

SUMMER

MER

FOR SOCIAL MEDIA TRAINERS IN LOCAL AND
REGIONAL GOVERNMENTS AND BUSINESSES

ACA

DEMY

GRONINGEN – 27-30 MAY 2013



**IN
TRO**

Social media have become valuable means of promoting dialogue and facilitating networks of citizens and customers. They provide new opportunities for service delivery and communication, but also raise questions and challenge governments and business to rethink their processes and culture. Several municipalities, cities and businesses across the North Sea region are already taking small steps to incorporate social media in their work.

The Opening Up project wants to help them to further develop and deliver transformative services through the adoption and integration of open data and social media. We want to support a shift towards open government by showing concrete and practical ways of implementing social media and open data, by creating new tools, devising new approaches and building the skills citizens, businesses and governments need to deliver radically different services, e-government and businesses. Summarizing, Opening Up wants to act as a ‘booster’ project and provide a ‘step change’ in service design and delivery across the North Sea region.

To support this ‘step change’, the academic project partners Hanze University of Applied Sciences and Thomas More University College have created this Social Media train-the-trainer Academy for governments and businesses. The accredited and evidence-based Summer Academy for communication professionals, policy staff and government managers, wants to deepen social media knowledge and wants to spread this knowledge to the partners of Opening Up and beyond.

We cordially welcome you to the Social Media Academy in Groningen, the Netherlands. We have put together a great program with lectures and workshops to illuminate and stimulate. Our social program includes network events combined with an opportunity of discovering some of the best dining experiences the city has to offer.

We wish you an inspiring week and hope you enjoy your stay with us!

JAN LIEFERS, NANCY HUTTENGA
HANZE UNIVERSITY OF
APPLIED SCIENCES, GRONINGEN

ERIC GOUBIN, MARIJKE LEMAL
THOMAS MORE HOGESCHOOL MECHELEN

PROGRAMME OVERVIEW

SUNDAY 26 MAY

Arrival at Hampshire City Hotel Groningen
www.hampshire-hotels.com/hampshire-city-hotel-groningen

Gedempte Kattendiep 25, 9711 PM Groningen

E info.citygroningen@hampshire-hotels.com

T +31 (0) 50 588 6565

MONDAY 27 MAY

09:00

Reception and start, location: Hanze UAS, Van OlstTower, room I 0.18

09:30

introductory lectures about the theme:

Discovery

12:30

Lunch in the Atrium

13:30

Workshops, presentations, discussions on issues regarding the own organisation, applying concepts into practice

18:00

Culinary tour – pick up from Hampshire City Hotel

TUESDAY 28 MAY

09:00

Introductory lectures about the theme: **Strategy** - Location: Hanze UAS, Van OlstTower, I 0.18

12:30

Lunch at the Atrium

13:30

Workshops, presentations, discussions on issues regarding the own organisation, applying concepts into practice

19:00

Dinner at Mr. Mofongo (optional)

WEDNESDAY 29 MAY

09:00

Introductory lectures about the theme: **Implementation** - Location: Hanze UAS, Van OlstTower, I 0.18

12:30

Lunch at the Atrium

13:30

Workshops, presentations, discussions on issues regarding the own organisation, applying concepts into practice

17:30

Cooking workshop. Location: Hanze UAS, Wiebenga Complex (optional)

THURSDAY 30 MAY

09:00

Introductory lectures about the theme: **Governance** - Location: Hanze UAS, Van OlstTower, E 2.47 (Innovation Lab)

11:00

Workshops, presentations, discussions on issues regarding the own organisation, applying concepts into practice

