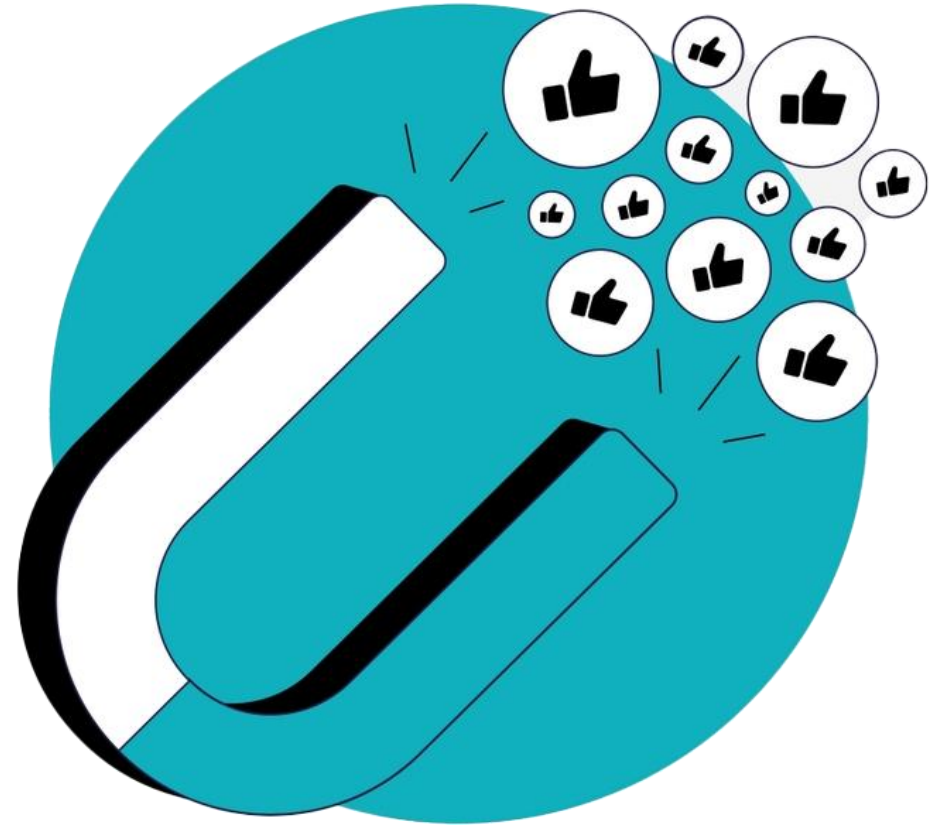
Engaging Youths with short video (Reels, YouTube shorts)

Some Do's on REELs:

- Reels are optimized for mobile viewing, shoot in vertical (9:16) format.

- While Reels allow for videos up to 90 seconds, but 30 seconds clips can be more engaging.

- Collaborate with social content creators, Popular challenges, songs, or trends can boost Reel's visibility

- While it's good to tap into trends, always ensure content aligns with Government / Ministry's message

- Regularly post Reels to maintain engagement

- Use Instagram Insights to understand which Reels perform best and why.

- Use targeted keywords in captions

How to Optimize YouTube for SEO

1. **Keyword research:**
   a. Use a tool like **Google Trends or Keyword Planner** to research keywords relevant to video topic (use them throughout your title, description, and tags).
2. **Title and description:**
   a. Title need to be clear, concise, and keyword-rich. Title should be in 50 to 70 characters long, and description should be optimized & related.
3. **Tags:**
   a. Use a mix of popular and niche tags to reach a wider audience. Use up to 15 to 20 tags per video.

4. **Chapter markers:**
   a. Use chapter markers to break up video into smaller, more manageable chunks.
5. **Cards and end screens:**
   a. Use cards and end screens to promote other videos and to subscribe to your channel.
6. **Promote your videos:**
   a. Share your videos on social media and on other websites. You can also run ads to promote videos if needed.

