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

Subscribe to receive:
• E-bulletin
• Blog post notifications: nda.blog.gov.uk

Follow us on:
• Twitter @NDAgovuk
• LinkedIn

Join 700+ members in:
NDA Estate Supply Chain LinkedIn Group