12:30

Lunch at the Atrium

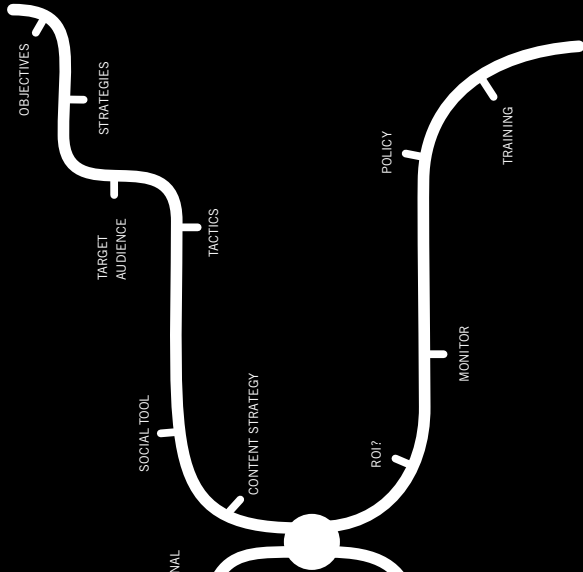
13:30

Workshop

15:30

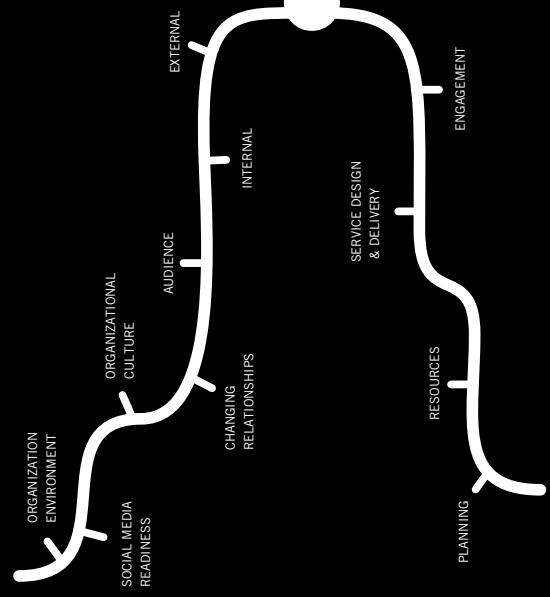
Closing ceremony with dean; certificates

STRATEGY AND TACTICS LINE



GOVERNANCE LINE

DISCOVERY LINE



IMPLEMENTATION LINE

TRAIN THE TRAINER PROGRAM

THEMES AND SUBJECTS

The ultimate goal of this training is to help your organization to design and implement an effective social media strategy that is relevant to your particular organization. The roadmap to this social media strategy consists of several steps.

DISCOVERY It begins by understanding your position in the social media landscape and grasping issues and opportunities of engaging in social media. This can involve a shift in your organization culture toward an open and participative government or business.

STRATEGY AND TACTICS The road goes on to making strategic and tactical decisions. This step deals with aligning social media objectives to organizational goals and the public and choosing social media channels.

IMPLEMENTATION Then shows how social media initiatives for service design and delivery can be created to engage communities or businesses.

GOVERNANCE Requires getting the right people involved and aligning or rethinking organization structure. Finally it is important to monitor your activities, measure return on investment and train and support employees.

We were inspired by the social media strategy roadmap of digital strategist Marc Smiciklas (IntersectConsulting.com) and created this visual roadmap which we will navigate through during the training.

Each training day we will explore another road of the social media roadmap.

In the morning sessions there will be introductory lectures by experts in the field of social media. The concepts will be introduced and discussed. The afternoons will be used for workshops, presentations and discussions to elaborate on issues regarding your organization and applying the concepts into practice.

D1 DISCOVERY

SPEAKERS

Davied van Berlo first came into contact with the World Wide Web in 1995 while studying history at the University of Leiden. Since then he has been fascinated by the changes in society as a result of internet. Together with a group of colleagues he initiated a research project into the effects of web 2.0 on the Dutch ministry. After setting up a blog and a networking site under the name of Civil Servant 2.0 the initiative has grown to encompass



thousands of civil servants from all over the Netherlands and Belgium. His conviction is that to improve government we have to empower civil servants and to prepare them for the interactive 2.0 world of tomorrow. To this effect he has written three books and founded the

Ambtenaar 2.0 Foundation and Network. He is also founder of Pleio (Government Square), the Dutch government collaboration platform.

Frank Willems is Director Leadership Development to Lean Management Institute and professor at Hanze University of Applied Sciences Groningen. He combines his technical experience in the world of social communications with his skills as a leadership expert. In his current capacity as Director of Lean Management Institute, a Dutch Lean Development company, Frank Willems uses his skills in the



commercial arena to help individuals and companies to restructure, grow and manage change efficiently. However, he also supporting the Dutch National sailing team where he combines his knowledge of personal development with his understanding of the 'technique' of leadership and social collaboration to help sports men and women to maximize their sporting ability.

