



Embracing New Media



Agenda

1. Where we are Today

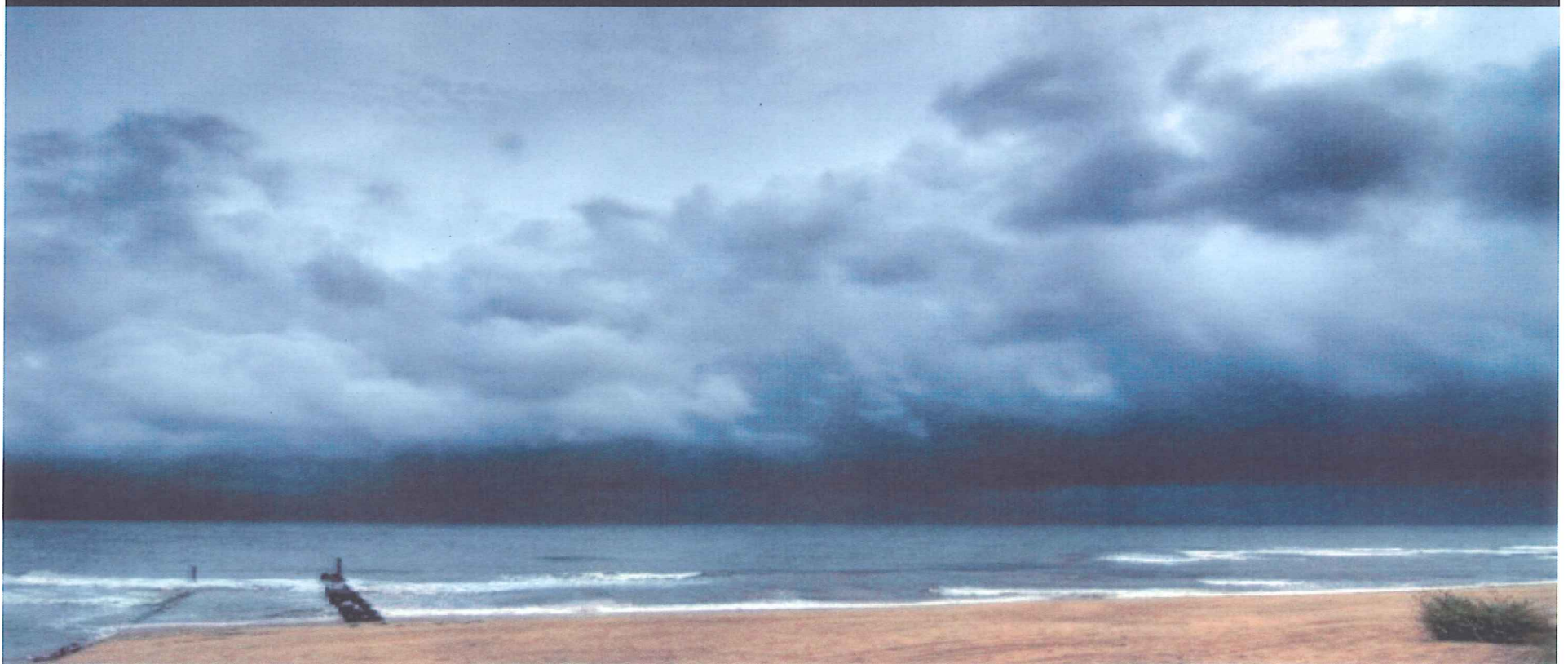
2. Where we are going Tomorrow

3. Executing the New Solutions

4. Challenges

Today

Content published **outstrips** capabilities of
current Web Content Management (WCM)

