

# Soziale Netzwerke im öffentlichen Sektor

## Chancen und Herausforderungen

Jens Klessmann | 28. August 2009 | Berlin



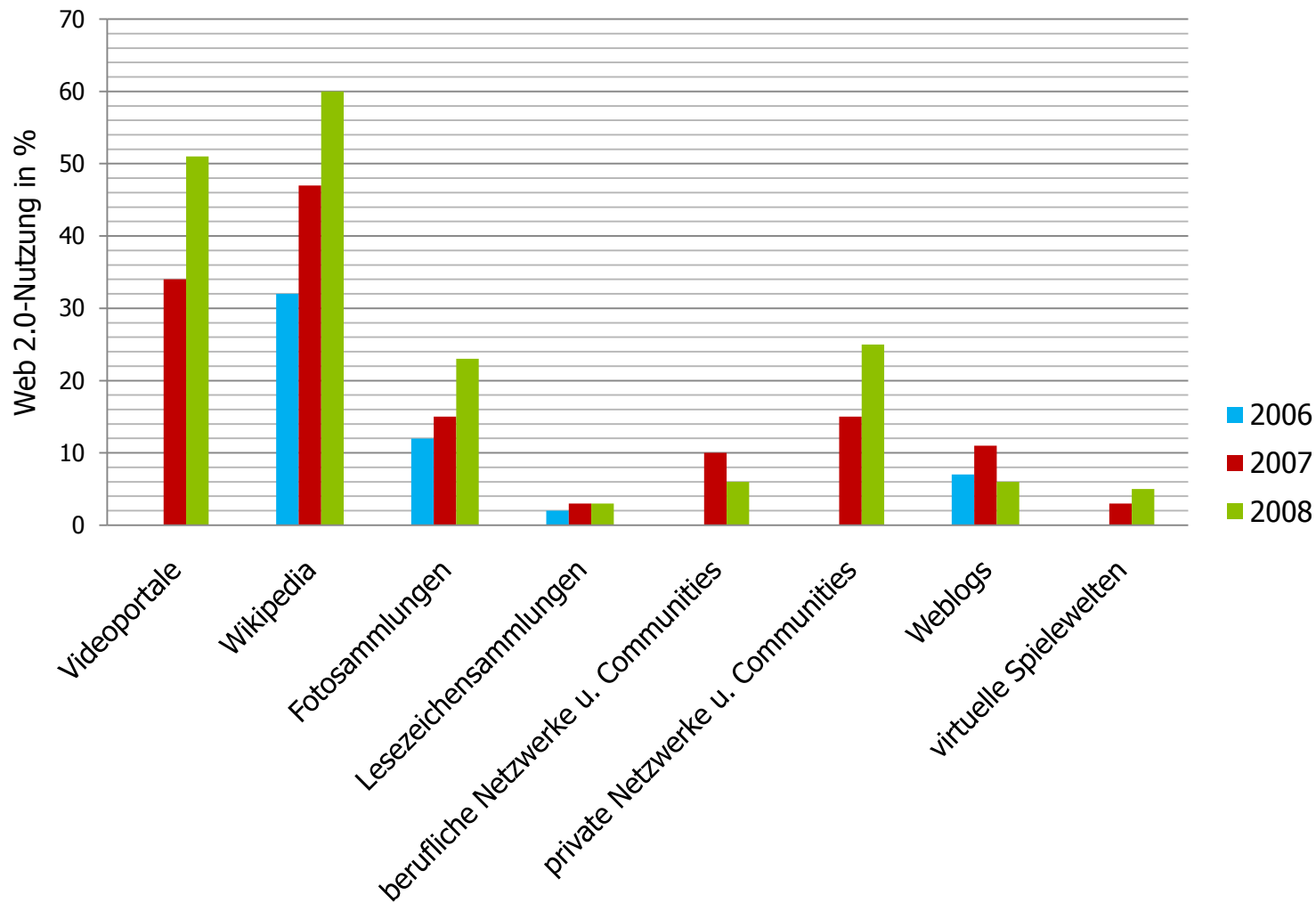
# Soziale Netzwerke



- Webdienste, die Netzgemeinschaften beherbergen
- Sehr starkes Mitgliederwachstum in den letzten Jahren
- Geschäftsmodellansätze:  
zielgruppengenaue Werbung, Mitgliedsbeiträge, Kundenbindung
- Herausforderungen aus Nutzersicht:  
Datenschutz, Dateneigentum, Identitätsmanagement
- Chancen aus Nutzersicht: Einfache Vernetzung und Kontaktaufnahme



# Private Web 2.0-Nutzung in Deutschland



Basis: Onlinenutzer ab 14 Jahren in Deutschland die genannte Angebote zumindest selten genutzt haben.  
 Quelle vgl.: "Genutzte Web 2.0-Angebote, ARD-Onlinestudien 2006, 2007, 2008"



## Nutzung sozialer Netzwerke in den USA

65%

Circa 28%

Unter 10%

Basis: Online-Aktivitäten US-amerikanischer Erwachsener (Internetbenutzer und Nicht-Benutzer) zwischen 2004 und 2009; Online-Aktivitäten US-amerikanischer Jugendlicher 2009  
Quelle vgl.: Pew Internet & American Life Project, Lenhart 2009



# Profil des Weißen Hauses bei Facebook

facebook

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**The White House is on Facebook**  
Sign up for Facebook to connect with The White House.



THE WHITE HOUSE  
WASHINGTON

The White House
📍

Wall
Info
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Events
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The White House
Just Fans

Welcome to our Facebook page. If you're looking for the official source of information about the White House, please visit [www.whitehouse.gov](http://www.whitehouse.gov).

**Information**

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1600 Pennsylvania Avenue NW  
Washington, DC, 20500

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 Monica

  
 Yasser

  
 Precy

  
 Erica

  
 Charlie

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1 album    [See All](#)



**General**  
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**The White House**

