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| BAPETEN Goes Social Media Initiative: An Age-based Segmentation Service to Communicate with Public | | | |

Introduction

Social media is a term referring to various activities that integrate technology, social interaction and content creation. It is fast, cheap to the consumer, easily available and part of the fabric of people's lives. Social media also brings attention as it enables conversation that everyone can participate in.

Public relations practitioners around the world have been paying attention to social media as an important communication tool. Research done in 2010 by the public relations firm Burston-arsteller found that eight of 10 Fortune Global 100 companies used at least one of the most popular social media platforms i.e. Twitter, Facebook, YouTube or corporate blogging. However, a post-Fukushima informal poll indicated many nations' nuclear regulators are looking at broadening their social media use, although some may not know how to proceed, and everyone can benefit from the "lessons learned" by others.

Regulatory Requirements for Public Communication

Relevant IAEA Safety Standards have stated the responsibility of government to set up appropriate means of informing and consulting interested parties and the public parties about the possible radiation risks associated with facilities and activities, as well as the processes and decisions of the regulatory body. In particular, such communication shall be conducted in an open and inclusive process.

At national level, Act Number 14 Year 2008 regarding Public Information Disclosure is a key regulatory framework that mandated all government institutions to provide public information in plain language and easy to understand through any effective and efficient means. Special attention is given for any emergency situation that threaten public safety and the environmental.

So far, we disseminate public information by three different media: (1) printed, (2) electronic, and (3) public gathering. But the fast growing of internet technology in public sector has introduced a competitive advantage compared with the other two.

BAPETEN and e-Gov Establishment

As stipulated in BAPETEN IT Master Plan 2015-2019, a number of IT projects have been established to improve and simplify regulatory functions. A major project was initiated in 2012 as a part of the Indonesian National Single Window (INSW) Project. Being the first government agency to be fully integrated with the INSW, BAPETEN has offered substantial changes in licensing process to its customers. Within this scheme, the approval process that took several days can now be reduced to a single day. Once approved, customers can go directly to the clearance process in the airports and seaports customs.

Next: Go Social Media, Create Larger Audience

Regulatory bodies have been aware of the significance of social media as an important communication tool, and many regulatory bodies have been using them or considering their usage. However, many regulatory bodies are unclear about how to proceed with developing social media content, and how to integrate the platforms into existing public communication programs.

As a matter of fact, Indonesia has nearly 74 million active social media fans. It is easy to predict that younger population (age: 12-34) dominates this digital native demographic. This number increases more than 19% in one year only (January 2015 – January 2015). Facebook takes the lead in social media platform which makes Indonesia as the 4th largest Facebook population in the world. After many years of delivering classic website and learning from the above fact, BAPETEN needs to integrate social media engagement into existing public communication program. Technically, we should create a public communication service based on age differentiation.

The option is to use major social media platforms (e.g. WhatsApp, Twitter and LinkedIn). This is done by third party RSS (Really Simple Syndication) feed mechanism that allows us to syndicate material across the web (from one to many). Every half an hour, all new information available in our website is transmitted to third party website that handle RSS feeding. We started this so-called “BAPETEN Goes Social Media Initiative” in October 2013.

Using respective built-in analytics and metrics, our record shows slow but increase activities from those social media platforms, including post reach and engagement (likes, comments, and shares). Analytics from Facebook, for example, shows that 66% engagement rate coming from age 18 to 34. The same analytics also tells us that the most commented news is achieved in October 2015, when we post a TV talk show regarding medical patient dose. Reviewing the complete social media analytics brings a new understanding on how to perform a better way to communicate with parties. This is in turn will satisfy the requirement to establish and maintain the confidence and trust of interested parties in order to be identified as an independent, transparent, reliable and competent regulatory body.