Azadi Ka Digital Mahotsav

Capacity Building Workshop

3:30 – 4:30pm, 4 Dec, 2021.
Stein Auditorium, IHC, New Delhi.
The What, Why & How of MyGov?
At MyGov, we are all ‘cyclists’...
...and you could say he is the Pradhan Cyclist 😊
So how does this ‘cycle’ work? What are its parts?
Let’s take them apart
(and put them back together again)
Traditional Government Communication with Citizens

So jao, munna...
We wanted to change this, & make it friendly, accessible and USEFUL
Keeping the CITIZEN at the centre of everything:
The MyGov SAATHI
Internet Users in India ~ 82.4 Cr
Social Media Users ~ 51.8 Cr
Users spend – 2 hours 25 minutes on Social Media
Almost 44 Cr users access SM through mobile
86% users engage in some form of activity
97% users watch videos online
Most used SM platform in 2021 is YouTube ~ 38 Cr
Facebook ~ 34.6 Cr Users
Instagram – 20 Cr Users
Twitter ~ 2.4 Cr Users
LinkedIn ~ 8.2 Cr users
So, how does MyGov work for YOU?

- **WHO**
  - Determine Your Audience
- **WHAT**
  - Draft a Relevant Message
- **HOW**
  - Select the Right Channels
- **WHERE**
  - Target the Best Location
- **WHY**
  - Know the Objective
- **WHEN**
  - Connect at the Right Time

**MYGOV CONTENT**
Creative / Content
MyGov is not for one person, which is why we create our content for different audiences.
Storytelling is in every India’s DNA
So what is ‘Good Communications’, how do we do it?

The ability to express an idea is well nigh as important as the idea itself.

Bernard M. Baruch
3 Key Components of Effective Communications:

- Data & Information
- Medium of Communication
- Benefit for audience

Just pushing out information is not communications

Messaging requirements varies based on audience

Information has to be analyzed and presented in a form that is relevant and easy to understand

Language Localisation

From Text to Images to Infographics to Videos
There is thoda science behind MyGov content…
Different strokes for different folks…

10 types of visual content you should publish on social networks:

- IMAGES
- VIDEOS
- GRAPHS
- GIFS
- MEMES
- WEBINARS
- SCREENSHOTS
- INFOGRAPHICS
- DRAWINGS
- E-BOOKS
Content is King and Context is Queen
P.O.S.T

**People**
- Who is your audience? (Demographically, geographically, B2B, B2C, etc.)
- What social media channels are they actively participating in?
- Who are the followers, influencers?

**Objectives**
- What do you want to accomplish through using social media?
- What do you want users to say about you?
- How will you measure your objectives?

**Strategies**
- How will you begin, and continue, engaging your audience?
- Will you be creating or sharing content? Who will do this, how?
- What will social media change about you, and how?

**Technologies**
- What social media channels will you be using?
- What measurement/management tools will you be using? How will you measure performance on the fly?
- Do you have a team to create content?
HERO

Large-scale tent-pole events or 'go-big' moments to raise broad awareness

HUB

Regularly scheduled 'push' content designed for your prime prospects

HYGIENE

Always-on 'pull' content designed for your core target audience
Video is the most effective form of content

What type of content do you want to see from a brand or business you support?

- Videos: 54%
- Emails/newsletters: 46%
- Social images: 41%
- Social videos: 34%
- Blog articles: 18%
- Content in PDF form: 17%
- Other: 2%
We play safe because of the sensitive nature of govt communications...
Data Analytics
Creativity