Discovery is about analysing your organisation environment and your position in the evolving social media landscape. Governments and organisations around the world are facing significant changes. According to Davied van Berlo, the network society influences the relationship and collaboration between government and citizens, but it also affects the way we work within the government. In this session we will explore what social media means for your organisation. Discovery is learning about the changing social environment: how socially engaged is your audience? How you can (re)position your organisation in this changing environment? Discovery is also about analysing the inside of your (government) organisation: how social media ready is your organisation? And how to work toward a ‘networked’ organisation?

All this knowledge and experience he will share with Hanze University so that the students, researchers and partners can improve the way they look at problems in the quest for optimum performance in ‘real-life’ situations. His thought leadership is based on the expert area of leading and directing entrepreneurial networks in traditional sourcing solutions (outsourcing, shared services, collaboration) and 2.0 solutions (Crowdsourcing, social media)

Assignment

- Perform a SWOT analysis of the social media readiness of your organisation (e.g. of employee support, organisation culture) and of your stakeholders (how ‘social’ are your target groups: businesses, citizens) and reflect on how this can be improved. Take into consideration in the confrontation matrix how you will see your role as a trainer.
- Present the findings to the group

Learning goals

- (1) Displays a high level of intercultural sensitivity and an international orientation by independently integrating this dimension into the professional work
- (3) Systematically detecting, investigating and analyzing signals relevant to the organization’s objectives and reputation.

D2

STRATEGY AND TACTICS

SPEAKERS

Sjef Kerkhofs (28) is co-owner and CMO of DailyDialogues BV, a Dutch specialist in Social Media Management. With 14 employees in Rotterdam and Paramaribo, they service national and international organizations on social media. Their core business: content management, community management and webcare.



Sjef is also author of two books, about the strategy and implementation behind social media. During his professional career Sjef has already advised more than 200 organizations and gave more than 250 lectures and workshops. He was also finalist in the Dutch Marketing Talent Of The Year 2012 election.

Otto Thors (@Thorsius) is an independent social media strategist and editor in chief for inGovernment . This Dutch platform and magazine is used by 25.000 public professionals to read and share thoughts, cases and articles about the way governments organize public services. Otto is well known for his energetic and interactive workshops, keynotes and master



classes. He uses lots of examples to inspire and engage all participants on their own level. He has published multiple articles and blogs about social media strategy for governments. By means of training, gaming and consulting he works for many Dutch municipalities and governmental knowledge centers.

Many organizations understand the advantages of using social media but need assistance in developing a clear strategy for incorporating these new tools into their work. In this strategy and tactics session you will learn how to create a social media plan by looking at your organization goals, your target audience and your resources. Topics covered are: aligning social media objectives to (offline) organization or communication goals, aligning social media to your target audience, choosing social media tools, developing a content strategy and tactical planning (responsibility, timing, resources,...).

Assignment

- Take one target from an internal policy document (related to communication) relevant to a specific audience and work out a strategic and tactical plan (in bullet points)
- Describe how you could implement a content strategy
- Present the findings to the group
- Select from all the presentations those elements that would work for your organization.

Learning goals

(5) Takes responsibility and acts autonomously in planning, implementing and evaluating of the effectiveness of communication policy, plans, projects and tools at strategic and tactical levels.

D3

STRATEGY AND TACTICS

SPEAKERS

Gerrie Smits is Social Media Manager at the City of Antwerp (Belgium). He's responsible for the overall strategic framework on social media and conversation. His pet social media topics are the customer service opportunities, the importance of editorial angles and how



hating Edgerank will make you better at Facebook. He also uses the words 'facilitate' and 'relevance' far too much. Before he took up this new role in Autumn 2011, he was co-founder and strategist at the London-based social media agency RAAK.

Erik Drenth is trainer, coach and communication specialist. He has been working for the municipality of Utrecht for the last 5 years on projects regarding the internet



and in particularly new media. He is co-writer of Utrecht-based approach to social media and made possible the start of social CRM (web care).

