Social Media for Government: Theory and Practice

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Social media is playing a growing role within public administration, and with it, there is an increasing need to understand the connection between social media research and what actually takes place in government agencies. Most of the existing books on the topic are scholarly in nature, often leaving out the vital theory-practice connection. This book joins theory with practice within the public sector, and explains how the effectiveness of social media can be maximized. The chapters are written by leading practitioners and span topics like how to manage employee use of social media sites, how emergency managers reach the public during a crisis situation, applying public record management methods to social media efforts, how to create a social media brand, how social media can help meet government objectives such as transparency while juggling privacy laws, and much more. For each topic, a collection of practitioner insights regarding the best practices and tools they have discovered are included. *Social Media for Government* responds to calls within the overall public administration discipline to enhance the theory-practice connection, giving practitioners space to tell academics what is happening in the field in order to encourage further meaningful research into social media use within government.

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