Data-driven creativity
The way we do it

Insights & Reports

Google Analytics

myGov

Social Media Analytics
LISTENING

Tools and tactics are just the tip of the digital marketing iceberg.
<table>
<thead>
<tr>
<th>What to search</th>
<th>Where to Search</th>
<th>Insights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand name</td>
<td>Video Sharing</td>
<td>What do people think of your brand?</td>
</tr>
<tr>
<td>Category</td>
<td>Newsgroup</td>
<td>Category? Competition?</td>
</tr>
<tr>
<td>Company/corporate</td>
<td>Blog</td>
<td>What words do they associate with it?</td>
</tr>
<tr>
<td>Product/service name</td>
<td>Facebook</td>
<td>Where does the conversations occur?</td>
</tr>
<tr>
<td>Competitor</td>
<td>Social Album/photo sharing</td>
<td>What drives conversations?</td>
</tr>
<tr>
<td>Employee Activities</td>
<td>Forum</td>
<td>What is your SOV?</td>
</tr>
<tr>
<td>URL</td>
<td>Microblogs</td>
<td>Sentiment analysis</td>
</tr>
<tr>
<td></td>
<td>Job/Product postings</td>
<td>Emerging issues</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Influencers</td>
</tr>
</tbody>
</table>
Listening Metrics

- # followers
- # inbound links
- RSS Subscriptions
- Views
- @mentions
- People talking about
- Likes & Comments
- # of Lists
- # of queries satisfactorily answered

Awareness and Reach
- # Reach
- # connections
- # of Social connections
- Friends of Fans reach

Relationship building

Advocacy
- # Share
- # Retweets
- Referrals

Conversion
- Inquiries
- Leads and Registrations
- Conversions
- Repeat purchase
Listening Tools

GRYTICS
Sendible
audiense
Tweepi
agora pulse
feedly
NARROW
Oktopost
YOT PO.
senti one
NETBASE
AdEspresso
Storyheap
#tagboard
everypost
FUNNEL
CrowdBooster
sprout social
MAV SOCIAL
kicksta
The MyGov Dashboard is something like this (shhh, we can’t show you the real thing😊)
Distribution Plan
**S**pecific
- Do: Set real numbers with real deadlines.
- Don’t: Say, “I want more visitors.”

**M**easurable
- Do: Make sure your goal is trackable.
- Don’t: Hide behind buzzwords like, “brand engagement,” or, “social influence.”

**A**ttainable
- Do: Work towards a goal that is challenging, but possible.
- Don’t: Try to take over the world in one night.

**R**ealistic
- Do: Be honest with yourself- you know what you and your team are capable of.
- Don’t: Forget any hurdles you may have to overcome.

**T**ime-bound
- Do: Give yourself a deadline.
- Don’t: Keep pushing towards a goal you might hit, “some day.”
- The best time to post on **Facebook** is between **9 am and 2 pm**.
- The best time to post on **Twitter** is between **9 am and 2 pm** with emphasis on the 11 am to 1 pm window.
- **On Instagram**, educational organizations got the best results at **4 pm or 5 pm**.
- The best time to post on **LinkedIn** is **7:45 a.m., 3:00 pm onwards**.
### CONTENT CALENDAR OVERVIEW

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTENT TOPIC</td>
<td>EVENT / CONTENT</td>
<td>DATE</td>
<td>CONTENT TOPIC</td>
</tr>
</tbody>
</table>

### CONTENT ARCHIVE

<table>
<thead>
<tr>
<th>DATE POSTED</th>
<th>CONTENT TITLE</th>
<th>LINK</th>
<th>COMMENTS</th>
</tr>
</thead>
</table>

### CONTENT BRAINSTORMING

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>WORKING TITLE</th>
<th>PROPOSED BY</th>
<th>POTENTIAL AUTHOR</th>
<th>TARGET RELEASE DATE</th>
<th>METADATA</th>
<th>COMMENTS</th>
</tr>
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### CONTENT CALENDAR

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<td>SUBJECT</td>
<td>AUTHOR</td>
</tr>
</tbody>
</table>

### ADDITIONAL NOTES FOR THE MONTH

<table>
<thead>
<tr>
<th>MAY</th>
<th>SEPTEMBER</th>
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<tbody>
<tr>
<td>CONTENT TOPIC</td>
<td>EVENT</td>
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</table>

<table>
<thead>
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<td>DATE</td>
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### ADDITIONAL NOTES FOR THE MONTH

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>Archive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>Overview</td>
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</tbody>
</table>
Influencers are Saathis on supercharged chawanprash – you are one too!
It is important to have a robust system for distribution of information.