**A New Moment of Promise in Africa**

Speaking in in Akkra, Ghana, the President lays out his vision for human rights and democracy in Africa's future, and describes what America's role in promoting better governance in Africa will be.

Sat at 8:17am

👍 Indawati, Dominique and 669 others like this.

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**The White House**

Tune into [Whitehouse.gov/live](http://Whitehouse.gov/live) for audio from President Obama's speech to Africans from Ghana- A New Moment of Promise. Starting in a few minutes. 8:40am.

**The White House - Streaming Video - A New Moment of Promise**

Source: [www.whitehouse.gov](http://www.whitehouse.gov)

WhiteHouse.gov is the official web site for the White House and President Barack Obama, the 44th President of the United States. This site is a source for information about the President, White House news and policies, White House history, and the federal government.

Sat at 5:34am

👍 Indawati, Fabiola, Eric and 370 others like this.

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**The White House**

**Health Reform and the Middle Class**

During the Vice President's roundtable with HHS Secretary Sebelius and White House Health Reform Director DeParle, the Middle Class Task Force releases its new report : ?Why Middle Class Americans Need Health Reform.?

Fri at 9:52pm

👍 Indawati, Andrés and 388 others like this.

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# Profil des britischen Gesundheitsdienstes auf bebo.com

Alle Videos Anwendungen Blog Umfragen

## EMERGENCY CONTRACEPTION

Are u worried about pregnancy?

Thrown up after taking your pill?  
Forgot to use a condom?  
Too drunk to remember?  
Condom split?

These are just some of the reasons you might need the morning after pill.

Read on for more about where you can get emergency contraception and what your options are...

**Things you can do...**

- Get information
- Talk to someone
- Take action

**NHS Direct <NHS\_Direct>**

*"All u need 2 know about emergency contraception and the morning after pill"*

If you've had unprotected sex, emergency contraception can stop you becoming pregnant.

