An open government maturity model for social media-based public engagement.

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Abstract

Social media has opened up unprecedented new possibilities of engaging the public in government work. In response to the Open Government Directive, U.S. federal agencies developed their open government plan and launched numerous social media-based public engagement initiatives. However, we find that many of these initiatives do not deliver the intended outcomes due to various organizational, technological, and financial challenges. We propose an Open Government Maturity Model based on our field studies with U.S. federal healthcare administration agencies. This model is specifically developed to assess and guide open government initiatives which focus on transparent, interactive, participatory, collaborative public engagement that are largely enabled by emerging technologies such as social media. The model consists of five maturity levels: initial conditions (Level 1), data transparency (Level 2), open participation (Level 3), open collaboration (Level 4), and ubiquitous engagement (Level 5). We argue that there is a

logical sequence for increasing social media-based public engagement and agencies should focus on achieving one maturity level at a time. The Open Government Maturity Model helps government agencies implement their open government initiatives effectively by building organizational and technological capabilities in an orderly manner. We discuss challenges and best practices for each maturity level and conclude by presenting recommendations.

Highlights

â–º We propose an Open Government Maturity Model that consists of five maturity levels. â–º These levels are Initial Conditions, Data Transparency, Open Participation, Open Collaboration, and Ubiquitous Engagement. â–º The Maturity Model identifies focuses, core capabilities, processes, outcomes, and metrics for each maturity level. â–º Government agencies need to focus on achieving one maturity level at a time. â–º Government agencies should address challenges associated with implementation, leadership, governance, and culture.

Keywords

Open government; Social media; Public engagement; Maturity model; Data transparency; Open participation; Open collaboration

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