

OECD-NEA webinar: the use of social networks and social media to assist in developing interactions with stakeholders, and to facilitate the implementation of protective actions

**Web Sources:**

**Blog, Wikipedia, Webinar, Web Chat, LinkedIn Group**

2 March 2016

**Sophie Palmer**  
**Interactive Communications Manager**  
**Nuclear Decommissioning Authority, UK**





# Social media channels

---

Quick tour of what we use:

- Blog
- Wikipedia
- Webinars
- Web chats
- LinkedIn groups

Benefits of using these tools

Welcome any ideas and questions.....



# Blog

---

Launched in December 2015 so relatively new for us:

<https://nda.blog.gov.uk/>

Benefits for users – they can:

- **subscribe to be notified** in 2 ways:
  - RSS newsfeed
  - email notifications
- **comment or ask questions** about posts
- **select areas of interest** by choosing category
- **follow “call to action”** link(s) to more useful content

Benefits for us/organisation:

- **efficient:** low cost and quick to create/amend posts
- **automatic** dissemination to subscribers
- **track usage** of posts (using Google Analytics)
- **moderate comments/questions**
- **tailor messages to audiences** by tagging via category/  
”word cloud”



# Wikipedia

---

Free online encyclopaedia that anyone can edit:

<https://en.wikipedia.org/wiki/>

Benefits for users – they can:

- **easily access** – entries often returned as top result in Google search
- **follow links** to other useful content
- **see who, when and what** has been edited
- **edit** themselves

Benefits for us/organisation:

- **efficient:** low cost and quick to create/amend posts
- **gives visibility of our content** via creation of links

**Note:**

- any edits can be changed again by someone else so need to keep checking relevant entries
- Not necessarily a credible reference source for serious publications [but may provide these]



# Webinars

---

Online, visual presentation, often supported by text chat with attendees (just like we are doing now). Recorded for viewing later.

Benefits for users – they can:

- **avoid travel** – join from any location
- **decide when to watch and listen** – option to:
  - join live at scheduled time
  - watch recorded event via YouTube video
- **interact** with the presenters and ask questions via text chat

Benefits for us/organisation:

- **efficient:** low cost compared to travel/accommodation costs of meetings
- potential to **reach wide audience** during and after event
- **track usage** of webinar
- **interact with stakeholders**



# Web chat

---

Text only scheduled sessions: <https://tools.nda.gov.uk/webchats>

Benefits for users – they can:

- **avoid travel** – join from any location
- **decide when to watch and listen** – option to:
  - join live at scheduled time
  - read transcript after the event
- **comment or ask questions** via text

Benefits for us/organisation:

- **efficient:** low cost and good use of experts' time (only seek their response if relevant questions asked, so no need for them to attend session)
- **moderate comments/questions**
- potential to **reach wide audience** during and after event
- **track usage**
- **interact with stakeholders**



# LinkedIn Groups

---

Online discussion for members with specific interest. Various tools exist to enable this sort of forum.

Our supply chain network group:

<https://www.linkedin.com/groups/4438445>

Benefits for users – they can:

- **learn from others** – read posts, ask questions
- **contribute ideas**

Benefits for us/organisation:

- **approve membership** so posts and details of members not public information
- **efficient:** low cost and quick/easy to post
- **moderate comments/questions**
- **interact with stakeholders**



# Summary

---

These tools are just one of many ways that stakeholders can interact with us.

They provide options to:

- direct stakeholders to relevant information
- give stakeholders a voice that is visible
- give us ability to respond in open and transparent way
- moderate comments/questions
- gather online to share/seek information at times and locations that suit both experts and stakeholders
- communicate in a cost and time effective way
- reach wider audiences – before and after events
- know who and how many are interested in specific areas (tracking via usage statistics)



# How to find out more

**Our website:** [www.gov.uk/nda](http://www.gov.uk/nda)

**Subscribe to receive:**

- E-bulletin
- Blog post notifications: [nda.blog.gov.uk](http://nda.blog.gov.uk)

**Follow us on:**

- Twitter @NDAgovuk
- LinkedIn

**Join 700+ members in:**

NDA Estate Supply Chain LinkedIn Group



**LinkedIn**



**Twitter**