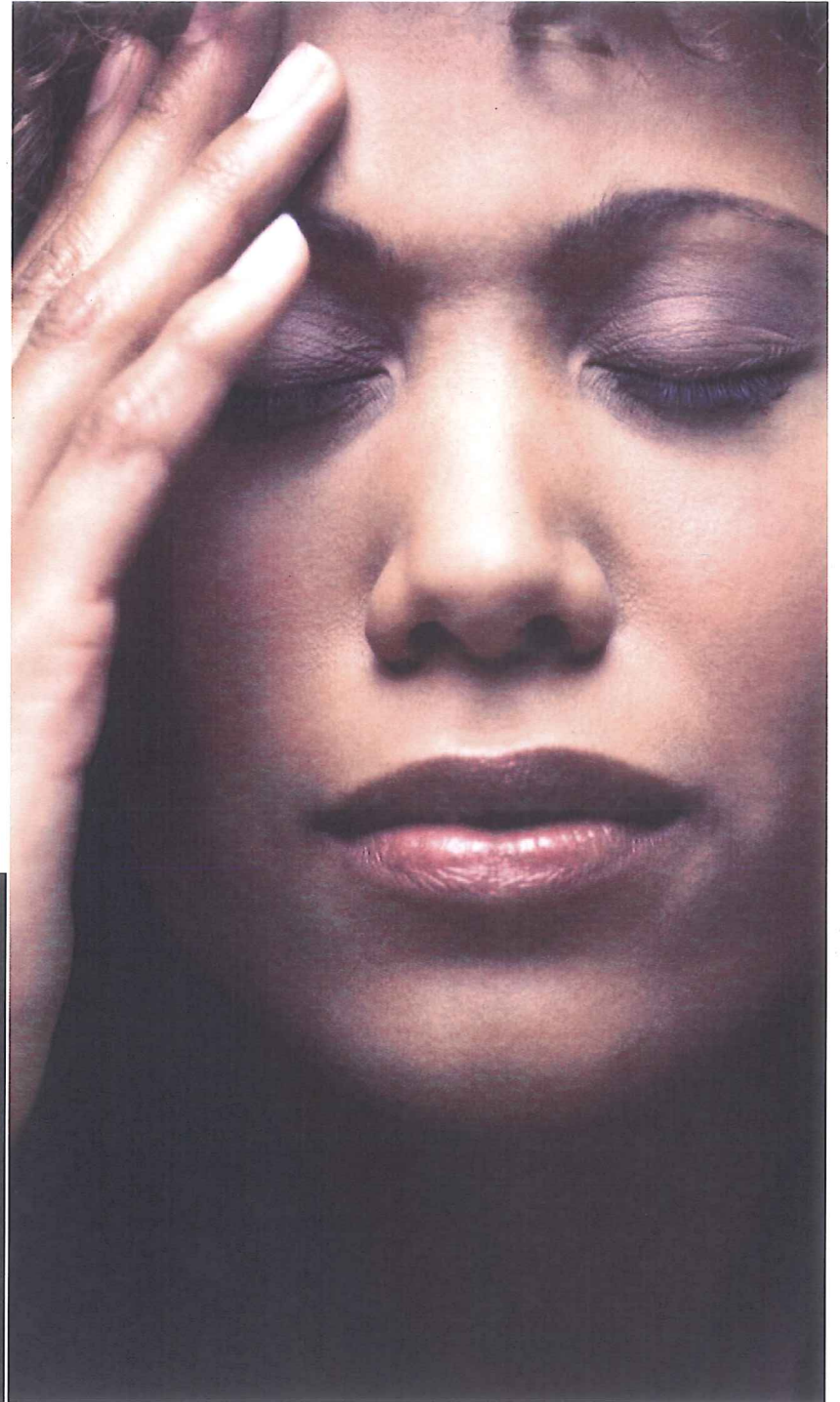


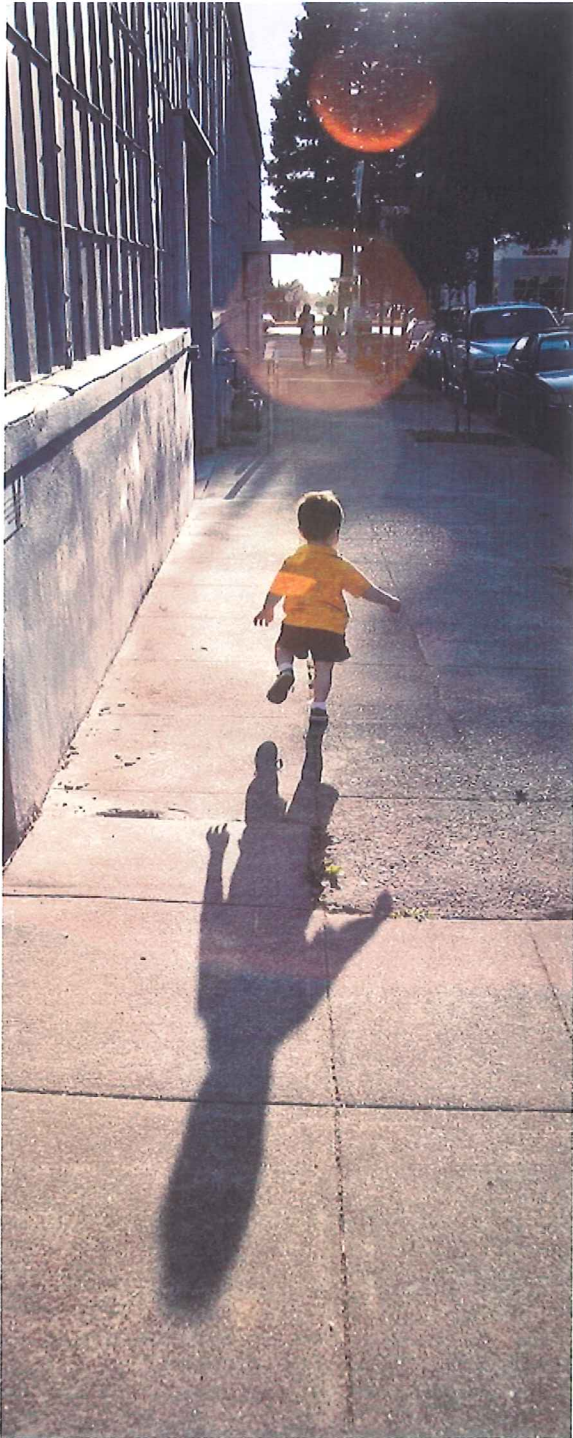
www.sfgov.org

- inflexible
- no new media
- scalability limit

Budget constraints

Low-cost options





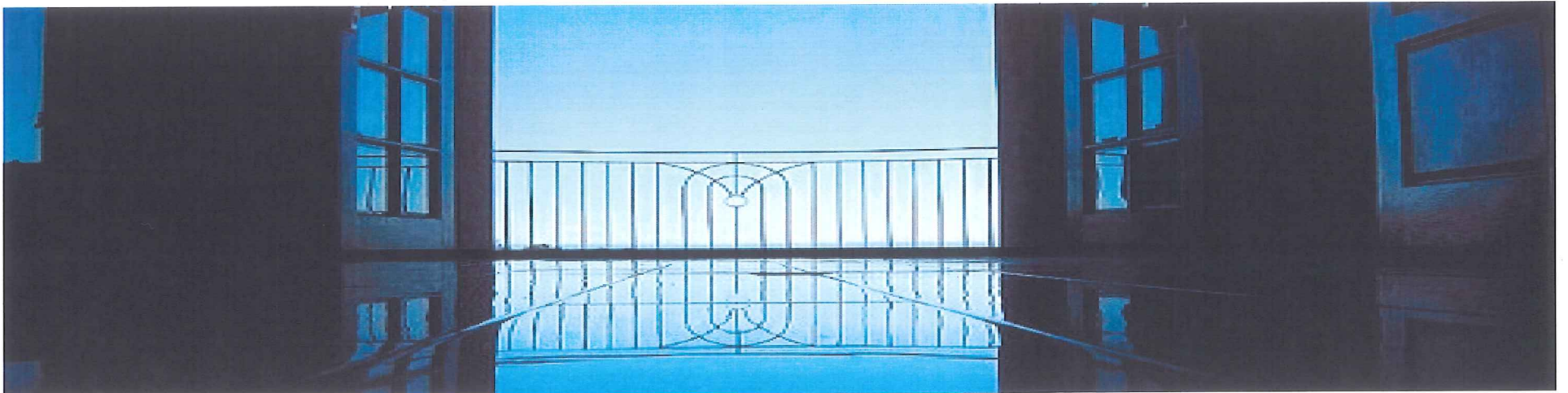
4 Pillars of Innovation

- flexibility - no 1 size fits all
- new tools - low cost & free
- dept owned - dt customizes
- new media - integrated

Today

Launching **OpenGov** Initiative

- **5 New channels to communicate with residents**
YouTube, Flickr, Facebook, Twitter, Vimeo
- **Open to all City depts**



twitter

Name or location search or [Login / Join Twitter!](#)

Hey there! **sfgov** is using Twitter.
 Twitter is a free service that lets you keep in touch with people using the web, your phone, or IM. **Join today** to start receiving **sfgov's** updates.

