

A Review of Social Media Use in E-Government

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ABSTRACT: E-government has piqued the attention of people enthusiastic about the arrival of Web 2.0 technologies in recent years. This article examines current research on Web 2.0, social media, and social networking, as well as how they have been used in the classroom. The government sector literature topics such as the development of social structures are among the key observations. In the literature, there are case studies of social media policies and tactics that have progressed through time. The utilization of time and social media in disaster management as a critical role for the government. Other findings include the absence of a clear e-government objective and the notion that significant changes in government culture, control philosophy, and resource allocation are still required. Before achieving widespread, long-term success with social media, management is required.

KEYWORDS: E-Government, Social Media, Social Networking

INTRODUCTION

E-government has piqued the attention of people enthusiastic about the arrival of Web 2.0 technologies in recent years. The use of ICTs [information and communications technology], especially the internet, as a tool to achieve better governance is described as e-government in this article. Government use of technology and the Internet must and will continue to grow in tandem with citizens' embrace of technology, but there are still numerous issues and worries regarding e-development government's and future. It appears important to evaluate the effect of social networking apps and social media on e-government and the role that these new technologies have played, as well as their limitations. The future ramifications This is especially true given that many European leaders believe that ICT-enabled public services will have a significant impact on economic growth, inclusion, and quality of life, and that the extensive use of social media for presidential debates and campaigns in the United States has become the norm[1]. While social networking apps and social media are easy to use, they have evolved into tools of communication, pleasure, and change, and will continue to have an impact on our lives for the foreseeable future. In three ways, this article adds to the current body of knowledge. First, by providing a timeline-based assessment, this article enables the reader to better understand how government's use of social media has developed over the past several years, as well as how key problems and methods have changed over time. Second, the conclusion's main results emphasize the absence of a defined e-government objective and the difficulties in identifying the "optimal" method to utilize social media in government. Third, the findings of this study led to numerous recommendations for further research, which are outlined in the last paragraphs. These ideas will be put to the test in order to get a better understanding of the present status and future direction of social media usage in government.

1. Social Media

Social media apps include Facebook TM and Google + TM, as well as microblogging services like Twitter TM, blogs, wikis, and media sharing sites like YouTube TM and Flickr TM. User-generated content, online identity construction, and relational networking are all characteristics of the Web 2.0 trend, which includes social media. For e-participation, social media offers a particularly attractive potential[2].

Collaboration, involvement, empowerment, and time are four key potential benefits of social networking. As it is characterized by social interaction, social media is by definition collaborative and participatory. It allows users to interact with one another and create communities in order to socialize, exchange information, or accomplish a shared goal or interest. Because it provides people with a platform to voice, social media may empower them. It essentially democratizes media by allowing anybody with an Internet connection to publish or broadcast content at a cheap cost. In terms of speed, social media platforms enable users to post content in real time[3].

2. Themes in Literature

Articles over the past five years that focused on social networking apps and social media activities used by people and government to communicate with or otherwise engage with one other were examined to assess

social media's effect on e-government. Year by year, the time periods were split out. Because of the amount and comparable material, the years 2007 and 2008 were merged. Table 1 provides a breakdown of chosen articles for each time period, as well as significant themes (interesting topics) for that time period[4] .

3. *Brief History*

Many people wondered three to five years ago what Web 2.0 would bring to e-government. Some in the United States believed the digital gap to be “solved,” at least based on the amount of effort put forward to close it. However, a sizable section of the population was worried about equitable access and the possibility of becoming "second-class citizens" if they remained unconnected[5].

Fortunately, many people realized that using technology just for the sake of using it would not result in increased public engagement. Similar to Gartner's Hype Cycle's "trough of disillusionment," several organizations quickly discovered that Web 2.0 technologies may aggravate erroneous notions and make tiny populations seem bigger than they are. Early government users of technology discovered that there were frequently more consequences than incentives for their creative conduct as some early Web 2.0 experiments failed and transformational efforts stagnated[6]

People were optimistic and ready to engage with government agencies via e-government projects, according to study, and they trusted the government more than the private sector with their personal information[7]. There were also a lot of success stories. Socially interactive online sites like MyBikeLane.com, which was created by people to raise awareness of unlawful parking in bike lanes, have attracted law enforcement involvement, which has helped to relieve the issue. Peer-to-patent (peertopatent.org), which is supported by the US Patent Office, is a notable government-to-citizens portal. It collects expert views on patent applications that may subsequently be used to support the formal patent application. The presidential campaigns of Barack Obama and Howard Dean in the United States demonstrated the potential of social media to spread a message and build a movement. Early findings in England indicated that new media had boosted citizen campaigning while also strengthening the bond between voters and politicians[8].

Outside of practice, academics questioned whether e-government could provide enough validation to justify the government's expectation of involvement. The general attitude was that everything would have to wait and see.

