

# WEB 2.0 EEO 2.0

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## Overview

- what is Web 2.0?
- why does Web 2.0 matter for federal agencies?
- is Web 2.0 relevant and useful to EEO?
- if so, what happens now?

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## What is Web 2.0?



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“...activities that integrate technology, social interaction, and content creation.”  
www.usa.gov

<p><b>Web 1.0</b></p> <ul style="list-style-type: none"> <li>• 1990 – 2000</li> <li>• one-way communications</li> <li>• web pages and emails</li> <li>• business-driven</li> <li>• informative</li> <li>• you go to the info</li> </ul> 	<p><b>Web 2.0</b></p> <ul style="list-style-type: none"> <li>• 2000-2010</li> <li>• two-way communications</li> <li>• social media</li> <li>• user-contributed</li> <li>• interactive</li> <li>• info comes to you</li> </ul> 
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For example...

 <small>social network</small>	 <small>microblog</small>
 <small>video sharing</small>	 <small>photo sharing</small>

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But there's also...

 <small>RSS feed</small>	 <small>wikis</small>	 <small>networking</small>
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That's nice. And it's interesting.

But isn't it just a fad?

Is there any **real** impact?

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## Open Government Directive



- government should be:
  1. transparent
  2. participatory
  3. collaborative
- agencies should:
  1. publish high-quality info
  2. create a culture of openness
  3. create a policy framework for use of emerging technologies

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## How are federal agencies using Web 2.0 resources?

- building a brand
- promoting accomplishments and awareness
- preparing and responding to emergencies
- providing a forum for discussion
- crowd-sourcing new ideas
- humanizing customer service
- recruiting employees
- connecting with citizens – being where the people are

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## TSA's IdeaFactory

- challenge: how do you get employees to innovate?
- solution: social networking / blog
- results:
  - 40% participation
  - 9000 ideas
  - 40 national programs and initiatives



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## TSA's Response to "Agents Took My Son"



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How is it relevant to EEO?

What's the value added?



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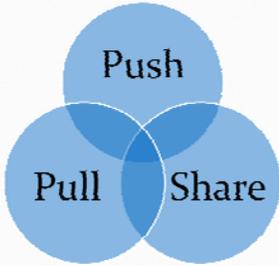
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Collaboration, not just complaints



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**push**  
helpful  
information

- updates
- developments
- guidance
- events
- changes
- accomplishments
- dirty laundry?



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**pull**  
helpful  
information

- customer feedback
- stakeholder feedback
- suggestions
- bring people into the  
eoo mindset



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**share**  
helpful  
information

- benchmark
- best practices
- brag
- exposure
- extend
- explore
- lead



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**No surprise – EEOC takes the lead!**

OFO's Twitter Site



- announce 7/22 event at EEOC
- RT disability.gov
- MD-715 barrier analysis guidance
- welcome new intern, new GC, Chair Berrien
- respond to public inquiries

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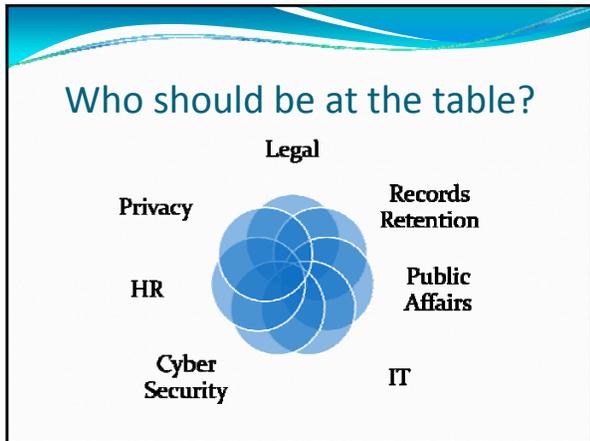
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- ### Specific concerns include:
- cultural shift: view it is primarily a technology issue
  - legal:
    - terms of service agreements
    - endorsement of ads
    - 508 compliance
  - privacy: persistent cookies
  - cyber security: OPSEC
  - IT: access and bandwidth
  - HR: staffing, training, and time
  - procurement and ethics: use of free services
  - records: FOIA

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## On June 25<sup>th</sup>, two new policies...



**social media cleared for use...kind of.**

we love Oreo cookies,  
not persistent cookies.



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## Useful online resources:

- [www.webcontent.gov](http://www.webcontent.gov)  
-OMB guidance and Section 508
- [www.apps.gov](http://www.apps.gov)  
-free cloud computing applications
- [www.govloop.com](http://www.govloop.com)  
-sample social media policies
- [www.govtwit.com](http://www.govtwit.com)  
-robust compilation of data and advice

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## Suggestions going forward...

1. tie it to your vision, mission, goals, and objectives
2. identify your customers and stakeholders
3. choose the right tools
4. coordinate with partners
5. develop a policy
6. provide useful content




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And once you're good to go...



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Have some fun!



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any questions?

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