Join today!
 Already using Twitter via SMS or M7? [Flash signing up.](#)

sfgov sfgov

Name: Interactive Group
 Location: San Francisco

[0](#) following [0](#) followers [0](#) updates



Web 2.0



City of San Francisco Photos

September 22, 2008

▼ **Mini-Feed**
 Displaying 4 stories [See All](#)

Today

SF Media updated its profile. It changed the following: Founded, Website, Company Overview and Mission. [View Profile](#)

Yesterday

City of San Francisco Photos - 8 new photos [View Photos](#)

▼ **Fans**
 There are no fans.
[Promote this Page](#)

▼ **Photos** [edit X](#)
 1 album [Add Photos](#)

City of San Francisco Photos
 Created Yesterday

No one has added fan photos.
[Edit Settings](#)

▼ **Video** [edit X](#)



Edit Page

Send an Update to Fans

Promote Page with an Ad

More

"San Francisco is a city of dreamers and a city of doers - a city of ingenuity, diversity and tolerance that I am proud to lead." Mayor Gavin Newsom.

Information

Location: 1 Dr. Carlton B. Goodlett Place San Francisco, CA, 94102

Phone: Calling within San Francisco: 311 (available 24/7) Calling outside San Francisco (415) 701-2323

Mon - Fri: 8:00 am - 8:00 pm

Fans

6 of 194 fans See All



City and County of San Francisco

Wall Info Photos Boxes Events YouTube Box >> +

Write something...

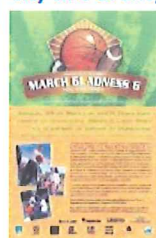
Share

City and County of... Just Fans

Settings



City and County of San Francisco



Mayor Gavin Newsom's March Gladness 6 in the OMI District Eleven's - Oceanview, Merced Heights and Ingleside Neighborhoods Saturday, March 28, 2009, 10am - 2pm Minnie & Lovie Ward Recreation Center at Oceanview Playground 650 Capitol Avenue @ Montana Street - In the Oceanview Neighborhood Mayor G...

Yesterday at 3:42pm · Share · RSVP to this event



City and County of San Francisco http://www.sfoxaminer.com/local/SF-legislators-join-pols-Twitter-movement-41192977.html

March 13 at 7:59am · Comment · Like



City and County of San Francisco SF Mayor Gavin Newsom meeting with Twitter Executives at their San Francisco headquarters. To view the meeting, please find the video on the video box on this page.

Wall Photos



Advertise

Speedway Motors



Speedway Motors is America's oldest speed shop and a trusted source for specialty rodding and racing products for over 50 years!

TechDays 24 Hour Event



On April 1, 2009 be a part of the largest online learning event for developers in one 24 hour period.

American Idol Trivia



What was the name of David Cook's "coronation" song as...

City and County of San Francisco
Social Media Center



How may we help you?

Social Media

TEXT FONT SIZE A⁻ A⁺



Twitter Updates



SF Gov - City and County of San Francisco

Board of Supervisors

Mayor's Office

311

Art Commission

Asian Art Muesum

City Attorney



SF_emergency MLB & Giants hosting fireworks in Golden Gate Park between 10:15-10:25pm. Access to music concourse & other areas limited.?s call 4152426390
 22 hours ago



asianartmuseum Yes, sadly <http://news.yahoo.com/s/...> RT @ItsPirrip @asianartmuseum another tsunami??? really?
 22 hours ago



sfmfa_muni Go Giants! Go green! SFMTA reminds baseball fans to go green as they make their way to the World Series: www.sfmfa.com.
 19 hours ago



asianartmuseum Who'll b crowned Mr. Hyphen on Sat? @HyphenMagazine's all-in-good-fun pageantry of Asian American men in nonprofit ords

twitter

Join the conversation





[Edit Page](#)

[Promote with an Ad](#)

[Suggest to Friends](#)

[Remove from My Page's Favorites](#)

"San Francisco is a city of dreamers and a city of doers - a city of ingenuity, diversity and tolerance that I am proud to lead." Mayor Gavin Newsom.

