MyGov Social Media Communication Strategy

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About MyGov

MyGov was established as Government of India’s Citizen Engagement Platform which collaborates with multiple Government bodies/ Ministries to engage people in policy formulation and seek the opinion of people on issues/ topics of public interest and welfare. The 1.78 Crore registered users of MyGov have submitted approximately 9.77 lakh in 1,059 tasks, 47.34 lakh comments in 888 discussion forums. Since it’s launch, the Quiz platform of MyGov has seen a very healthy engagement of almost 1 crore users in 206 quizzes.

Government Departments leverage MyGov platform for their citizen engagement activities, consultations for policy formulation and also to disseminate information to citizens for various Government schemes and programs. Social Media accounts of MyGov are amongst the most active Government profiles on Twitter, Facebook, Instagram, YouTube, LinkedIn and most recently the local India Apps like Koo., Chingari and others. With active support from various Ministries and Departments, MyGov has adopted multiple engagement methodologies like discussions, tasks, polls, surveys, blogs, talks, quizzes and on-ground activities by innovatively using internet, mobile apps, IVRS, SMS and outbound dialling (OBD) technologies. MyGov has also launched State instances in 14 States, namely Himachal, Haryana, Maharashtra, Madhya Pradesh, Arunachal Pradesh, Assam, Manipur, Tripura, Chhattisgarh, Jharkhand, Nagaland, Himachal, Uttarakhand, Goa and Tamil Nadu. Using the MyGov platform, citizens have been able to contribute their ideas to core policy issues, make suggestions, give feedbacks, and participate in the governance process at large through discussions, tasks, polls, talks, etc. The platform provides means for participatory form of...
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governance and technological implementation. It is spearheaded by Ministry of Electronics and IT.

MyGov started only as an engagement platform with couple of engagement models. Today it has evolved to a complete end-to-end engagement platform on wide variety of engagement models as well as offering Performance Indicators of various Flagship Programmes of the Government.

**Vision of MyGov**

Building MyGov as a Citizen Engagement Platform which facilitates proactive two-way communication between citizens and Government Entities with an objective to demystify Government for Citizens and becoming the primary digital platform for enabling participative Governance.

**Major Campaigns**

MyGov has been pioneer in supporting Government in policy formulation through citizen collaboration. The exercise of programs like National Education Policy (NEP) saw the reach of MyGov to the last mile citizen. MyGov was also in forefront in the dissemination of information’s to citizens in the COVID crisis. Not only it leverages IT Infrastructure and social media but also all available digital space to make citizens aware and prevent the COVID impact, thus making MyGov a one-point solution for government to disseminate information.
on behalf of Government which are authentic, genuine and trusted, validated by the large-
scale followers of citizens for these information’s.

MyGov was also instrumental in engaging citizens in various activities like Sandesh to
Soldiers, Swachh Bharat Internship, ISRO Space Quiz, Swachhtha Hi Sewa campaign, Plastic
Se Raksha, Pariksha Pe Charcha etc. MyGov also evolved into a platform for promoting
creativity of the Nation by providing an opportunity to the citizen to create logo, tagline, and
mascot for various national programs. Few of the outcomes which became National icons are
Digital India Logo, Swachh Bharat Logo, Logo for National Education Policy, Lokpal etc.
MyGov also organized the ISRO Space Quiz which saw a record participation of around 6 lakh
children and the winners got to witness the Chandrayaan landing along with Hon’ble Prime
Minister. MyGov is presently engaged in implementation of key initiatives like Constitution
Day, Armed Forces Flag Day, Pariksha Pe Charcha, Fit India Campaign, Eat Right Campaign
and Ek Bharat Shreshth Bharat initiative.

MyGov also provided a platform for interaction between citizen and the government
machinery. MyGov was the first to conduct a town hall for Hon’ble Prime Minister and it also
coordinated interactions between Cabinet Ministers and the sector domain experts.