Building segmented databases of phone nos & email ids according to professions relevant to your domain.

Building stakeholder wise database.

Sending mailers to specific target groups or sending content to MyGov for their mailers.

Messages: Sending letters to people on various personal occasions and acknowledging positive efforts by stakeholders.
## MyGov Social Media Outreach

<table>
<thead>
<tr>
<th>App</th>
<th>Year Started</th>
<th>Current User</th>
<th>Increase in last one year (approx.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>2014</td>
<td>28,02,269</td>
<td>27%</td>
</tr>
<tr>
<td>Facebook</td>
<td>2016</td>
<td>13,41,160</td>
<td>9%</td>
</tr>
<tr>
<td>YouTube</td>
<td>2015</td>
<td>5,97,827</td>
<td>135%</td>
</tr>
<tr>
<td>Instagram</td>
<td>2018</td>
<td>18,74,951</td>
<td>57%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>2019</td>
<td>89,122</td>
<td>286%</td>
</tr>
</tbody>
</table>
MyGov Social Media Campaign

- **Facebook**
  - Reach: 584 Cr
  - Posts: 16,610
  - Impressions: 37.8 Cr
  - Tweets: 32,299

- **Instagram**
  - Impressions: 55.3 Cr
  - Posts: 10299

- **Twitter**
  - Impressions: 37.8 Cr
  - Tweets: 32,299

- **YouTube**
  - Video Views: 110 Mn
  - Videos: 3115
Use of New Apps & Platforms

1.44M | 74.7K | 629K | 322K | 3M

ROPOSO | ShareChat | Chingari | Telegram
‘AatmaNirbharBharat’ Campaign on Indian OTT Apps – Roposo & ShareChat

Each one of us has a responsibility to keep our city clean. Let's reaffirm our commitment towards building a #swasth and #Swachh Bharat. #AatmaNirbharBharat #AatmanirbharBharat

Views 11 Comments

PM Narendra Modi's interaction on the importance of inter-disciplinary on the Smart...SEE MORE
WhatsApp Chatbot

29.92 Million Users
80.75 Million User Messages

Telegram MyGov Channel

25.77 Lakh Subscribers
‘AatmaNirbharBharat’ Campaign on LinkedIn

MyGov India
20,766 followers
2d
As a part of Independence Day Celebrations and to create a patriotic feeling among all, the Ministry of Defence invites you to participate in the “#AatmaNirbharBharat - Swatantra Bharat” quiz. Take the quiz now! https://bit.ly/3epMODH

MyGov India
20,766 followers
1d
Edited
Join the movement of ‘Go Vocal for Local’ to support tribals with their livelihood by buying authentic products to beautify your home or office spaces made by different tribal communities across the Nation. Visit: tribesindia.com. #AatmaNirb...see more

MyGov India
20,766 followers
1d
Promoting India’s Regional Literature is one simple way of supporting PM Modi’s call for an #AatmaNirbharBharat. Share your inputs on similar grounds to promote the adoption of Made in India Products.

“I read and promote Indian regional literature.

WE SUPPORT #AATMANIRBHARBHARAT.”
FACEBOOK
1.22 Million Followers

Messenger Users 146,750
Daily Active Users 24571
MyGov Saathi Chatbot

Dedicated Chat Bot on MyGov.in to disseminate information related to Corona and promote Aarogya Setu App

Total Users till now – 236,607
Many High-Impact Campaigns That Resonated Across Digital India

Covid Campaign

Spreading Positivity

Padma Quiz 2020

Fundamental Duties

Manodarpan

#AatmaNirbhar

Celebrate MyGov@6
Key Infographics - including Cabinet Decisions

**PM STREET VENDOR’S AATMANIRBHAR NIDHI (PM SVANidhi)**
A Special Micro Credit Facility for Street Vendors
- Vendors can avail loan up to ₹10,000
- Launched on June 1, 2020 & loan application started on July 2, 2020
- Target to cover over 50 lakh Street Vendors