Marieke Hellevoort is staff member neighbourhood-oriented work and participation in the city of Utrecht. She is the initiator and project leader of 'Participatie2.0in030' - a five-track



approach using digital media to support local democracy in Utrecht: 1. E-Participation tools, 2. social media, 3. participation portal utrecht.nl, 4. serious gaming and 5. open data.

Jenny Brodén is currently working as project manager for Opening Up in Karlstad. Her main focus is how to use social media and open data to increase services for citizens and businesses as well as within the organization. Just in September Karlstad launched a Facebook-page



where politicians and citizens can come together and discuss the future of Karlstad. She also works with environmental issues and sustainability projects and she is educated in both journalism and environmental science in Sweden and the US.

This session aims to show how new media can create opportunities for both government and society. To increase confidence in the government for instance, but also to meet the demand for greater involvement or flexibility. Based on their practice-based experience in local government today's speakers will address how social media can be used for service design and delivery and to engage local communities. This involves new approaches to working with citizens or businesses such as crowdsourcing and user-generated content (e.g. where citizens report broken street lights).

Topics covered in this session are:

- Social media web care and conversation management (e.g. how to deal with negative comments)
- Social media strengthening city services (including how to integrate this in the organisation structure)
- Participatory local democracy: mixing offline and online tools for allowing citizens to participate
- How to reach engagement (including content strategy)

Assignment

Increase participation

- Describe the position of several of your services on the participation ladder and develop a plan using online tools to bring one or two of these services one (or several) step(s) up the participation ladder (e.g., through conversation management or co-creation).
- Define the resources needed for developing service delivery
- Present the findings to the group

Learning goals

(2) Communicates effectively within the range of different professional roles with all of the stakeholders of the organization

(5) Takes responsibility and acts autonomously in planning, implementing and evaluating of the effectiveness of communication policy, plans, projects and tools at strategic and tactical levels.

D3

STRATEGY AND TACTICS

SPEAKERS

Rennie Hooi Use of social media in (semi) public organizations calls primarily on resisters. Not with the customers, but the decision-makers and staff who are (still) far from standing. The sense of urgency is an important reason to get into a discussion about the impact, benefits and



drawbacks. Rennie Hooi work as change manager within the public sector and examines the complex forms of cooperation and knowledge that Internet brings us. New ways of thinking; in networks and platforms as individuals.

Corné Kox has been working as a lecturer of Digital Media at the Institute for Communication, Media and IT at Hanze UAS since 2005. Besides teaching, coaching and inspiring students on a daily basis, he also has his own company as an independent digital / social media consultant.



He believes in using social capital instead of spending money blindly on advertising, and he always encourages companies to do so. Well designed social campaigns are his passion but his knowledge extends to usability, web design, marketing and communication.

Renske Stumpel is project manager customer services at the program-bureau Stad & Stadhuis at Gemeente Groningen. She is involved in projects concerning customer contact (Customer Contact Cent-



er/CCC), and Opening Up (social media related projects). Previous Renske led the European project Smart Cities <http://www.smartcities.info>

Governance stands for managing your organisation's social media activities. It includes determining how much effort and how many and which resources (budgeting & staff) you need to put into social media. It also entails setting up a social media policy or internal guidelines for staff or civil servants and training and educating them to effectively use social media. Third, measuring your results (ROI) is a cornerstone of a social media governance plan. Analytics help you to know what's working what's not, and where you have opportunities for growth. In this session we will also address social media monitoring tools: analysing what is being said on social media about your organisation (e.g. sentiment analysis) helps to further shape your strategy.

Assignment

Monitor what is being said about your organization using a social media monitoring tools.

- Set up a strategy for monitoring you organization on social media and how to manage this.
- Develop a plan for disseminating the knowledge you gathered during this training to your organization and to your network (through trainings,...).
- Perform a monitoring analysis, using Radian 6.
- Present the findings to the group

Learning goals

(3) Takes initiative and responsibility for the development of knowledge and insights based on systematically detecting, investigating and analyzing signals relevant to the organization's objectives and reputation.

