



# Social Media for the National Audit Department

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# Contents

Topic to be discussed in this talk

- Introduction to social media
- Context: Social networking in Malaysia
- Governance and social media's role
- Social media and the National Audit Department
- Reacting and responding on social media
- The emerging ecosystem



# Introduction

to social media.

# + Introduction

**“We don’t have a choice on whether we DO social media, the question is how well we DO it.”**

– Erik Qualman



# Introduction



## Traditional

- Broadcast
- Mono approach
- One-To-Many
- Mass audience
- General focus
- Organisational

## Social

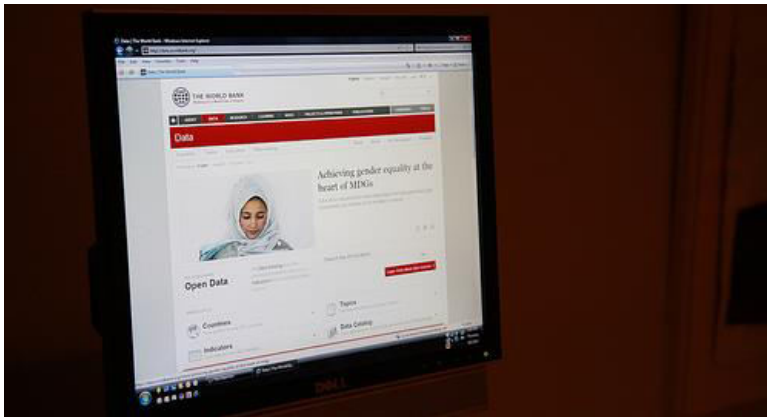
- Conversation
- Interactive
- Many-To-Many
- Hybrid (Mass and Targeted)
- Community-based
- Crowd-sourcing/User-generated



## + Beyond the Web

“The biggest mistake people in the media business make is to think that the net and the web are synonymous”

# + Introduction







# Introduction

## Social Media Landscape

























# Context

Social media in Malaysia

# + Facebook in Malaysia

Global ranking via Wikipedia.com

**Top 50 Countries on Facebook** [\[edit\]](#)

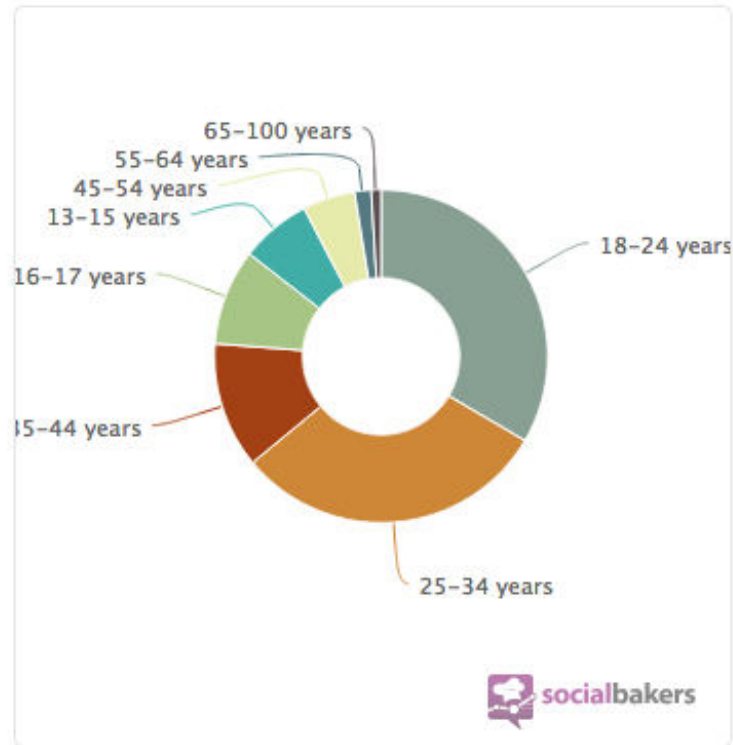
Ranking	Country	Number of users (millions) (October 29, 2012)
1.	 <a href="#">United States</a>	167.64 <sup>[2]</sup>
2.	 <a href="#">Brazil</a>	160.74 <sup>[3]</sup>
3.	 <a href="#">India</a>	160.62 <sup>[4]</sup>
4.	 <a href="#">Indonesia</a>	50.53 <sup>[5]</sup>
5.	 <a href="#">Mexico</a>	39.42 <sup>[6]</sup>
6.	 <a href="#">United Kingdom</a>	33.23 <sup>[7]</sup>
7.	 <a href="#">Turkey</a>	31.43 <sup>[8]</sup>
8.	 <a href="#">Philippines</a>	29.87 <sup>[9]</sup>
9.	 <a href="#">France</a>	25.32 <sup>[10]</sup>
10.	 <a href="#">Germany</a>	24.99 <sup>[11]</sup>
11.	 <a href="#">Italy</a>	22.84 <sup>[12]</sup>
12.	 <a href="#">Argentina</a>	20.43 <sup>[13]</sup>
13.	 <a href="#">Canada</a>	18.59 <sup>[14]</sup>
14.	 <a href="#">Colombia</a>	17.48 <sup>[15]</sup>
15.	 <a href="#">Thailand</a>	17.47 <sup>[16]</sup>
16.	 <a href="#">Spain</a>	17.34 <sup>[17]</sup>
17.	 <a href="#">Japan</a>	16.36 <sup>[18]</sup>
18.	 <a href="#">Malaysia</a>	13.22 <sup>[19]</sup>



