

Digital Engagement: saviour or jargon?

Eleanor Stewart

Head of Digital Engagement, UK Government



digital engagement is engagement

But now it's faster, more meaningful, and creates better outcomes for users and

us



you don't need lots of money

our view of digital engagement

- Digital engagement is not some magic area split from the rest of communications
- It covers all aspects of communications
 - Customer service
 - Brand management
 - Media (“press office”)



Government is scary

For most people, government interactions are rare and intimidating

digital engagement in the uk government

- Making government more accountable, approachable and understandable:
- Providing services to citizens, and the customer service
- Engagement of citizens and empowerment, helping them engage with government
- Informing citizens of their rights
- And providing transactional services too



Created on Many Eyes (<http://many-eyes.com>) © IBM

E-petitions

Direct appeals from the people to Parliament - debates after 100,000 signatures

data.gov.uk^{BETA}

Opening up government

What are you looking for?

[Data](#) [Apps](#) [Ideas](#) [Forum](#) [Blogs](#) [Consultation](#) [Linked Data](#) [Resources](#)

Open Data Consultation: Questions

The following section sets out a series of challenging questions in six key areas to start the debate.

The six areas identified as presenting opportunities for change, creating both demand for data and supporting and enabling supply, are:

Sections

Glossary of key terms

1. An enhanced right to data: how do we establish stronger rights for individuals, businesses and other actors to obtain, use and re-use data from public service providers?
2. Setting transparency standards: what would standards that enforce this right to data among public authorities look like?
3. Corporate and personal responsibility: how would public service providers be held to account for delivering open data through a clear governance and leadership framework at political, organisational and individual level?
4. Meaningful Open Data: how should we ensure collection and publication of the most useful data, through an approach enabling public service providers to understand the value of the data they hold and helps the public at large know what data is collected?

Further info

- [Read the consultation document](#)
- [Download a PDF of the consultation](#)
- [Cabinet Office Transparency page](#)
- [PM's latest Transparency Letter](#)
- [Open Data Consultation Facebook group](#)
- [Open Data Discussion Forum](#)

- [Review Open Data Consultation feedback](#)



Consultations

Helping people speak to government and get what they want



Twitter

Staffordshire Police used Twitter to calm fears during the riots this Summer



Social media

A large social media campaign for last week's London Conference on Cyberspace



open data

data.gov.uk not just a site - engaging with our audiences online and offline: unconferences, mailing lists, hack days, wikis, Social Media Week and more



Thank you

Eleanor Stewart
@DigEngHMG