The State of Social Media in Government in 2018

Hootsuite’s annual report on social media trends in government
Summary

Hootsuite works closely with state, local, and federal governments around the world and understands the unique requirements for social communications across all levels of government. This report outlines five recommended areas of opportunity for social media in government in 2018:

• Drive government-wide efficiencies with social media
• Restore declining trust with peer influence
• Combat brain drain with social-first recruitment
• Rethink crisis communications in the wake of hurricanes and wildfires
• Build compliance into your social media strategy

In addition, we examine how general social media behaviors are changing, based on research findings from Hootsuite’s 2018 Social Media Trends Report, and look at how governments will use specific social networks in the coming year.

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## How global social media behaviors are changing

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<th>Passive social network use continues to climb.</th>
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<td>According to GlobalWebIndex’s study of 50,000 internet users aged 16–64, 98 percent said they are visiting or using social media each month.</td>
<td>Thirty-nine percent of citizens use social networks to access the news and fill their spare time.</td>
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<th>All eyes turn to mobile-first social videos.</th>
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<td>Video made up 21 percent of brand social posts in Q1 2017, up 6 percentage points in a year.</td>
<td>Twenty-eight percent of citizens surveyed by GlobalWebIndex turned to social networks during their online product research, a number that jumps every year.</td>
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<th>One in three minutes online is spent on social networking.</th>
<th>Social overtakes search for 16–24 year olds.</th>
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<td>This is an increase across all markets and major demographics.</td>
<td>This demographic is turning to social as the preferred channel for brand discovery and research.</td>
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<th>Social networks serve more ads, while consumers block them.</th>
<th>The future of online product research: visuals and voice.</th>
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<td>The rise of ad blocking is a loud warning that citizens still resist and resent broadcast-style marketing tactics.</td>
<td>As Pinterest’s founder puts it, “a lot of the future of search is going to be about pictures instead of keywords.”</td>
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1. Drive government-wide efficiencies with social

Government agencies are under pressure to identify opportunities where new technologies can result in increased efficiency and budgetary savings. Current practices reveal the extent to which departments spend time and resources on operations that could be simplified or even automated through the adoption of new technologies like coordinated social media and AI.
As noted in our white paper *Proving the Value of Social Media Across the US Government*, engaging with citizens through traditional call centers is expensive and inefficient. For example, last year the Social Security Administration handled 53.3 million calls at a cost of at least $275 million. This is standard operating procedure for government agencies all over the world.

Difficulties navigating procurement and the resultant slow adoption of new technology prevent a more streamlined delivery of service that could result in greater efficiency for the agency and a better experience for the citizen.

Social can also drive efficiency when it comes to the important governmental role of public outreach. Federal agencies in the United States spend $1.5 billion on public relations and advertising, and much of this today goes toward traditional broadcast formats such as billboards and television. Yet with the growth of social video and the fact that 67 percent of American citizens are now getting their news from social media, citizens spend less time absorbing information from traditional sources.

Agencies need to move their messages to where citizens want to engage: on social platforms.

An effective spend of public relations budgets now includes social media advertising. Using demographic data offered by social networks, publishers can target messages toward specific audiences that are more interested in its content.

The opportunity for governments is what Deloitte has called the creation of “hyper-local social networks”. By harnessing available data about where and how constituents are living, governments can distribute information precisely to those who need it most.

**Map social activity to agency objectives**

To understand and realize a meaningful return on their investment in social media, agencies must take a top-down approach. Social marketers need to collaborate with the leaders in their governmental organization to identify what social media can deliver to support their agency’s mission.

To return to the example of the Social Security Administration, delivering customer service via social media could reduce customer service costs. How? By adding social media channels to answer citizen enquiries and share relevant content with the public, the agency could quantify call deflection cost savings.