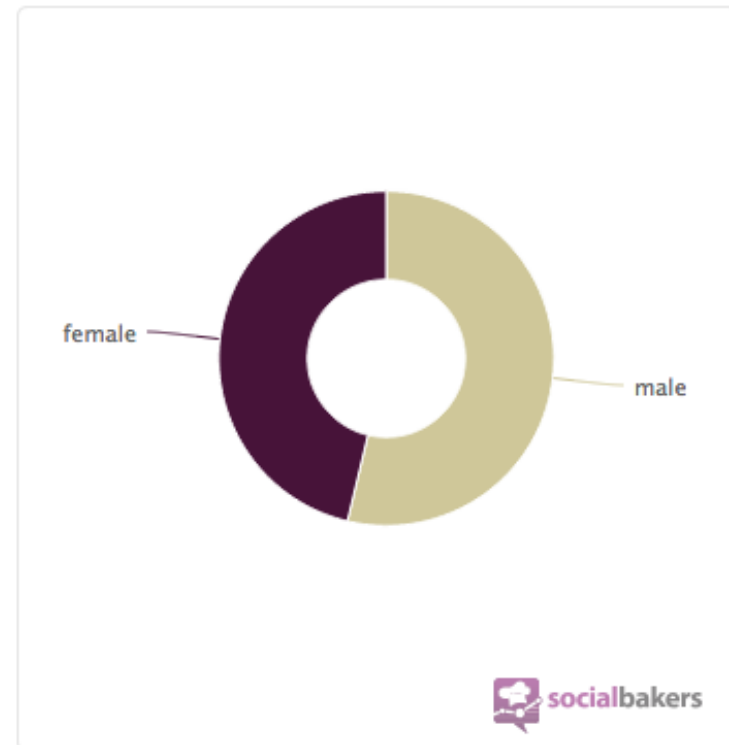
# Facebook statistics for Malaysia



User age distribution



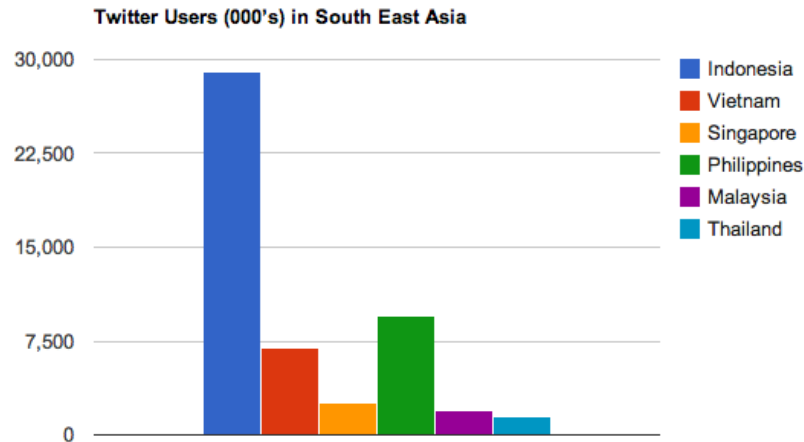
Male/Female User Ratio



# + Twitter in Malaysia

South East Asian ranking via Forest Interactive

## TWITTER USERS 2013



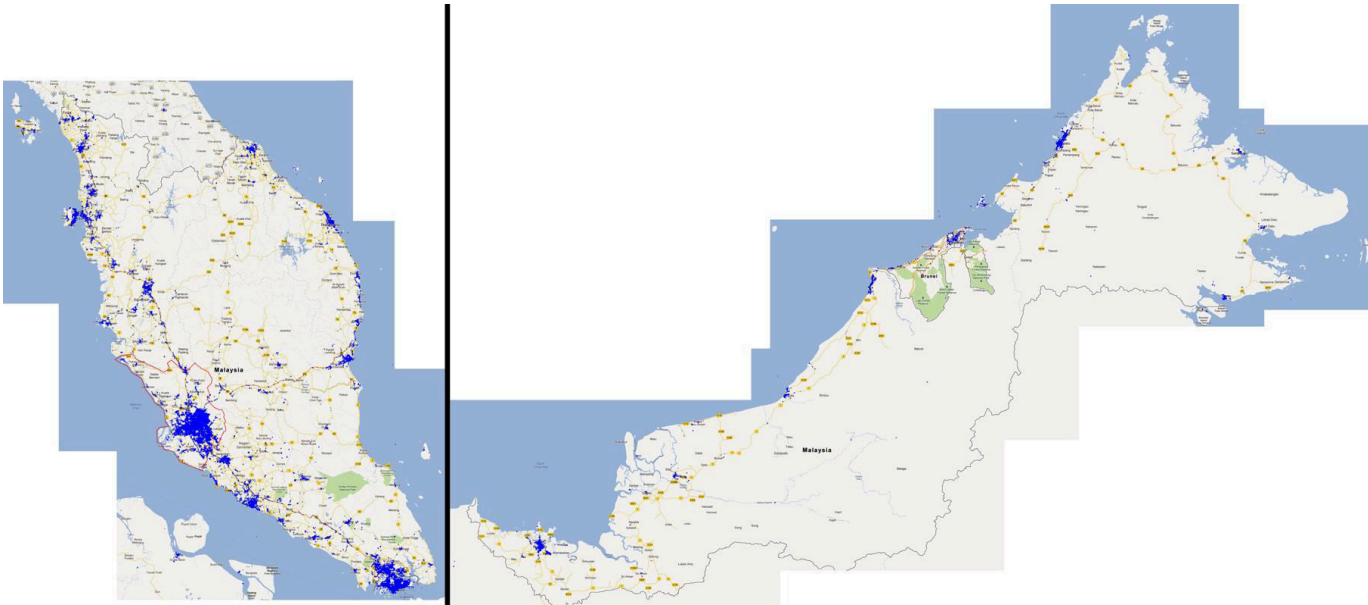
Country	Users (000's)
Indonesia	29,000
Vietnam	6,928
Singapore	2561

Country	Users (000's)
Philippines	9,500
Malaysia	2,000
Thailand	1,500



# Twitter statistics

- “From 2,400 people tweeting about politicians in 2010 to 450,000 users chatting about politics on Twitter, three years later.”
- Yahoo! News  
(<http://ph.news.yahoo.com/how-is-social-media-affecting-the-13th-malaysian-general-elections--141713792.html>)





Governance



# Governance



## ■ Listening

- Track what people are saying about certain topics, individuals, organisations.
- Study social media sentiments to get a feel of the pulse of feedback.

## ■ Energizing

- Take the opportunity to be pro-active.
- Amplify positive sentiments that are out there.

