



U.S. Government 2.0 & multi-media



"The Obama campaign broke new ground in its use of new media and social networking technologies such as YouTube, Facebook, and Twitter to spread information and engage supporters. It also sparked imagination about how these Web 2.0 technologies could usher in a new era of government transparency and citizen participation." - (Read the [FULL TEXT](#) of this article)

The White House and many other U.S. Government Departments are increasingly using new technologies and social media networks to connect to their constituents and encourage more people to get involved with their government.

Here we have collated a number of U.S. Government web-pages that are leading the way for government interaction and communication with the public in the 21st century

America.gov

America.gov is the State Department's website specifically for foreign audiences. The highly interactive site provides a wealth of material on U.S. policies and values to enrich Embassy web sites and support broader outreach programs. Along with articles, publications, news, and links America.gov also incorporates a variety of multi-media and social networking capabilities:

- [Podcasts](#)
- [Video](#)
- [Vimeo](#)
- [RSS feeds](#)
- [Article Alert service](#)
- [Webchats & Webcasts](#)
- [Blogs](#)

- [Photo Galleries](#)

The White House

The President has called on government to "recognize that we cannot meet the challenges of today with old habits and stale thinking." He added that "we need to reform our government so that it is more efficient, more transparent, and more creative," and pledged to "reach beyond the halls of government" to engage the public. Today the White House is taking steps to expand how the Administration is communicating with the public.

- [Whitehouse 2.0](#)
- [White House on Facebook](#)
- [White House on Twitter](#)
- [White House blog](#)

Related U.S. Government 'new media' links

[U.S. Mission to NZ on Twitter](#)

[Connect with Government](#)

[Government 2.0 best practices wiki](#)

[US Government YouTube page](#)

[New Media for public diplomacy](#)

[Library of Congress Social Media Blog](#)

[National Archives - Social Media](#)

[eJournal Facebook page](#)

E-journals are monthly journals on a topic available from America.gov. They combine a series of articles and commentary from a variety of writers, academics, and cultural figures on a particular topic

[Co.Nx Facebook page](#)

Hosted by the U.S. Department of State, Co.Nx broadcasts LIVE multimedia webchats with experts on a variety of topics. Their goal is to connect with people around the world on important issues

Articles

[Government Agencies Make Friends With New Media](#); Wired Magazine, 25 March 2009.

[Six New Media Challenges](#); Center for American Progress, 01 June 2009.

[Social Media Could Frustrate Diplomatic Efforts, Online Researchers Say](#); Nextgov, 08 July 2009.

[The Public Eye](#); Government Executive, 01 June 2009.

[Government 2.0: How Social Media Could Transform Gov PR](#); MediaShift, 05 January 2009.

[Social Media and the Department of Homeland Security](#); DHS; 08 July 2009

[New Media and the Man](#); American journalism Review, Dec. /Jan. 2009.

American Reference Center, U.S. Embassy, P.O. Box 1190, Wellington
We welcome your feedback! Email us: wellington.arc@state.gov

If you do not have Adobe Acrobat Reader, download it [here](#)