The time to adopt social as a service delivery channel is now. In the past two years, the number of citizens who believe it is a priority for government to integrate digital services with social media has doubled to 40 percent. When citizens are increasingly making it clear that they expect the same level of service from government as they enjoy with brands in other industries, it is time to act.
By using the engagement infrastructure already in place with social media, combined with an enterprise management solution like Hootsuite, government agencies can improve service delivery with managed workflows, reduced duplication of effort, and reports that can be linked directly to meeting wider agency objectives.

**Engage, don't broadcast**

While it's encouraging that 85 percent of governments and agencies are active on social media, they're often using social platforms merely as digital notice boards. Agencies need to shift away from using social media exclusively as a broadcasting tool. In a Statista study on brand response rates on social, government ranked third from bottom for social media engagement. Only 8 percent of those surveyed had received a response, leaving the vast majority of citizens ignored by the agencies there to serve them.

The experience of Cory Booker, former mayor of Newark, speaks to this opportunity and highlights the unique role that social can play in bringing citizens closer to their government. Discussing his office’s adoption of social media as a supported communication channel, Booker says, “When we embraced social media, we took more control of the Newark narrative. We increased responsiveness toward residents. We drew more of our constituents in to participate in government”.

By allocating resources to meaningful social engagement, marketers in government can improve service delivery and citizen satisfaction. And with a measurement framework in place, they can evaluate and track the impact of social media on their agency’s bottom line.

**Follow the development of AI, deploy it when you can**

AI might still seem like a future-facing trend, but the machines are already among us.

The use of AI and chatbots is increasing rapidly, with over 100,000 Messenger bots now active on Facebook—a 233 percent YOY growth over last year's 33,000. Chatbots use machine learning to answer common queries from the public, freeing service staff to focus on more valuable and strategic work.

The possibilities for government agencies are vast. Under President Barack Obama, the White House developed a Facebook Messenger chatbot to make it easier for citizens to submit questions for the president—and with the code open sourced, expect to see other agencies following suit. As a spokesperson put it, the emphasis is on “[empowering] other governments and agencies ... to power their digital experiences”.

— Cory Booker
Former Mayor of Newark, New Jersey
Target promotional budgets you have more effectively

We've already seen digitally pioneering agencies like the New York Department of Health and Mental Hygiene lead the way with social advertising.\(^{18}\) It has taken to social media to keep residents healthy by running paid campaigns that target citizens by ZIP code. By drilling down into the data provided by social media, the department is able to reach communities disproportionately affected by certain health conditions and tailor messaging to maximize engagement.

Strategies like this ensure that relevant information is seen by the right audience—and research suggests that they're more likely to accept and act on this information. Edelman's 2017 Trust Barometer found that an organization's social media page is 24 percent more believable than its advertising, making it better able to cut through the clutter of information overload and resonate with citizens.\(^{19}\)

The Canadian Federal Government is another example of an agency benefiting from the targeted advertising offered by social media platforms. The government is investing heavily in sponsored social posting across many of its departments, reaching audiences at scale and with pinpoint accuracy. A spokesperson described the move as connecting “with Canadians on platforms with which they are increasingly familiar.” And it's also saving the taxpayer money—in fact, overall federal advertising spending is down 39 percent in a year.\(^{20}\)
2. Restore declining trust with peer influence

THE EROSION OF TRUST IN MAINSTREAM INSTITUTIONS is a trend that will continue after a tumultuous year in which we saw the explosion of “fake news” in public discourse and US President Donald Trump’s dramatic shift away from traditional media. Analysis of Trump’s social following shows it surpassing that of mainstream news broadcasters as the balance of power shifts from established institutions to the voice of the individual.\textsuperscript{21}
Trends in public trust have particular relevance for government agencies. In its latest global study of consumer confidence, Edelman found that for the first time in history, citizens trust peers as much as technical experts and more than CEOs, governments, and academics. In fact, trust in government has declined: Only 41 percent of those polled responded with any degree of trust in governments to do what is right.22

As we see this trust continue to decline, 2018 will bring a renewed focus on building authentic engagement and genuine influence, as well as a shift toward smaller spheres of influence. For governments, this means that advocates, real citizen communities, and engaged employees will matter more than ever.