Social Media Key Points

	X	Facebook	Instagram	Youtube
Formats	➔ Bulletin service ➔ Open network ➔ Follow mechanism to generates audience ➔ Active users have high frequency of posts	➔ Closed network ➔ Can post multiple media types ➔ Varied functionality ➔ Multiple page/group types ➔ Detailed profiles	➔ Image and video focus ➔ Simple content editing options ➔ Posts and stories ➔ Open network ➔ Follow mechanism generates audience	➔ Video streaming ➔ Completely open network ➔ Basic video editing options ➔ Live broadcast option ➔ Channels and subscribers ➔ Videos can be embedded in other locations ➔ Blanket licensing for some music
Benefits	➔ Post media easily ➔ Automated link previews ➔ Potential for mass impressions/exposure ➔ Simple to use and post ➔ Curated communities ➔ Very current content	➔ Huge potential audience ➔ Can post almost any type of content ➔ Sophisticated analytics tool (pages) ➔ Highly developed ad options ➔ Flexible page/group options	➔ Potential for high levels of engagement ➔ Simple to use ➔ Showcases creativity well ➔ Developed ad options ➔ Some analytics options ➔ Actively growing and well regarded	➔ Popular, high impact format ➔ Potential for lengthy engagement ➔ Returns highly in search ➔ Developed ad and analytics functionality

Social Media – Do's and Don'ts

✓ Do's

- Define Clear Goals
- Know Your Audience
- Consistent Branding
- Engage Actively
- Create Quality Content
- Use Visuals
- Schedule Posts
- Analyze Metrics
- Adapt and Evolve
- Compliance with Policies

✗ Don'ts

- Over-Promote
- Neglect Your Audience
- Inconsistent Posting
- Ignore Analytics
- Overuse Hashtags
- Ignore Negative Feedback
- Automate Everything
- Engage in Controversy
- Neglect Mobile Optimization
- Violate Copyright

Social Media Success Metrics

Social Media Success Metrics

➔ Reach

➔ Likes

➔ Comments

➔ Retweets

➔ Saves

➔ Post engagement rate

➔ Account mentions

➔ Views

➔ Impressions

➔ Conversions generated per post

or campaign

➔ Website traffic per channel

➔ Audience count

➔ Audience growth rate

Social Media Insights & KPIs

Platforms to focus on

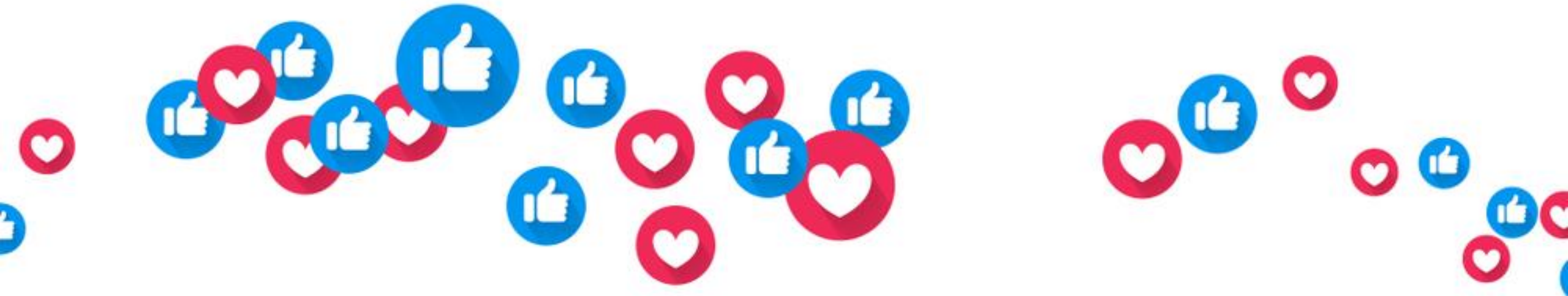**X**   **Facebook**   **Instagram**   **Youtube**

KPI to focus

| → Retweets, Likes, Impressions, Engagement | → Reach, Engagement, Impressions, Clicks, Likes, Shares, Comments | → Followers, Likes, Comments, Impressions, Stories Views | → Views, Watch Time, Subscribers, Likes, Comments, Click-Through Rate (CTR) |

Thanks / Questions