But you need to act quickly - the longer you leave it after having sex, the more likely you are to become pregnant.

**More info from the FPA:**  
<http://www.fpa.org.uk/information/le...>

**For general health info:**  
Visit [www.nhs.uk](http://www.nhs.uk), call 0845 4647, or use NHS Direct digital TV on Freeview (channel 100) or Sky Interactive

**Languages and large-print**  
Call 0845 4647 for our translation services and for access to information in braille and large-print

**Geschlecht**  
weiblich

**Zuletzt aktiv** Mehr als 2 Wochen

**Profilaufrufe** 27494 Male

**Erhaltene Herzchen**  
❤️ 1

URL von NHS Direct



# Onlinecommunities mit besonderem Fokus

The screenshot shows the Weplay website interface. At the top, there is a navigation bar with the Weplay logo, a 'BETA' tag, and menu items for 'SPORTS', 'PRO ATHLETES', 'PLAY', and 'COMMUNITY'. A search bar and a 'GIVE WEPLAY FEEDBACK' link are also present. The main heading reads 'Welcome to the Home of Youth Sports'. Below this, there are four large blue buttons for user roles: 'I am an ATHLETE', 'I am a PARENT', 'I am a COACH', and 'I am a FAN'. To the right, a large photo of cheering children is featured. Below the photo, there are three main sections: 'Strengthen your team' (with a team icon), 'Stay organized' (with a calendar icon), and 'Connect to the community' (with a globe icon). A sidebar on the right states 'More than 150,000 athletes, parents, and coaches have made Weplay their home.' Below these are three featured content boxes: 'WEPLAY ANSWERS' (with the Weplay Answers logo and the text 'Ask. Answer. Explore.'), 'SKILLS & DRILLS' (featuring a photo of Ryan Howard and the text 'Ryan Howard talks about hitting'), and 'MEET THE PROS' (featuring photos of LeBron James, Jennie, Peyton, and Derek). At the bottom, a horizontal menu lists 'WEPLAY FEATURES MORE THAN 60 SPORTS INCLUDING:' followed by a list of sports: Baseball, Basketball, Bowling, Cheerleading, Football, Hockey, Lacrosse, Soccer, Softball, Volleyball, and Wrestling.



# Xing für den öffentlichen Dienst

**govloop** CONNECTING THE GOVERNMENT COMMUNITY

**Main** My Page Members Blogs Groups Forum Events Multimedia Best Of

**Welcome!**  
GovLoop is the premier social network connecting the government community.  
Join today if you are:  
\* gov't employee (fed/state/local/intl)  
\* public policy student/professor  
\* good gov't organization  
\* gov't contractor with good intentions

**Members**  
[Grid of member photos]  
[View All](#)

**Sign in**  
E-mail:   
Password:   
[Log In](#) or [Sign Up](#)  
 By signing in, you agree to the amended [Terms of Service](#) and [Privacy Policy](#).  
[Forgotten your password?](#)

**Quick Links**  
GovLoop - [History](#) [10 Reasons](#)  
Getting Started - [Best Of GL](#) [10 Tips](#)  
GovLoop Rules - [FAQ](#) [Etiquette](#)  
Twitter - [GovLoop HashTag](#)  
Network On - [LinkedIn](#) [Facebook](#)  
Gov't News - [GovDigest](#) [GovZine](#)  
GovLoop RSS - [Blogs](#) [Forums](#)

**Public Service Recognition Week**  
SHARE YOUR PSRW EXPERIENCES ON GOVLOOP's [GROUP](#) & [DISCUSSIONS](#) :  
**PUBLIC SERVICE RECOGNITION WEEK 2009**  
**MAY 4-10**  
GOVERNMENT GOES GREEN

**Blog Posts**  
 [Working Remotely – Work 2.0](#)  
Posted by [Brian D. Drew](#) on May 5, 2009 at 1:15pm  
 [Meet the New Boss, Same as the Old Boss? - Gatekeepers in Gov 2.0](#)

**Highlights of the Week**  
**Member of the Week**  
  
**Project of the Week**  
[Open Forum Foundation](#)

**Groups**  
 [The Left Bank](#)  
14 members  
 [Public Service Recogni...](#)  
13 members

**Member Search**



# Onlinecommunities der britischen Local Government Association

## Communities of practice for local government

Welcome | Communities | People Finder
Forgot my password?