Social media provides an effective way to start rebuilding this trust on a local level, even as overall sentiment trends downward for larger organizations.

Social can be used to promote and differentiate your agency's work with a personable human voice that citizens can relate to. By listening and engaging with citizens on social platforms, government agencies have the opportunity to improve sentiment and regain lost trust.

**Focus on transparency to increase trust**

Social media provides an ideal platform for agencies to showcase the good that they do in their community.

In a webinar with Hootsuite and Carahsoft, the New York Police Department discussed how social has helped them provide clarity and transparency in communicating their work. Officers in individual precincts are encouraged to use Twitter to share how reports and incidents are followed up and resolved.23

Taking a bottom-up approach empowers government employees to speak directly to constituents and build trusting, personal relationships.

### How the NYC Department of Health and Mental Hygiene creates an authentic, human voice on social

Jennifer Macgregor is the assistant director for social media for the NYC Department of Health and Mental Hygiene. During a recent Hootsuite webinar, she shared these social guidelines that help their team stay on track with authentic content and genuine engagement:24

- Let your mission guide you
- Stick to your messaging
- Be helpful
- Be a human being
- Be compassionate
- Have fun
Team up with influencers in your community

It's important to understand the local network of social personalities and influencers that your agency operates in.

Often these individuals will have larger follower numbers and carry more trust within the community than brand or agency accounts. Edelman observes that “the primary axis of communications is now horizontal or peer-to-peer, evidence of dispersion of authority to friends and family.” For agencies, this means learning how to engage effectively with these different voices in the community.

Being open and able to work in a mutually beneficial way can be vitally important, as the City of Santa Monica shared in a recent Hootsuite webinar.

On September 11, 2016, a bomb threat received for the famous Santa Monica pier led to an evacuation and shutdown. The city’s public information team quickly deployed its crisis communications plan, using social media (including the police department’s Twitter account) to post updates and alerts.

To minimize the spread of false information and rumor, the team used social listening to find and engage with community members with large followings who were talking about the incident. By enlisting these individuals to amplify the official messages, Santa Monica dramatically increased the reach of communications to keep citizens better informed.

When it comes to proactive social engagement, Santa Monica may be the exception rather than the rule. According to Brandwatch—the world’s leading social intelligence company—public sector agencies are not keeping up with the extensive conversations that surround them: Of an average 5,200 daily tweets about government agencies, only 41 come from agency channels.

Some agencies, such as NASA in the US and the Ministry of Defence in the UK, are more successful in social engagement than the rest of the government sector, securing the leading place for their respective regions in Brandwatch’s Public Sector Social Index. However, across all regions analyzed, public sector authors made up less than two percent of all mentions of government agencies.

Tell the human side of your story

As well as updates about incidents and reports, NYPD uses its social media channels to share light-hearted content.

In one tweet, officers shared a photo in which they’ve swapped jackets with local kids and stand smiling with them. This kind of friendly content shows a more human side to the police force—and because it’s highly shareable, it’s an affordable way to increase the agency’s organic online reach.

Embodying this peer-to-peer engagement model (rather than an agency-to-citizen one) is essential to build trust through social media. With the right mission and messaging in place, agencies can empower their employees to use their unique voice to bridge the divide between people and government.
3. Combat brain drain with social-first recruitment

In an age of constant change and ever-evolving technology, it’s easy for organizations to fall behind. In fact, a study from the John M. Olin School of Business at Washington University estimates that in 10 years, 40 percent of today’s Fortune 500 companies will no longer exist.29
While government agencies don’t operate in the same competitive landscape as Fortune 500 companies, they still need to keep pace with change to serve and engage their citizens.

Against the backdrop of change and digital transformation, government agencies face a particular set of challenges including budget cuts, an aging generation of employees, and bureaucratic red tape that can stand in the way of progress. These challenges make it difficult to attract and retain fresh talent.

