

Global Perspectives on Social Media Usage Within Governments

Social media applications have emerged in the last 20 years to meet the different needs of individuals, and private sector and public organizations have not been indifferent to these technologies. Social media tools help public institutions and organizations communicate directly with citizens as well as enable two-way communication and enable citizens to participate in all stages from agenda setting to evaluation of policy processes. Central and local governments, which use innovative methods to involve citizens in this process, attach significance to the development of e-participation tools. Ensuring the participation of citizens in policy processes not only determines the wishes and priorities of citizens but also uses scarce resources effectively and efficiently. Global Perspectives on Social Media Usage Within Governments reveals the best practices of various countries regarding the use of social media by central and local governments according to public administration models. The book presents various case studies on the impact of public administration models on social media use in order to contribute to public administration and social media use. Covering topics such as climate action, knowledge behaviors, and citizen participation, this premier reference source is an essential resource for government officials, public administrators, public policy scholars, social media experts, public affairs scholars, students and educators of higher education, librarians, researchers, and academicians.

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