**CABINET DECISION: 19 August, 2020**
**Recruitment Reform – Taking Job Opportunities Closer to the People**
Cabinet Approves Setting Up of NRA to Conduct Common Eligibility Test (CET)
- Creation of National Recruitment Agency (NRA), a multi-agency body for recruitment of central government jobs
- NRA to conduct Common eligibility Test (CET) to screen candidates at the first level for SSC, RRBs & IBPS
- Separate online CET for the Graduates, the Higher Secondary and the Matriculate candidates
- CET to be conducted in every district, ensuring ease of access for rural youth, women and disadvantaged candidates

**CABINET DECISION: 19 August, 2020**
**Cabinet Approves Measures to Provide Liquidity in Power Sector Due to COVID-19**
- One-time relaxation to PFC* and REC** for extending loans to Distribution Companies above limits of working capital cap of 25% of last year’s revenues under UDAY
- Will help in providing liquidity & ensure payments by State Govts to DISCOMs
- *Power Finance Corporation
  **Recruitment Education Corporation

**CABINET DECISIONS 8 JULY, 2020**
**Addressing Food Security for All**
Extension of PM Garib Kalyan Anna Yojana Providing Free Chana for Five Months Approved
- Extension of PMSKAY for another Five months from July to Nov, 2020 as part of Economic Response to COVID-19
- 9.7 Lakh MT whole Chana to be distributed to all beneficiary households at 1 Kg per month free of cost
- Total estimated cost of ₹6,849.24 crore to be borne by central government
- 19.4 crore households to be covered under the Scheme
To Fight Fake News circulated on Social Media
MeitY in partnership with Atal Innovation Mission – Niti Aayog launches Digital India AatmaNirbhar Bharat Innovate Challenge to identify the best Indian Apps that are already being used by citizens and have the potential to scale and become world class Apps in their respective categories.
MyGov Podcasts

148 Podcasts

Also shared with Community Radio Operators
Positive Harmonies

23 Weeks

162 Videos
Created infographics to explain different colors shown on Aarogya Setu Home Screen and what do these colors signify.
A nationwide campaign launched to help increase downloads for Aarogya Setu App and help people understand the value of wearing masks whenever they go out.

#TeamMaskForce launched for citizens to make their own masks and share their pictures/videos with us.
How MyGov Does It:
The Last Word, by CEO MyGov
‘Top-to-bottom’ approach in communications - non-engaging & unappealing

Very often perceived as ‘propaganda’ with no innovation or public participation.

Time is ripe to use ‘New Age communication’ tools.

Campaigns should leverage social media to enable public participation.

Communication approach should instil sense of collective responsibility.

Social media with Organic reach, interactivity & vibrancy has high potential.

Social media ~ measurable and real-time; immediately picked up by traditional me
Many popular schemes but some are 3-4 years old;

For them, the focus should be on highlighting the transformative outcomes.

Full page advertisements – The actual message does not reach to the grassroots

Make these campaigns participative. Let people also share their experiences.

Infographics, testimonial videos, presenting success stories, Articles/Blogs by Ministers, Secretaries, experts and intellectuals.

Media automatically covers these as news; No need for advertisements.

Campaigns which had a wide reach: Ayushman Bharat (SaalEkAyushmanAnek), Digital India (#DigitalIndiaNewIndia) #AatmaNirbharBharat #ShikshakParv
Key Takeaways

- Connected, Joined Up, Unified approach to Communications
- Leverage New Age Communications tools
- Real time updates of relevant material to Ministers. Summary of days events / decisions with 360 deg feedback for Ministry.
- Freely use available infographics and videos on key government initiatives and policies
- Contribute to content on MyGov to educate and disseminate
- Use LinkedIn, Facebook, Instagram, YouTube in addition to Twitter. Use Hashtags & tag relevant handles
- Retweet relevant tweets and content regarding key initiatives, Cabinet Decisions, campaigns proactively
- Coordinate with other Social Media handles of Ministry and key Schemes
Thanks – any questions?