Agencies also struggle to compete with the salaries, perks, and employer brands of young tech startups or large private-sector organizations. Job security is not high on many younger candidates’ list of priorities when selecting potential employers. And today’s candidates are generally not attracted to the compromise between lower pay and generous benefits that governments have traditionally offered employees.

To add to the recruitment challenge, agencies are struggling to retain older workers. Throughout the US, agencies are facing an exodus of senior workers who are retiring en masse, creating a critical brain drain of experienced employees.

Governments are implementing some initiatives to encourage the retention of senior workers. These include introducing flexible work schedules, deferring retirement option programs, and permitting semi-retirement.

While these initiatives may plug the hole, more solutions are needed to halt the brain drain by staffing governments with new workers.

Focus on your employer brand

Government recruiters need to take active steps to build and enhance their agency’s identity—particularly online.

In today’s digital world, people look for third-party recommendations and reviews to help them make decisions about potential employers. Agencies should pay attention to review sites like Glassdoor to monitor ratings and respond to employee comments. Engagement makes a significant difference: In a survey of Glassdoor users, 62 percent reported that their perception of a company improved after seeing an employer respond to a review.

With multiple social networks and hundreds of different review sites online, monitoring and responding to reviews can be a challenge. Fortunately, technology is available to help you. Solutions like ReviewTrackers integrate with your social media management platform, helping you monitor and respond to online reviews across social media and review websites—all from a single dashboard.

Most employers and recruitment agencies today are using social media to source the right candidates. But candidates are also using social media to get a feel for their prospective employer’s culture. By taking control of your agency’s online presence, you can start to draw in the ideal candidates for your agency.
Speed up and modernize hiring procedures

The way that people are looking for jobs has fundamentally changed as job seekers rely more on social and mobile tools to find and apply to roles. Government organizations can find new efficiencies in recruitment by adopting social media as a primary recruitment channel. Not only can you advertise jobs using geo-targeting to connect with candidates in specific locations; you can also target by specific interests, education level, or other demographics to ensure your advertising budget is working effectively to help you reach the right people.

Encourage employee advocacy to share organizational culture

Find and share user-generated content (UGC) or share positive employee stories to paint an authentic picture of life at your organization. By getting your employees engaged on social, you can introduce a referral program and reach your employees' wide social networks as a source of new candidates.

User-generated content management solutions like Adobe Livefyre and Chute can help agencies tap into citizen or employee content online, which they can then amplify via an employee advocacy solution like Hootsuite Amplify.

Look to agencies who are doing it well for best practices

Defense agencies such as the US Army, Marines, and Navy are experienced recruiters and have expertly adopted social media best practices into their strategies. They are using paid advertising to target specific demographics and reach audiences on a massive scale, with pinpoint accuracy.

For insight on how to begin adapting your strategy, listen to our webinar The New (Social) Rules of Social Engagement, which features practical lessons on social-first recruitment from the Marine Corps.
4. Rethink crisis communications in the wake of hurricanes and wildfires

In 2017, Hurricane Harvey, Hurricane Irma, and Hurricane Maria wreaked devastation on Texas, Florida, and Puerto Rico respectively. One fact became clear following all three events: The public rely on social media as their lifeline during a crisis, both to their loved ones and to assistance. For government officials, social media must play a defined role in their crisis communications strategy.
According to Forbes, the Federal Emergency Management Agency (FEMA) had 634,000 Twitter followers (0.2 percent of the US population) in advance of hurricane season in 2017. Kim Kardashian had 54.8 million. Potentially enormous social followings are possible, but this stark difference illustrates that FEMA is still working to engage citizens and articulate the value of its communications.

Ultimately, the government is still behind on the perceived value of its social media accounts.

Social media platforms present a major revolution in the way people interact and consume their news. 42 percent of Americans say Facebook is their primary source of news, compared to just 20 percent who say that traditional media channels are their primary source.