### Welcome to Communities of Practice

**Connect to Collaborate to Innovate**

This is a community platform supporting professional social networks across local government and the public sector. It provides a secure environment for knowledge development and sharing through online communities of practice.

[Find out more](#)

**Register and become a member today.**

#### Announcements

**Information Message** Closing down Communities  
Over the past 2 years the CoP platform has been growing and growing to a point where we now have over 30,000 members and 800 communities. It's great to see that the site is being used by so many but we realise that there are a number of communities that have reached the end of their life and it may be time to close those communities down. Over the coming couple of weeks the site administrators will be contacting facilitators of communities where there has been limited activity recently to see if those communities could be closed or perhaps consolidated into other communities. If you receive an email, then please do get in touch with the sender to discuss your community and it's future. If you want to know how to close a community, you can also find out from the [facilitator faqs](#).

**Information Message** CoP Wins Government Computing Award 09 for [Collaborative Working](#)

**Find a community**



**People finder**

**What will I find?**

Networking across local government

✓ Wikis

✓ Blogs

✓ Forums

✓ News feeds

✓ Events

✓ Libraries

**Find a community by tag**

blogging collaboration  
 commissioning community data  
 development engagement  
 equalities equality event events  
 guidance guide improvement  
 information **innovation**  
 knowledge laa leadership  
 management meeting minutes  
 peerassist performance photo  
 policy presentation recruitment  
 retention skills skillsforlife social  
 social\_media socialmedia strategy  
 talent toolkit training web2.0  
 workforce

### Communities

New
Featured
Most active

**Supporting Independent Living for Disabled Adults**

**Started: Jan 2009 | 62 members**  
 A community for people with an interest in 'supporting independent living for disabled adults' to disseminate best practice via the sharing of experiences, ideas and issues.



# Onlinecommunity mit dem Schwerpunkt auf eGovernment

The screenshot displays the epractice.eu website interface. At the top, there is a search bar, login, and register buttons. The main navigation bar includes links for Home, Cases, News, Events, Library, Factsheets, People (highlighted), Workshops, TV, Blog, and Communities. Below the navigation, the page title is 'Home > People'. A banner for 'WIN A WEBCAM' is visible. The main content area is titled 'Directory of ePractice.eu members' and includes a filter section with 'Sort by Kudos score in descending order'. A list of members is shown, including:

- HENRIOT MARC PIERRE ( UBIFRANCE )**: France, Member since: 20 April 2005, Expertise keywords: business, education, communication, 5148 Kudos
- Mark Hol ( City of Kortrijk )**: Belgium, Member since: 9 October 2007, Expertise keywords: eInclusion, eGovernment, eParticipation, 4176 Kudos
- Dejan Spasov ( WeGo Team Member, University SS. Cyrill and Methodius )**: FYR of Macedonia, Member since: 11 May 2007, 3752 Kudos
- Dekelver Jan ( K.H.Kempen - K.U.Leuven Association )**: Belgium, Member since: 5 November 2007, Expertise keywords: e-inclusion, ICT, disabilities, 2146 Kudos
- Martin Kusák ( Ministerstvo vnitra ČR )**

On the right side, there are two sections: 'Latest Profiles' featuring 'Dr. Springer Sylvia' (Otto-von-Guericke-Universität Magdeburg, Germany) and 'Brian Moon' (Welsh Assembly Government, United Kingdom), both members since 4 June 2009. Below that is the 'Latest Cases' section, showing a case titled 'Spanish Government eProcurement Platform' posted on 2 June 2009 by 'edsblazquez' from the 'Dirección General de Patrimonio del Estado - Spanish Ministry of Economy and Finance'. Another case, 'CODICE - Interop. Components and Documents for eProcurement', is also listed.