(4) Takes a strategic, long term approach to identifying and solving complex open-ended communication problems and demonstrates self-direction and originality in a multidisciplinary environment

SO CIAL PRO GRAM

The city of Groningen is a vibrant university city, with the youngest average population in the Netherlands. It has a long and turbulent history, which becomes evident from the historic warehouses, courts and buildings. Groningen is also a city with nerve, with the most numerous examples of innovative architecture within its boundaries. In addition, it was once proclaimed the city with the best city centre in the Netherlands because of its charm.

We made selection of restaurants offering an attractive ambiance and some fine dining for you to choose from. The Culinary Sightseeing Tour however is a true must for everyone who is not yet familiar with the city of Groningen. We therefore included it as part of the program. Please find below a short description of each establishment.

'T FEITHUIS



The bishop of Utrecht donated a building site in 1325 to the vicar of the Martini church. A priest house was built that was replaced by a new vicarage in the 15th century. After several extensions, among which a Swiss chalet in the back yard in 1864, and diverse destinations, the historical building became a grand café/ restaurant in 1994.



HOW TO GET THERE

MARTINIKERKHOF 10, GRONINGEN

IT TAKES A 5 MINUTE
WALK FROM THE
HAMPSHIRE CITY HOTEL.

CULINARY SIGHTSEEING TOUR



A culinary adventure combined with a whiff of culture and architecture. An experienced and above all enthusiastic tour guide will show us some of the unique spots of Groningen. Indulge yourself by the rich culture and history the city centre has to offer, whilst enjoying several exquisite restaurants where we will be pampered with delicacies.

HOW TO GET THERE

YOU WILL BE PICKED UP BY THE TOUR GUIDE AT THE
HAMPSHIRE CITY HOTEL

MR. MOFONGO



In the 1990's Patrick Beijk traveled to the Caribbean; a territory with an unprecedented diversity of cultures and exotic dishes. On a boat trip he met a remarkable man: Mr. Mofongo. Mr. Mofongo became the inspiration for a restaurant that takes its guests on a culinary trip around the world. Special feature is the robot arm of Morongo's cocktailbar and distillery.



HOW TO GET THERE

[OUDE BOTERINGSTRAAT 26, GRONINGEN](#)

A 10 MINUTE WALK FROM
THE HAMPSHIRE CITY HOTEL.

COOKING WORKSHOP



The Wiebenga Complex is the first building in the Netherlands designed according to the 'New Objective' architecture style. This originating German stream is characterized by a functional impact, focused on making rational design. The school is named after the designer Jan Gerko Wiebenga who became the director of the Manufacturing School in 1922. He was assigned to bring together two educational institutes; Technical Studies and Craft Studies into one new building.

Hanze UAS takes you on a culinary hand on experience. With a fine selection of ingredients and under supervision of Nutrition and Dietetics students you will cook up your own special menu. The cooking takes place in a fully refurbished, modern, yet cosy kitchen.

HOW TO GET THERE

[WIEBENGA COMPLEX,](#)
[EYSSONIUSPLEIN 18, GRONINGEN](#)

TAKING THE BUS IS THE EASIEST WAY TO GET TO THE
WIEBENGA COMPLEX.

DIRECTIONS

On Monday, May 27th we will welcome you at the entrance reception of the van Olst Tower and guide you to the learning environment. As far as transport concerns, we will arrange for cars as much as possible to get you from and to the different locations. This we will arrange during the week.

Right you find some general directions should you go on your own.

BUS TICKET

The bus driver sells Euro tickets. One ticket costs 2 Euros and is valid for one hour.





HANZE UNIVERSITY OF APPLIED SCIENCES

Van OlstTower, Zernikeplein 7, Groningen

Bus from the hotel to Van OlstTower

Walk (3 mins) from Gedempte Kattendiep to bus stop Oosterstraat (1)

8.35 Take P + R citybus 11
(direction Zuidhorn/Reitdiep)

8.52 Get off the bus at Zernikeplein
Walk (2 mins) to the Van Olst
Tower at Zernikeplein 7 (2)

Room I 0.18 - Enter the Van OlstTower and walk until you reach the staircase on your left. Do not take the stairs, but turn left into a long corridor. At the end, keep walking straight across the hall and go through the swinging door. The IBS desk is now at your left hand. Ask them for the final directions.