## ■ Talking

- Opportunity to inform and educate the public.
- Engage with public to respond to their queries and concerns.

## ■ Supporting

- Supplement your other channels of communication in a different way.



# + Governance



Our government is undergoing the process of transformation via ETP, GTP etc. What kind of impact can social media bring to the process?


# + Listening


## www.tweetarchivist.com

**TWEET ARCHIVIST**

Sign in with Twitter

malaysia audit


 Tweet 0


 Like 0

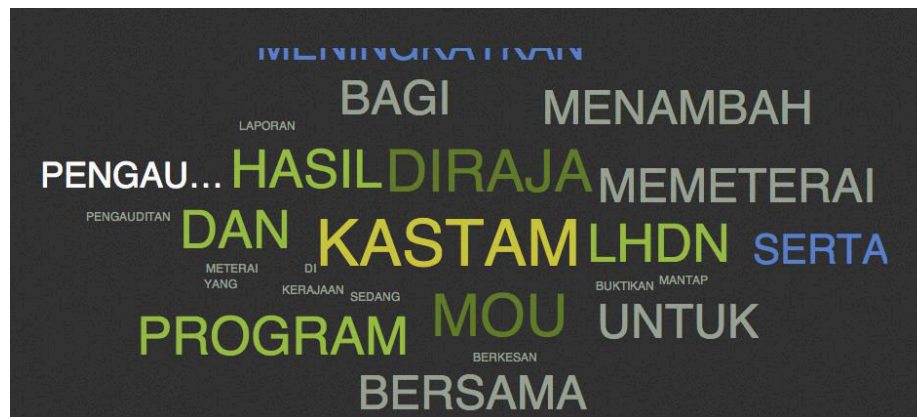
Contains  
**42 Tweets**

Date Range  
**6/10/2013**  
**- 6/15/2013**

Status  
**Inactive**  
Last updated: 3 seconds ago

[View In Excel](#) 

[Download PDF](#) 



100

- [illegible]



# Big Data



- Data Sets
  - Data sets come in various forms
    - Big data: government documents, annual reports, news reports, bursa filings, CEO/Executive salaries, etc.
    - Interactive maps, clear pictures
- Data is moving away from text, videos, and pictures.