Press releases no longer cut it in a crisis. Government agencies and emergency response teams need to speak directly to the people via the most efficient channels: social media. A strong critical response plan, directed through social media, can be a mitigating factor in containing a crisis—and can save lives.

In addition to helping to communicate during a crisis, social media can help agencies curtail rumors. On social media, word of a crisis can spread in seconds, so it’s critical for official emergency response teams to participate and help shape the narrative. Using Hootsuite alongside social listening tools like Brandwatch can help you monitor community activity to better understand where support is needed most.

Who knows what crises 2018 will bring? The future will likely deliver deadly challenges to citizens around the world—wildfires, hurricanes, rising sea levels, earthquakes, terrorist attacks, and even the threat of nuclear war. Governments seldom have any control over when a crisis will occur—but they can prepare for one.

“Our organization now clearly recognizes the value of leveraging social media in a crisis. As a result of the success of these practices we’ve received increased internal resources, support and recognition for social media.”

Jennie Walker
Social Media Advisor, Communications and Stakeholder Relations, RMWB
Five lessons from the Department of State

During a Social Government Workshop in Washington, DC, the US Department of State shared advice on how they deal with crises.

1. **Listen for what people want to know.** Agencies can use real-time monitoring to correct false information, detect early threats (such as harmful rumors), and lock down social accounts during a crisis. They can also use social analytics to monitor for social conversations about the crisis and provide information to first responders or address any false information before rumors spread.

2. **Be engaged. Answer questions.** Don’t ignore any questions. Even if you don’t know the answer, show that you’re listening by responding with empathy and reassurance.

3. **If you can’t reach your audience, reach someone who can.** Use your influencer network to distribute messages to the right audience. Local celebrities, thought leaders, and politicians with an established social presence are all good places to start.

4. **If you’re not talking about it, someone else will.** Don’t ignore the crisis on social. Your aim is to become the one source of truth amid the chaos. If you don’t take control of the narrative, someone else will.

5. **You need a plan. Revise it regularly.** Have a crisis communications team that is trained to respond in times of crisis. By creating preapproved content that can be shared in times of crisis, governments can be ready to provide instant updates to citizens.
5. Build compliance into your social media strategy

IN 2017, THE SOCIAL ACTIVITY OF SOME PUBLIC OFFICIALS sparked an ethical debate that resulted in several public hearings and rulings. In their efforts to use social media to meet citizen demand for more personal forms of engagement, individuals as well as agencies inadvertently opened themselves up to public feedback and criticism.
Public debate arose around two specific areas: the right of public officials to block users, and whether posting or deleting social media posts is in breach of public records laws.

These grey areas should not detract from the substantial benefits social media brings to both government officials and the citizens they serve. Never before has government had such a powerful and efficient solution for engagement. However, governments must follow some best practices to ensure they (and their citizens) are protected online.

**Implement policies that include rules of engagement**

Government agencies already have policies in place for social media usage, but they generally only cover the use of official government profiles.

While many agencies are addressing personal social media use in employee contracts, most take the heavy-handed approach of completely banning the use of personal accounts for disseminating government information. This is unfortunate, as employees can be great advocates to share information organically on social media.

Instead of banning employee activity outright, agencies should outline rules of engagement for social media at all levels of government. These rules should cover when and how to engage with the public, how to respond to negative posts or complaints, and processes for archiving social content.

**Ensure your people have training**

Share your rules of engagement in mandatory training sessions for all staff. Senior officials with public personas should receive special social media training—similar to the traditional media training these officials receive before talking to the press.

In addition, there are some excellent online social media training courses available online, many of them free of charge. Agencies should research the most applicable ones and encourage employees to complete those that make sense for their roles.

Hootsuite's training and strategic services have helped thousands of organizations succeed with social. From platform training to advanced social media marketing, advertising, and strategy, our industry experts give your teams the skills they need to master social media. Learn more at [hootsuite.com/training-services](http://hootsuite.com/training-services).