MyGov created various channels for citizens to connect with the PM. One of the biggest
such initiatives was the creation of an IVRS platform for citizens to record their voice messages
for Prime Minister’s Mann Ki Baat. Other avenues included Pariksha Pe Charcha that
facilitated an interaction between Hon’ble Prime Minister and students themed around
methods to combat the fear of examination. This has been organised in 2018, 2019, 2020 and
in 2021, wherein MyGov in collaboration with MHRD hosts a contest which has seen
participation of more than 2 Lakh students and the selected ones got to interact with Hon’ble Prime Minister.

The Self4Society platform of MyGov has provided citizens an opportunity to do on ground volunteering for various initiatives from time to time. It has also given citizen the chance to give their contribution in form of medical equipment in fight against the corona virus.
Social Media Communication Strategy

Importance of Digital Communication

The ‘Top-to-bottom’ approach in communications is non-engaging, unappealing and is one way communication with no public participation. Today it is of utmost importance to map the digital footprint. The large user base should be leveraged for any information dissemination. Campaigns should leverage social media to enable public participation. Social media has organic reach, is interactive, is measurable and real-time. The digital footprint of India thus encourages effective use of digital medium for communication:

a. There are approximately 70 crore internet users in India
b. Nearly 37 crore internet users spend an average of 4 hours on social media each day
c. Social media platform users in India
   i. Facebook, with almost 35 crore users (highest in world) is the most popular social media platform
   ii. India provides the second largest user base to Instagram & LinkedIn with nearly 10 crore and 6 crore users respectively
   iii. Twitter has around 1.7 crore registered users
   iv. Homegrown apps like Koo, Chingari and others have seen exponential growth in last few months

Social Media Presence of MyGov

MyGov in last 7 years has emerged as a vibrant platform for all government entities to not only explore the avenues of engaging with the citizens but also to bridge the gap between the way the government and citizens interact. MyGov also reached out to the beneficiaries of various programs and policies across the Nation and created testimonials highlighting the reach of these programs and policies. MyGov has also played a role in dispelling myths and fake news and has identified itself amongst its users as a source of authentic Government information. MyGov has the resources and capabilities to support Departments and Ministries in getting content created and disseminated to a larger audience.
The creative engagement of MyGov through social media platforms has seen an exponential increase in interaction between the citizens and the government. MyGov today is one of the most followed Government social media handles on various platforms. MyGov is present across almost all social media platforms be it the global ones like Twitter, Facebook and others or the home-grown Indian apps like Koo, Roposo, Chingari etc. MyGov plans to take this further to ensure that it engages with citizens on all such platforms where the citizens of various age groups and backgrounds find it comfortable. This enables the reach of MyGov to a very large audience organically.

Engagement/ Communication Plan
Social Media enables ease of living with Digital Services by:

   d. Reaching the unreach ed
   e. Encouraging participative governance
   f. Reducing the cost of services
   g. Providing smart & increased responsiveness
   h. Acting as tool to increase reliability
   i. Providing better accountability
   j. Reducing Corruption
   k. Increasing transparency

Key Components of any Communication Strategy
In order to maximize the outreach and impact amongst various stakeholders and influencers, MyGov supports various Ministries and Departments with Social Media Communication strategy for major campaigns. The key components of the strategy are as follows:

   a. Ensure authentic and real time information
   b. Simplification of the content language
c. Use of data, infographics, videos, testimonials etc.
d. Translation of content in various languages
e. Use of Podcasts with key stakeholders to leverage voice as communication tool
f. Use of all Social Media platforms i.e. Instagram, Facebook, Twitter, Koo, LinkedIn, Telegram, YouTube, WhatsApp, Roposo, Sharechat etc.
g. Leverage the multiplier effect of Government handles on Social Media
h. Quickly counter fake news and biased narrative on Social Media
i. Leverage influencers to widen reach
j. Use of analytics to monitor outreach & performance