Information

Location:

1 Dr. Carlton B. Goodlett Place
San Francisco, CA, 94102

Phone:

Calling within San Francisco: 311
(available 24/7) Calling outside San Francisco (415) 701-2323

Mon - Fri:

8:00 am - 8:00 pm

Insights

[See All](#)

39,958 Monthly Active Users

171 Daily New Likes

90,668 Daily Post Views

1 Daily Post Feedback

Insights are visible to page admins only.

City and County of San Francisco Go Giants! Go Green! Transportation officials encourages far taxis, walk or bike to the San Francisco World Series Games! 24 minutes ago [clear](#)

[Wall](#)

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[Events](#)

[Ustream](#)

[City Services](#)



City Services Simplified

311 online with Twitter



Government TV

Watch your City in Action



Online Payments

Pay Online for City Services



Social Media Center

Find the City beyond SFGOV



Create a

[World](#)



Get your tickets to the market

[S.F. Giants](#)



©2010 M

The Giant Series! C San Francisco Candies World Series

[SF City overpa](#)
youtube



SF City v and are Taxpaye healthca benefits [www.sfs](#)

We OFFICIALLY Rule!
WINNER!

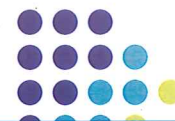
facebook



Top 40 Fan Pages

As Voted By the Kibitz

Pages were selected based off of their interactivity and responsiveness, creativity and design, effective use of Facebook tools and code, and fan count.



twitter

Home Profile Find People Settings Help Sign out



GavinNewsom

✓ Following



Senate panel rejected public option today in health care overhaul. Go to <http://healthcareforamerica...> to take action.

about 17 hours ago from web

@ev I hear you. To stop home delivery of the SF Examiner call 866-733-7323 or visit -- <http://bit.ly/4cLx8U>

9:19 PM Sep 26th from web in reply to ev

Pollute the environment to create jobs? Really? Help stop Meg Whitman. Sign our petition: <http://bit.ly/17XqYC>

2:29 AM Sep 26th from web

Just launched a City App Store to highlight how people are using govt data to improve San Francisco: <http://bit.ly/X6tY2>

7:41 PM Sep 25th from web

Just challenged Meg Whitman to a debate on her stance on rolling back climate-change legislation: <http://bit.ly/3nBeSk>

12:39 AM Sep 25th from web

Posted blog on UC walkout today - <http://bit.ly/2BO55d> - thoughts? #FixCA #UCwalkout

9:25 PM Sep 24th from web

✓ Verified Account

Name Gavin Newsom
Location San Francisco, CA
Web <http://www.GavinN...>
Bio Mayor of San Francisco, Candidate for Governor of California

22,954 following 1,122,218 followers

Tweets 482

Favorites

Actions

message GavinNewsom
block GavinNewsom

Following



View All...

RSS feed of GavinNewsom's tweets

What is DataSF?

DataSF is a clearinghouse of datasets available from the City & County of San Francisco. Our goal in releasing this site is:

- (1) improve access to data
- (2) help our community create innovative apps
- (3) understand what datasets you'd like to see
- (4) get feedback on the quality of our datasets.

looking for a dataset or app that you'd like to see?

<tell us>

Tag cloud



DataSF App Showcase

Top Tags

Datasets



San Francisco Public Library Fiscal Year Annual Statistics 2009-10

Categorized under [Human Services](#) Views: 66 (<http://apps.sfgov.org>)

Description: FY 2009-2010 San Francisco Public Library System-wide Statistics: Circulation, Collection Size, In-Library Use, Visits, Newly registered patrons, Reference questions.

Agency Name: San Francisco Public Library

Date Released: 1st month of each new fiscal year

Time Period: July 1 - June 30 of each fiscal year

Frequency: Annual

Location of dataset: <http://apps.sfgov.org/datafiles/view.php?file=sfpl/Annual+Statistics+2009-10+DataSF.Org.xlsx>

Format: Excel

Location of Data Dictionary: N/A

[Read More](#) | [Discuss](#)  [Share This](#)



Beaches and Bay Pollution Monitoring

Categorized under [Environment](#) Views: 92 (<http://sfwater.org>)