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Do public officials have the right to block users who insult them or post negative comments?

In July 2017, the American Civil Liberties Union asked Kentucky governor Matt Bevin to stop blocking people from following his social media accounts. Michigan state government accounts were reported to have blocked more than 800 Twitter handles, including @POTUS. And the El Paso Police Department’s public affairs staff blocked users from the department’s Twitter and Facebook accounts.

More recently, a federal court judge ruled against a Virginia official who had banned a user from accessing her Facebook page. The results of this case pose serious consequences that could reach as far as the White House—a similar suit has been filed against President Donald Trump with regards to his personal Twitter account @realDonaldTrump.37
Is the posting and/or deletion of social media posts in breach of public records laws?

All 50 states have public records laws modeled after the federal Freedom of Information Act (FOIA) that ensure public access to government records. The language of most state public records laws encompasses social media, and many states have issued specific guidance for preserving social media records.

Agencies or public officials that post about government business on social media (regardless of having a disclaimer) are violating open-records laws of many US states if they don't keep a record of the postings. Deleting posts without archiving copies is also in violation of these laws.

Use social listening tools to engage proactively and mitigate rumors

How do government employees stay on top of all the information that could be circulating about them or their agency? There's no way to do this manually while completing other daily duties. Fortunately, there are many tools that automate social listening.

Setting up Google alerts is a good place to start, but it doesn't capture social media activity. For social media monitoring, agencies should implement enterprise solutions. Using Hootsuite with partner providers such as Brandwatch guarantees the necessary level of listening, analytics, and public sentiment checking for modern government agencies. Such tools also help to streamline and coordinate social media across departments, agencies, and public officials.

Ensure all government social media content is archived automatically

Agencies must be prepared to respond to public records requests—but manual archiving is time-consuming and prone to human error.

Free your agency from manual archiving with solutions like Smarsh and Proofpoint. These solutions integrate with Hootsuite, giving you the efficiency benefits of a unified social media management platform while ensuring all your social media content is archived and compliant agency-wide.
How governments are using social networks in 2018

**Facebook**

*Global connectivity. Social marketing platform.*

With two billion users, governments will be using this social media giant to an even greater extent in 2018.

In 2017, Facebook launched a new Town Hall feature that helps citizens connect with government representatives at state, local, and federal levels. We foresee this feature expanding in 2018 to align with CEO Mark Zuckerberg’s commitment to improve trust and transparency on the platform this year.

In regard to technology trends, mobile video is Facebook’s biggest bet in 2018, followed by a new Explore tab, the use of AI to encourage more people to join the 100 million people using Groups, and the acceleration of organic and paid Messenger interactions.

**Twitter**

*Real-time news, customer communication, and video discovery platform.*

In the last year alone, we’ve seen how government officials are bypassing traditional means of communications and speaking directly to the people via Twitter.

In 2018, Twitter will double down on its video strategy, expanding into more premium content partnerships, launching innovative live video segments, and applying machine learning to help personalize video discovery.

A core focus will be increasing premium livestreaming content (in 2017, Twitter streamed 830 premium events, such as weekly live NFL sports games), which would benefit organizations and government officials that share live public announcements frequently. It also opens up new advertising options, including in-stream sponsorships and in-stream video ads.

**Snapchat**

*Mobile storytelling and discovery platform.*

The consensus among government agencies that have a profile on Snapchat is that it can be used both as a unique storytelling platform and as an interesting way to increase engagement at events.

In 2018, Snapchat will continue to jostle for the position as the go-to-platform to reach younger demographics. As Instagram becomes the mainstream choice for brands, we’ll likely see Snapchat become more of a niche social network. Snapchat’s focus in 2018 will be finding a profitable path to growth, so expect to see a steady release of self-serve advertising tools and innovative ad formats.
LinkedIn
Professional conversation and content amplification platform.