# Big Data

## Sinar Project



Log in

Search Site    
☐ only in current section

[Home](#)

[People](#)

**[Issues](#)**

[Organizations](#)

You are here: [Home](#) > [Issues](#) > National Sports Institute (NSI) paid RM3.94 million for wrong horses

### National Sports Institute (NSI) paid RM3.94 million for wrong horses

The National Sports Institute (NSI) paid RM3.94 million for 18 horses that were not qualified to race in the 2008 World Endurance Championship (WEC), as reported by the Auditor-General

#### Date Issue Occurred/Started

10/27/07

#### Date Issue Ended

#### Financial Cost

3,940,000

#### Corruption Details

#### Timeline

- [Malaysian Insider Report 24/10/2011](#): The report noted NSI had failed to get the Treasury's approval before buying the horses, as required for direct negotiation purchases. It further noted NSI had failed to adhere to international rules set by the Federation Equestre Internationale (FEI), the world governing body for equestrian competitions, which saw the 18 out of 23 horses bought in October 2007 being disqualified from the WEC 2008.

#### Persons directly implicated

#### Persons indirectly implicated.

#### Persons supporting

#### Organizations implicated

[National Sports Council](#)

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#### Persons against

#### Persons disclosing

[Ambrin Buang](#)

#### Related Issues



- During the GE 13, the audit report were quoted in the blogs and Facebook. How do you interpret this scenario?



- How effective the role of social media if it is to be used in National Audit Department's strategy to improve delivery system and promote accountability in public sector financial management?







# Governance



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# Reacting and Responding

to negativity on social media.

DAN GILLMOR

# Mediactive

with a Foreword by CLAY SHIRKY

...

## + No escape

“In the emerging system, broadcasters and conventional media outlets will doubtless continue to create content, but so will a great many others.



# Negativity on social media



- Public Attacks to discredit the agency
  - Dilute through positive social currency.
- Misinformation and disinformation
  - Respond and engage.
- Misrepresentation or misunderstanding
  - Correct the errors.



# Reacting and Responding



- Don't ignore/delete
  - If you don't reply, they may go away. They won't.
  - How would you respond in a live situation?
  - Potential to go viral – so watch out.
- Cross-media
  - Look to see if there are other ways to address the issue.
  - PR and crisis control methods might be useful.
  - Don't expect social media to solve all problems.
- Admit mistakes
  - Don't give hollowed apologies.
  - Offer a solution – sincerely.
  - Reaffirm your commitment to listening to them.
- Be committed
  - Allocated resources to taking care of social media and digital platforms.
  - You will need to invest in personnel as well as tools to be effective.



# The emerging ecosystem

Sharing, networks, and curating in the media ecosystem

# + Consume & Create

Listen



Share





# + Consume & Create

## Engage




## Curate

**Storify** Search S

**Storify by The Star** a month ago 3 1 </>

### Malaysia's new Cabinet

Prime Minister Datuk Seri Najib Tun Razak is set to announce the new Cabinet line-up today after his audience with Yang di-Pertuan Agong Tuanku Abdul Halim Mu'adzam Shah at Istana Negara at noon. We go on the ground to bring you live updates!



**Malaysia's new cabinet**

PUTRAJAYA: Prime Minister Najib Razak unveiled a cabinet to drive through his ambitious economic and political transformation agenda on W...

Share

THE STAR

Prime Minister: Datuk Seri Najib Tun Razak

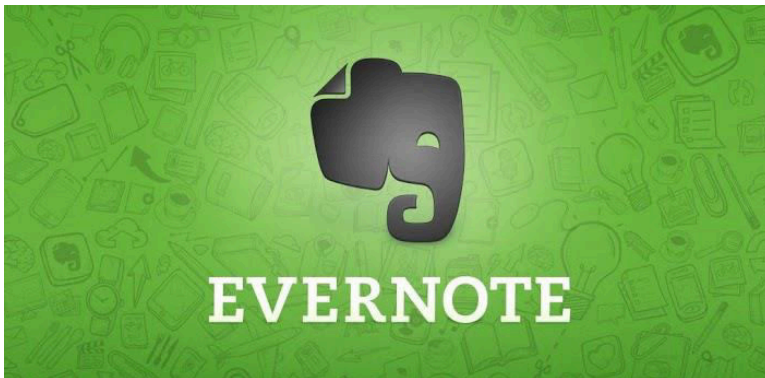
Deputy Prime Minister: Tan Sri Muhyiddin Yassin



# What else

Other social platforms to make it work for you.

+ What else?





## Some final thoughts

to think about.

- Social media is not free, but it can be low cost.
- You cannot control the message but it gives you the opportunity to converse.
- It is not an alternative to clear messaging and it won't solve all your problems but it will allow you to reach certain audiences.

**Social media does not work in silo; it has become part of culture and way of life. As such, it must work alongside other mediums and platforms.**



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