Major Stages of a Campaign

MyGov specializes in organic promotions and does not recommend paid promotions as Governments Social Media presence has outreach and strength that perhaps no paid campaign can match. In order to enable such a campaign, complete involvement of partner Ministry is essential. Typically, a campaign has 3 major stages:

a. **Before the Campaign:** This is typically 7 days before the actual campaign date. It is essential to have enough lead time for proper planning. The following is to be done during this period:
   i. Ministry shares the content with regard to the campaign along with the hashtag(s) (if any) and the list of key stakeholders (identifying those who need to be tagged along with their SM handles)
   ii. Ministry also shares high resolution logos that need to be used as also pictures and videos relevant for the campaign
   iii. The content should preferably be in the form of a power point presentation, with headings and bullet points, in sequence that explains the core concept behind the content. Alternatively, word document with Headings and bullet points, in sequence can also be given
   iv. MyGov Team reviews the content and then does a slide design for the infographics by use of pictures, charts etc. to make it readable and simple
   v. MyGov graphics team then converts the content into infographics that is then shared with the Ministry for vetting and approval
   vi. Similar approach is taken by the Video Team of MyGov in using the video content that is shared and customizing it into short video formats suitable for various Social Media platforms, with relevant logos and texts
vii. MyGov team can also create Podcasts by doing interviews with key stakeholders who can talk about the campaign in brief (around 2 minutes) and then the same is shared as part of MyGov Samvaad series

viii. Once the entire SM content i.e. infographics, videos etc. are finalized, the same is shared over an online drive (NIC briefcase etc.) with the concerned Ministry and PIB for translation into various regional languages

ix. Ministry may also coordinate with State Government departments for sharing the content on social media by them to maximize the outreach

x. The same is also shared by the social media team of the Ministry with all stakeholders, especially those who manage social media handles of Ministers and Ministries with request to share the posts on social media on the designated day beginning, say at 9 AM or around 30-60 minutes before the launch time by the Hon’ble Prime Minister. Use of common hashtag is highlighted in these communications

xi. If citizens are directly impacted by the decision for which the campaign is being launched, citizens can also be requested to share their stories or pictures with the hashtag and tagging @MyGovIndia for maximum impact.

xii. MyGov may also do live events on Facebook, Instagram etc. with Ministers, Ministry officials, MyGov influencers, etc.

b. **Campaign Day:** This is the most important part and it is necessary that everyone works as per the plan and in close coordination

   i. The campaign may start on the designated time and day with a post by the Hon’ble Prime Minister or the concerned Minister

   ii. Subsequently, all relevant handles start sharing the pre-finalized content with the hashtag and tagging key stakeholders

   iii. Campaign should not be limited to a single platform alone., for e.g. Twitter. This is because platforms like Instagram and Facebook have more users in India than Twitter, LinkedIn has a very influential user base, some platforms have better reach among the rural audience and many other reasons

   iv. MyGov shall share all the content through its social media handles that include Instagram, Facebook, Twitter, Koo, LinkedIn, Telegram, YouTube, WhatsApp, Roposo, Sharechat etc.

   v. All concerned must retweet and share content posted by each other in quick succession. Normally to trend in top 5, one needs around 50k to 75k posts in around one hour and then sustained at the same pace
vi. Necessary content must be shared with all stakeholders with a request to share and repost. The more the geographical spread of the posts, the better.

vii. Special effort should be made to ensure that verified handles of Ministers with significant presence on Social Media share the posts or make their own posts.

viii. During the Hon’ble PM’s speech, frequency of posts should go up, to maximize outreach.

ix. The Social Media team of the Ministry must be in constant touch with MyGov Social media team and follow instructions.

x. MyGov team will share analytics on the campaign day and will help refine strategy with regard to posts, as and what may be required to maximize the reach and impact.

c. **Post Campaign day**: Review of the campaign day after the campaign is as important to get learnings for future campaigns.

i. MyGov shall provide analytics of the campaign hashtag along with reach and impact.

ii. MyGov shall also highlight the posts that had maximum reach.

iii. MyGov shall also share the list of top influencers and the impact and engagement of their posts.

iv. Since, at times, an online campaign buzz lasts beyond a defined event, MyGov shall sometimes repurpose content created during event for next few days or later.