In 2018, agencies will focus on using LinkedIn to enhance their employer brand and attract fresh talent.

Now reaching more than 530 million professionals, LinkedIn has expanded its social features, which now include video creation tools; Google Hangouts and Facebook Messenger lookalike features for peer-to-peer communication; and Snapchat-style geofilters for events and conferences.

The City of Seattle uses LinkedIn to enhance it’s employer brand and connect with potential candidates for a more efficient recruiting pipeline.

YouTube
Mobile streaming and social TV platform.

YouTube is an important platform for government agencies to strengthen their online presence, control their story, and engage their audience wherever they are.

Google's revenue jumped 23 percent in 2017, with much of their growth fueled by strong performance of mobile video advertising on YouTube.

With 1.6 billion users, YouTube will expand their mass-market reach in 2018 with original social TV programing from YouTube Red, live broadcasting, and YouTube TV. Mobile remains key, but YouTube also saw a 70 percent year-over-year increase in living room viewing.

It's clear that YouTube's next phase of growth won't be from viral amateur content. Instead, expect more investment in YouTube as a social TV platform with unmatched advertising precision.
Instagram

Peer-to-peer sharing. Growing engaged communities.

Instagram is not for every government agency—but there are some solid use cases.

States and cities are using Instagram to show off local scenery. NASA uses it to showcase beautiful images of earth from space. The Transportation Security Administration even uses it to educate travelers on what they can and cannot travel with, and to engage with citizens who have questions.

Instagram's user growth sped up in 2017, adding more than 200 million new users. With the explosive popularity of Instagram stories (up to 250 million daily users) and enhanced live video features, Instagram's focus will remain on organic engagement. The potential for growth here is strong, especially with the rise in peer-to-peer sharing, live video, and dark social (such as private messages and disappearing content).

In 2018, we'll see mobile video engagement continue to rise, as well as extended advertiser options, including ads in Stories.
Hootsuite for Government

Hootsuite is the most widely used social media management platform. Our unparalleled experience, customer insights, and collaborative ecosystem help government organizations better inform and engage citizens on social media through a centralized and secure platform.

Empower your team with the expertise they need to succeed on social—and make the most of your investment—with Hootsuite Services.

Professional services: See the value of your investment faster with expertise that helps you get up and running with Hootsuite, improve adoption, and optimize your activity on social.

Training and education: Arm your organization with the knowledge you need to use the Hootsuite platform effectively and succeed in social.

Customer success: Make the most of your investment in social with dedicated account management and expert guidance.

Extend Hootsuite even further

Hootsuite Enterprise integrates seamlessly with other powerful applications in our collaborative partner ecosystem to efficiently manage your agency’s social media strategy, social listening, archiving, and compliance needs.

Get value from Hootsuite Enterprise faster with our Solution Partners

Your department or bureau can work directly with us to implement Hootsuite Enterprise, or you can work with our Solution Partners—global consulting and service leaders bringing IT and business process improvement solutions to public sector organizations.
Endnotes

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About Hootsuite Government

Partner with Hootsuite to accelerate your social transformation

Hootsuite is the most widely used platform for managing social media, loved by over 16 million people around the globe and trusted by more than 800 of the Fortune 1000. Hootsuite Enterprise empowers organizations to execute business strategies for the social media era and scale social media activities across multiple teams, departments, and regions. Our versatile platform supports a thriving ecosystem of social networks complemented by 250+ business applications and integrations, allowing organizations to extend social media into existing systems and programs.

Along with our channel and agency partners, we help organizations build deeper relationships with customers, stay connected to the needs of the market, grow revenue, and draw meaningful insights from social media data. Innovating since day one, we continue to help organizations pioneer the social media landscape and accelerate their success through product training, group training and tailored organizational training, as well as security and compliance services.

Request a custom demo today by visiting hootsuite.com/government.

Trusted by over 16 million customers

[Logos of trusted customers]