



# **Social networking and changing governments' identity**

***— a real business case or leap of faith***

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# Business case 1

# "Love clean streets"

Reports Add Report Live Map Pivot View Sign In How it Works **love clean streets** [not signed in](#)

## Selected Report

Near 94 Rangefield Road, London BR1 4




Downham playing Fields Damaged section of railing to children's play area

[Like](#) [Be the first of your friends to like this.](#)

[Tweet](#) 0

[show map controls](#)

Reported	13/05/2011 16:42
Response Required	Yes
Completed	No
Approved	Yes
Assigned Name	
Category	Parks – Damage/Maintenance
Status	In Progress
Reported By	Jm
Assigned To	



Downham Ward

# Business case 1

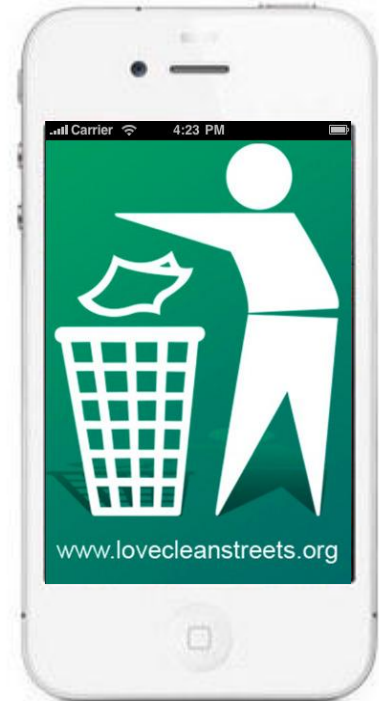
# Love clean streets

**Purpose: Improve environmental quality**

**Total cost 2010-2012: £176,362**

**Some benefits recorded mid 2011:**

- 87% reduction in staff time per case
- Staff overtime from £300k pa to zero
- 70% reduction in handling costs
- £18k pa decrease in inspection costs
- 73% less graffiti
- 30% increase resident satisfaction



**Measurable short-term savings & other business benefits due to:**

- Channel shifts
- Improved targeting
- Increased staff productivity
- Changed work processes
- *Government identity: from opaque and non-responsive to open and reliable*

# Business case 2

# THMBNLS

The screenshot shows a Facebook page for 'Thmbnls' within a browser window titled 'THMBNLS CASE STUDY'. The page layout includes a top navigation bar with 'facebook', 'Home', 'Profile', 'Friends', and 'Inbox'. The user is logged in as 'Dave Paterson'. The profile picture is a group of people, and the cover photo features the 'thmbnls' logo with the tagline 'OR MOBILE. OR DRAMA. OR CHOICES.'. The page has 6 of 114 fans, with a list of profile pictures shown below. The main content area displays several posts:

- A post from 'Thmbnls' with the text 'follow us on Twitter http://twitter.com/Thmbnls' and a timestamp of 10:47.
- A post from 'Thmbnls' with the text 'says email ur NAME/AGE/MOB/EMAIL to STAR@THMBNLS.CO.UK & U cud win a part in thmbnls..!!' and a timestamp of 21:56.
- A post from 'Thmbnls' with the text 'hopes you enjoyed last nites ep! Did any1 hear from Jakk?' and a timestamp of Sat 13:09.

At the bottom of the page, there is a video player with a progress bar at 00:02:44 and standard playback controls (play, pause, stop, next, previous).

# Business case 2

# THMBNLS

**Purpose:** (contribute to) halve the under-18 unwanted pregnancy rate

**Total cost 2009-2010: £284,00**

**Benefits by end 2010:**

- 267,744 visits to [thmbnls.co.uk](http://thmbnls.co.uk)
- Over 100,000 visits to [thmbnls.mobi](http://thmbnls.mobi)
- 10,513 referrals (Facebook, MySpace, YouTube & BBC)
- Over 60,000 personal interactions
- "Great success" but impact on teenage pregnancy ??



**Difficult to measure long-term savings & other business benefits:**

- Cases tend to be preventative, pre-emptive, early intervention
- Political and policy changes
- Savings & benefits likely to accrue elsewhere in public sector
- Need behavioural changes in target group
- *Government identity: from big brother to big friend ???*