v. MyGov might also use this content to integrate into a bigger idea for the Government of India.
Appendix-1: MyGov’s Communication Strategy for COVID-19

To disseminate authentic, easy to understand and consistent information relating to COVID-19 MyGov has been supporting Ministry of Health & Family Welfare with effective communications on social media. To make the communication effective specially for driving behavioural change, fighting fake news and busting myths, MyGov has taken the following steps:

a. MyGov created a dedicated portal for COVID related information dissemination – https://www.mygov.in/covid-19. The main features of the portal are mentioned below:
   i. 100+ Million page views since launch
   ii. Single source of authentic information
   iii. Repository of advisories released by Centre & States/ UTs
   iv. Available in 10 regional languages apart from English & Hindi
   v. Information about COVID vaccination
   vi. Dashboard on Vaccination, Testing, Cases (total, active & discharged) and Deaths
   vii. FAQs on COVID, Co-WIN, Do’s & Don’ts, process to book appointments
   viii. Blogs, Videos & Podcasts from experts
   ix. Infographics & videos that be easily downloaded/ shared on social media
   x. Scalable platform that manages Data Privacy, Data Protection and Cyber Security using Encryption, Firewall & SSL

b. A dedicated Facebook hub on Corona has been created where people can get the latest information at one place.
c. MyGov built a AI powered Chatbot on WhatsApp to disseminate information on WhatsApp through a Helpdesk [https://wa.me/919013151515?text=Hi]. The main features of the chatbot are mentioned below:
   i. Launch of 24 X 7 **AI based helpdesk** to address citizen queries
   ii. User friendly & easy to understand **information dissemination** in form of text, graphics & videos
   iii. **API driven** change happens dynamically
   iv. User **unanswered queries** compiled and factored-in
   v. **Scalable and robust**
   vi. **FAQs** on COVID, Co-WIN, Do’s & Don’ts, process to book appointments
   vii. Available in **English & Hindi**

![Image of AI Powered WhatsApp COVID-19 Chatbot]

Figure 8: AI Powered WhatsApp COVID-19 Chatbot

**MyGov Social Media Communication Strategy**

d. MyGov is also disseminating its COVID19 related contents (Videos, infographics, GIFs etc.) with its Social Media channels on Instagram, Facebook, Twitter, LinkedIn, YouTube, Pinterest.

![Image of Information Dissemination Through Infographics]

Figure 9: Information Dissemination Through Infographics
e. Saathi Chatbot: A dedicated Chat Bot on MyGov.in to disseminate information related to Corona and promote Aarogya Setu App. It has 2,66,621 users towards end of May-21
   i. The main features of Saathi Chatbot are as follows:
      1. Mobile and Web UI / UX
      2. Authentic & dynamic content
      3. Both Menu driven | Menu-less
      4. API driven content
      5. Riding on proven AI engine
   ii. The Saathi Chatbot is Unique in following ways:
      6. Public Private People Partnership
      7. Integrated with 13 State Bots
      8. English and Hindi supported
      9. Custom Notifications
      10. Factoring Breakpoint Analysis

f. To bust Myths & Fighting Fake News around Corona, Myth Busters and Fact Checks been promoted to help citizens

g. MyGov also used Indian social media platforms like Roposo, Share Chat, Koo and Chingari to communicate about COVID to the larger user base

h. MyGov also used Podcasts for communicating COVID related information
i. MyGov promoted and created campaign on Immunity Boosting in collaboration with Ministry of AYUSH

j. MyGov actively leveraged its social media platforms in order to create awareness about Covid-19 Vaccine and launched a unique frequently-asked-questions campaign to address notions related to the vaccine

k. MyGov is encouraging innovations to generate solutions to tackle this crisis in partnership with citizens, industries, startups

l. Using Self for Society platform – self4society.mygov.in, MyGov launched volunteering initiatives where citizens could volunteer their services or donate essentials

Figure 12: Infographic on AYUSH

Figure 13: https://self4society.mygov.in/ Contribute In The Fight Against the Invisible Enemy