Description: Shoreline bacteria are routinely monitored at 14 stations around the perimeter of San Francisco where water contact recreation may occur. These include three stations within the Candlestick Point State Recreation Area, two stations at Aquatic Park, two stations along Crissy Field Beach, three stations at Baker Beach, one at China Beach, and three stations along Ocean Beach. The beach monitoring p

Agency Name: SFPUC

Date Released: 10-22-2010

Time Period: Daily

Frequency: Daily

Location of dataset: http://sfwater.org/custom/lims/beachmain1.cfm/mc_id/20/MC_ID/20/MSC_ID/198

Format: CSV

Location of Data Dictionary: None



Routesy San Francisco

Instant nearby MUNI locations and times for your iPhone and iPhone 3G



Lifetime upgrades to Routesy San Francisco will always be FREE to all customers.

[Get Routesy San Francisco on iTunes!](#)

Latest News

Embracing New Media

HeyGov! Learn More Find My Community News Contact

Improve Your Community in Just 4 Easy Steps

1. Find a non-emergency issue in your town or city. Remember its location!
2. Login to HeyGov! for your community and add a marker to the map at the location of the issue.
3. Your local government receives an alert so that they can take action!
4. Track the status of your issue by checking the map or by receiving an email or Twitter alert.

Issue Reported
Alert Received
Issue Addressed!

Mojilabs

- Mojipage
- Blog
- Download's Wall
- Contact Us

Mojipage

What is Mojipage?

Mojipage is a free, customizable mobile social webtop. It gives users quick access to their favorite web contents (e.g. feeds, widgets, social networks) by summarizing the information onto a single screen, viewable on mobile and desktop browsers.

Streamlined Mobile Experience

Designed with the limitations of mobile devices in mind, contents on Mojipage are specifically optimized for viewing on mobile browsers.

311 TweetMy311 [beta]
Better cities, one tweet at a time.

Home How it works Help #Tags URLs About

Home

TweetMy311 makes it easy to submit 311 service requests using a smart phone and Twitter. It's designed to work with the Open311 API being deployed by cities in the United States and Canada.

CITY SOURCED

ABOUT DOWNLOADS RESOURCES SEARCH CONTACT BLOG

Please Select a State...

SeeClickFix
power to the community

Connect with Facebook / Login / Sign up

Citizens | Orgs | Gov | Media

New York
change city follow New York generate widget

New York Report an Issue who's watching activity map find an issue

Issues

calculated by age, recent activity, and rating

Pothole was recently fixed in New York!

- Tot Lot on Argyle & Cortelyou needs attention! is Open**
Argyle Road and Cortelyou Brooklyn,NY 11213,USA
24 People want this fixed
- Sprinkler running is Open**
Main Street Roosevelt Island,NY 10014
2 People want this fixed
- PARKING PAD ON FRONT LAWN is Open**
2114 Glenwood Rd, Brooklyn,NY 11210,USA
1 People want this fixed

387 Neighborhoods Nearby
Don't see your neighborhood [ask us to add it](#)

311 Apps

October 28th, 2010

City & County of San Francisco

Page 15

mommaps

kid spots on the go



Search for Kid Spots:

Enter Address or Zip code for kid spot

GO!



[Playgrounds](#)



[Parks](#)



[Restaurants](#)



[Museum](#)



[Indoor Play Areas](#)



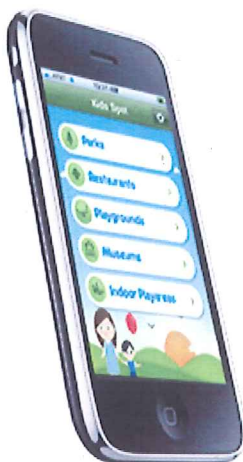
[Infant Spots](#)



[Add Kid Spots](#)

Get Mom Maps iPhone App

Mom Maps helps you find kid-friendly spots on the go!



Available on the iPhone
App Store

[Join Mom Maps](#)

[Sign In](#)

Featured Mom Mapper



kellytirman

[View profile »](#)



Become a Facebook Fan!



Follow us on Twitter

Mom Maps Winner



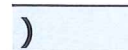
Congratulations to Mom Maps winner, Mark from California. He won a \$100 gift certificate to Amazon.

[View profile »](#)

Family Friendly



[View map & read reviews](#)



Challenges

Resources

Training

Relevant Content

Keeping up w/Technology

Sunshine Laws

Security

User/Fan acceptance

