

# The Implementation of HPOG SOCIAL MEDIA



## 1 What we have and how it is being used

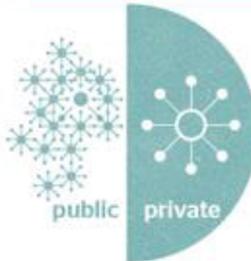
### Password protected environment

Closed platform for those directly connected to grants

- Grantee Staff
- Grantee Partners
- Technical Assistance (TA) Contractors
- Office of Family Assistance (OFA)
- Subject Matter Experts (SMEs)
- Employer Partners



## 2 Level of Effort

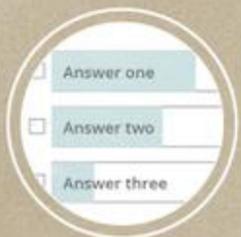


*Site is more manageable than public social media sites due to limited audience size and make-up*

Easier to develop and/or share content since it is targeted at single group of grantees, not the general public

*Most site members have met at annual meetings and roundtables which facilitates virtual peer-to-peer interaction and reduces need for TA providers and Federal staff to facilitate interactions.*

## 3 Functionality



Polling capabilities



Communities



Newsfeed

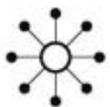


Kudos and Badges



Ideastream

## 4 Benefits *Facilitates the sharing of information.*



### Enables peer-to-peer sharing

grantees value learning from others doing the same work, under same constraints, etc



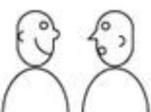
### Crowdsourcing effect to answering questions

multiple pieces of advice from multiple users



### Can get answers / advice directly from site

by SMEs, TA providers or OFA staff



Daily activity stream emails let people know what their colleagues are talking about and provide links so they can join the conversation even if they are not on the site.

minimal barriers to posting information since it is a closed community.

update

### Connects grantees to answers, best practices and other resources

TA providers and OFA connect grantees to other grantees or organizations who do something similar or places where they could find more information if an answer to their question is not readily available.

### Provides immediate access to colleagues and TA providers as well as "as needed" access to information.

Depending on individual notification settings, may be able to get immediate response to questions or can be notified the next day in the daily activity stream email.

### Members have immediate access to planned content

Moderated discussion threads are saved and available to be revisited at any time.

To learn more about HPOG Social Media, please visit the HPOG Community Website at:

<https://www.acf.hhs.gov/ofa/programs/hpog>

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