Innovation Lab, E 247 - Enter the Van Olst-Tower and turn immediately to the right. Go through the swinging door. Take the stairs to the 2nd floor. Turn right and enter the hall of the School of Communication & Media. E 247 is in the hallway at your right.

WIEBENGA COMPLEX

Eyssoniusplein 18, Groningen

Bus to Wiebengacomplex

Walk (3 mins) from Gedempte Kattendiep to bus stop Oosterstraat (1)

18.41 Take P + R citybus 3 (direction Lewenborg)

18.45 Get off at bus stop Wouter van Doeverenplein

Walk (6 mins) to Eyssoniusplein 18 (3)

LIST OF TRAINERS

| NAME | POSITION | E-MAIL |
|--------------------|---|---------------------------------|
| Davied van Berlo | Initiator Civil Servant 2.0 | davied@dds.nl |
| Erik Drenth | Communication, Training, Social Media | e.drenth@casema.nl |
| Jenny Brodén | Project manager | jenny.broden@karlstad.se |
| Marieke Hellevoort | Project manager StimuLeren E-participatie, Municipality Utrecht | mcehellevoort@gmail.com |
| Rennie Hooi | Change manager, Municipality Leiden | renniehooi@outlook.com |
| Sjef Kerkhofs | Author, DGA/CMO DailyDialogues BV | sjef.kerkhofs@dailydialogues.nl |
| Corné Kox | Marketing Consultant, web expert, lecturer | c.j.a.c.kox@pl.hanze.nl |
| Marijke Lemal | Researcher & Consultant | marijke.lemal@lessius.eu |
| Renske Stumpel | Project manager Municipality Groningen | renske.stumpel@groningen.nl |
| Gerrie Smits | Social Media Strategist | gerrie.smits@stad.antwerpen.be |
| Otto Thors | Editor in chief at inGovernment | info@thors.nl |
| Frank Willems | Director Leadership and Community, professor | f.c.b.m.willems@pl.hanze.nl |

LIST OF EXPECTED STUDENTS

| NAME | PARTNER | POSITION | E-MAIL |
|------------------------------------|----------------------|--|--|
| 1 Renske Stumpel | Groningen NI | Project manager | renske.stumpel@groningen.nl |
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| 3 Herma Otter | Groningen NI | Project manager (kinderraad en digi-sterker) | herma.otter@groningen.nl |
| 4 Jasper Boer | Politie Groningen NI | Project manager Social/Digital Media | jasper.boer@groningen.politie.nl |
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| 8 Jenny Brodén | Karlstad Sw | Project manager | jenny.broden@karlstad.se |
| 9 Birgitte Ståde | Hoje Taastrup Dk | Communications consultant | birgittesta@htk.dk |
| 10 Heidi Honig Spring | Hoje Taastrup Dk | Pedagogical AKT-Consultant | heidisp@htk.dk |
| 11 Louise Winther | Hoje Taastrup Dk | Consultant Political Support and Quality Assurance | louisewi@htk.dk |
| 12 Robert List | Porism Ltd. UK | Project Manager | rob.list@porism.com |
| 13 Local Government Association ?? | Via Porism | | |
| 14 Hugo Callens | Via Memori | Coordinator E-learning | hugo.callens@socius.be |
| 15 Marc van Daele | Via Memori | Communicatie-beleidscoördinator | marc.vandaele@zwijsrecht.be |
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| 19 Pieter Hogendoorn | Hanze (IMM) | Consultant regional economy, lecturer marketing | p.g.hogendoorn@pl.hanze.nl |
| 20 Loes Damhof | Hanze (MIC) | Lecturer English and honours | l.damhof@pl.hanze.nl |
| 21 Nancy Huttenga (organisation) | Hanze (KCO) | Marketing Consultant | n.t.c.huttenga@pl.hanze.nl |
| 22 Jan Liefers (organisation) | Hanze (IBS) | International project manager, Coach | j.liefers@pl.hanze.nl |
| 23 Marijke Lemal (organisation) | Memori | Researcher & Consultant | marijke.lemal@lessius.eu |