# PeerToPatent: Kooperative Erbringung von Verwaltungsleistungen I

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in cooperation with USPTO

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**NEW APPLICATIONS** | Most Active Teams | Applications in Need | News

- 1 New! System and method for representing agreements a...
- 1 New! Simplified quote sharing calculation
- 1 New! Service call data selection and delivery method...
- 1 New! Network accessed storage files system query/set...
- 1 New! Multi-source broadcasting in peer-to-peer network
- 1 New! Method for preventing and detecting hash collis...
- 2 New! Method and system for indentifying a device imp...
- 1 New! Method and system for efficiently scanning a co...
- 1 New! Identity-based address normalization
- 2 New! Flexible format media content and method for pr...

more ...

**PATENT APPLICATION PRIOR ARTIST AWARDS**

These contributors submitted prior art or annotations used by the USPTO in making the determination of patentability.

Name	Type	Patent Application
Alexandre Eichenberger	Prior Art	Method and apparatus for an inductive doubling arch...
Gabriel Gomez	Prior Art	Image inversion
Sharaf Mendu	Prior Art	Computer compliance system and method
Charles Peck	Prior Art	System and method for implementing a multi objectiv...
Jeff Morrill	Prior Art	Method of obtaining data samples from a data stream...
Christian Seifert	Prior Art	Honey monkey network exploration
Steven Pearson	Prior Art	Method and apparatus for selectively executing diff...
Susan Murray	Prior Art	Methods of enhancing media content narrative
Kathy Wang	Prior Art	Honey monkey network exploration
Mark Nowotarski	Prior Art	Tuning core voltages of processors
Walter Dietrich	Prior Art	System and method for retaining information in a da...
Abhay Porwal	Prior Art	Smart drag-and-drop

**HOW TO USE PEERTOPATENT**

PEER TO PATENT VIDEOS  
How To Use Peer-To-Patent  
Beth Noveck, Prof. New York Law School

More Videos



## PeerToPatent

### Kooperative Erbringung von Verwaltungsleistungen II

#### Peer-to-Patent

- Pilotprojekt der NY Law School, IBM und US-Patentamt
- Jedermann kann teilnehmen
- Bildung von Expertengruppen, die über Anträge beraten
- Start 6.2007 mit 250 freiwilligen Anträgen.  
Verlängerung in 2008 mit 500.

#### Ergebnisse

- Schnellere Bearbeitung der Patente
- Mehr Wissen über Stand der Technik
- 89% der Patentsachbearbeiter finden Ansatz gut
- 73% der Patentsachbearbeiter wollen Ausweitung



## Mögliche Auswirkungen von sozialen Netzwerken auf die ÖV

- Weniger Kontrolle über Inhalte
- Beteiligung birgt Überraschungen
- Die Bürger sind die Experten
- Klarere Kommunikation ist notwendig.
- Erhöhung der Transparenz von Verwaltungsprozessen
- Mehr Teilhabe von Bürgern und Mitarbeitern an Entscheidungsprozessen
- Verbesserung der Produktivität durch Zusammenarbeit
- Steigerung der Qualität von Verwaltungsleistungen?



# Soziale Netzwerke im öffentlichen Sektor

## ■ Herausforderungen

- Datenschutz
- Verwaltungskultur
- Erreichung einer kritischen Masse

## ■ Chancen:

- Leichtere organisations- und ebenenübergreifende Zusammenarbeit
- Schlaue Leute-Finder
- Kundenbindung

## ■ Betreiber

- Betrieb durch ÖV selbst
- Organisationen mit Zielgruppe Verwaltung
- Verbände mit ÖV-Bezug



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