

- **@Nebraskagov** is the official twitter feed. When a tweet goes out on @nebraskagov it directly hits 2,828 accounts and provides 4.2K impressions for each tweet. The current use of this social media is primarily a transport to mobilize RSS Feeds of Media and Press release headlines. This is an effective way to inform the public of news but it is not engaging socially.
- Social media provides people with the ability to engage with others and share common interests. Two-thirds of online adults (66%) use social media platforms such as Facebook, Twitter, MySpace or LinkedIn. These internet users say that connections with family members and friends (both new and old) are a primary consideration in their adoption of social media tools. (Pew Internet research 2011)
- What we would like to begin doing, as Nebraska.gov is to begin engaging citizens using social media. Nebraska is known for being friendly, helpful and genuine. This this exactly where we would like to begin.
- We would like to welcome visitors, help people find the right services and agencies in a real and genuine fasion.

Here is an example from another State