4. *Definitions of Social Media*

After providing some background information and an overview of social media, it's time to get down to the business of really defining what it is and what it means to various individuals. Almost as many distinct meanings of the word may be found in scholarly journals and practitioner manuals[9]. While some may attempt to describe social media as the means through which businesses today connect with their consumers on a large scale, others may view it as a tool for personal or individual contact. The reality is that it may be any or all of these things.

Customers and businesses use social media in various ways. It is not intended to be a substitute for telephone or e-mail conversation, or even transactions. Instead, it aims to complement or enhance the value of each current or future contact with the consumer. described social media as "the creation, consumption, and sharing of information via online social interactions and platforms" in *The Definitive Guide to B2B Social Media*. , without explicitly defining social media, claimed that all consumers are now "social customers," and that every contact is part of a new partnership between business and customer: a critical component of CRM 2.0. Others, such as Ploof (2009), argue that social media merely “gives businesses the opportunity to tell their own stories.” As previously mentioned, the goal of businesses to enhance the sales experience and strengthen customer connections is a constant thread. With a nod to each of the categories listed above, as well as many more not included, we see consumer interaction and collaboration as the main building blocks of social media. The technical component of a business's communication, transaction, and relationship-building activities that utilizes the network of customers and prospects to drive value co-creation is therefore described as social media. As a result, social media management must be treated as a distinct strategic activity. It can't be allowed to define itself in the connection between a company and its lifeblood—its consumers[10].

Social media, at every step of the sales process, requires a strategy and a framework for implementation and transformation as it grows with the customer. Absent that, social media will likely become another unharnessed element of strategic drift as countless practitioner tactics are employed with no clear direction

in mind. Make no mistake, we do not believe that social media should be rigid or inflexible, but rather that it should be directed at every step, and should be owned by a core function and executive. The following paragraphs detail that strategy and make the case for social media ownership.

5. *Social Media and the Selling Process*

As previously stated, there has been a fundamental shift toward user-driven technologies such as blogs, social networks, and video-sharing platforms in recent years. These social networking tools have combined to allow a revolution in user-generated content, global community, and consumer opinion publication that is now spreading into the sales realm. The capacity to utilize the various configurations of personal and work-related networks has now become essential as anybody in sales can testify to the importance of their social network. Regardless of how a company perceives the sales process or sales funnel, we believe that social media has the ability to significantly impact every stage of the process, allowing a salesperson's network to be better used.

DISCUSSION

During the time period covered by this study, scholarship on social media and e-government has evolved along a path of discovery. Early case studies from 2007–2008, for example, were divided into two categories: triumphs with preliminary prescriptions for future development, and unsuccessful implementations acting as examples of what not to do. In 2009, the number of case studies seemed to decrease, then increase in 2010, with much more success stories than failures. A trial phase (i.e., experimenting), an analysis phase (see what occurred), and then a fresh trial seem to be the pattern (apply what was learned and try again). Another apparent trend is on social media policy, which peaked in 2009 and has been a recurring topic across all time periods. Early literature hardly discusses it, but it was a major topic in 2009, and many of the papers published during that time period focused on the main policy problems and the necessity for social media policy and strategy. The prescriptions for success in 2010 were made up of a variety of policy and strategic components that were simply waiting to be put together. Many policy recommendations and examples were offered in 2011 based on what had been learnt recently.

This investigation uncovered a few larger problems. A significant impediment to e-participation is the digital divide. While private sector internet providers will continue to slowly connect the unconnected, it should be acknowledged that the government is in the greatest position to solve this issue in terms of both power and money. As a result, the government bears the brunt of the responsibility for closing the digital gap. Due to the complexity of the problem (the plethora of reasons people aren't online) and the size of the population that requires assistance, bridging the digital divide should be a continuous agenda item for governments at all levels until it no longer serves as a significant barrier to e-government.

Various examples, including as the Queensland catastrophes and the Haiti earthquake, have shown the value of social media usage for government response organizations. Law enforcement agencies that need to reach out to the public quickly and efficiently should look into using social media to disseminate important information in situations like criminal activity in a neighborhood or on campus, evacuation instructions in the event of a fire or natural disaster, and community outreach to promote neighborhood safety.

CONCLUSION

This paper's aim was to provide a comprehensive review of social media and its function in the sales process. Because this is such a novel subject, there are a plethora of possibilities for future study. Our strategy was to highlight the sections of social media that we think are the most significant and powerful. We think there are some important takeaways from this debate. Companies would be smart to pay attention to their consumers, and even rivals, and to start investigating what a social media presence may and will imply for their sector. It's all about participation. It's all about establishing a brand. It's also about adopting a new, more nimble company model. As this new channel develops, it does not have to be detrimental to corporate culture; it may be adopted and made to be enjoyable or engaging.

It will undoubtedly change in the next years, but the key thing to remember is that the social media narrative has yet to be told. The future of social media in marketing and sales is determined by both the consumer and the company, and both will change with time and technological advancements.

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