

# A Survey Report On Status of Social Media in DDCs



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Any suggestion for further improvement regarding survey and report are heartily welcomed and appreciated.

**Thank you,  
Sagar Prasad Pandey  
Susan Baskota  
Yadav Shrestha**

## **Brief Summary**

The report outlines the status and the importance of the Social Media in Government LBs i.e. DDCs and Municipalities. A survey was conducted within ICT Volunteers working in DDCs of Eastern Region. Every ICT Volunteers were asked to fill their different Social Media sites (Facebook, Twitter, You Tube Channel) they are using to interact with citizen, their page likes, and the most engaged post in Google sheet. This report is based on the survey.

On the first section we are going present the graphical demonstration of LB having Social Media sites with their links. On the other section we'll be analyzing the effectiveness of Social Media on communicating with citizen.

Based on the facts and figures, we are going to draw a conclusion at the end of the report.

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## Introduction

Social Media refers to the internet based platform where users share their views, self-created contents, join online communities and group discussion. Social Media includes Social Networking sites, Blogs, Media sharing sites and etc. Some of the popular Social Networking sites are Facebook, Twitter, and Google+. Similarly, popular Media sharing sites include YouTube and Instagram.

A Statistics from ITU at the end of 2013, shows that 13.3% of Nepal's population has internet coverage and most of them are somehow connected to Social Media. The most popular social media in Nepal are Facebook, Twitter, YouTube, and LinkedIn.

Beside several advantages, Social Media has helped Government organization to interact with large mass of people. It has made easier and faster to forward any news and events related to public. People can instantly reply or communicate with organization personnel. This has helped to boost Government-Citizen bonding. These social medias have been proved as very useful in Local Bodies(Municipalities and DDCs) of Nepal to share their news, notices, events and links that are directly connected to the service delivery to the citizens. Public have now high access to the information in right time which has helped to ensure the Right to Information of citizens.

- **Objective:**

The survey "Social Media in Eastern Region" is initiated as per the requirement of LGCDP-II to track the effectiveness of using social media in local bodies. The main objectives of this survey are as follows:

- i. To find the number of DDCs who use social media to publish their activities.
- ii. To list out the DDCs according to response to their social sites by local citizens.
- iii. To ease the ICT planning process.
- iv. To study the different aspects of social media through graphical representation.

## 1. Facebook:

**Facebook** is used as effective social media for the dissemination of news, notices and information of public concern by DDCs. DDCs in the eastern region has also made their official Facebook page for this purpose.

### 1.1. DDCs which have Facebook page and which do not have

S.N	Name of LB
1.	Ilam
2.	Sankhuwasaba
3.	Bhojpur
4.	Morang
5.	Taplejung
6.	Sunsari
7.	Udayapur
8.	Terhathum
9.	Panchthar
10.	Saptari
11.	Dhankuta
12.	Jhapa
13.	Siraha

**Table 2.1:** DDCs which have Facebook

All 13 DDCs in Eastern Region have their respective Facebook pages.

It is found that FB page in all of the DDCs in Eastern region is created by the initiation of ICTV after their arrival in DDCs.

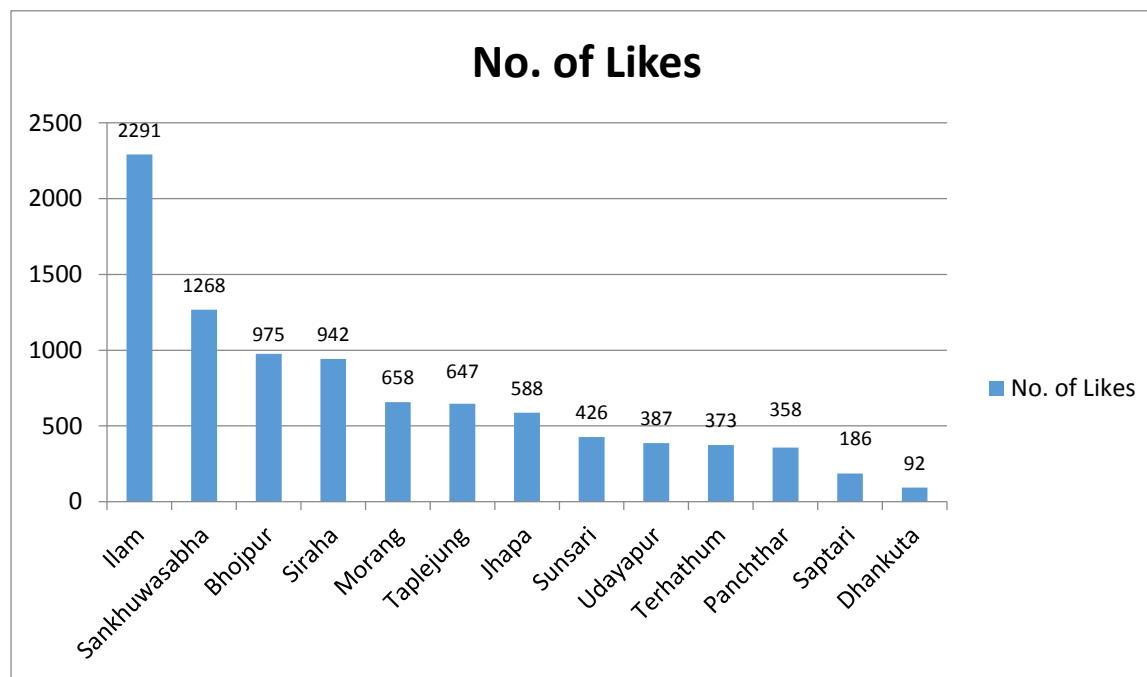
## 1.2. Facebook Pages and Likes in Facebook page:

“No of Likes” in Facebook page is the number of people who value the official Facebook page of DDCs. More no of likes means more access of public to the information of activities and events of DDCs. Below is the table where DDCs are arranged in the descending order on the basis of the number of likes in their official Facebook page with other details.

<i>S.N</i>	<i>Name of LB</i>	<i>Official Facebook page link</i>	<i>Number of likes</i>	<i>Remarks</i>
1.	<b>Ilam</b>	<a href="https://www.facebook.com/ddcilam">https://www.facebook.com/ddcilam</a>	2214	Highest Likes
2.	<b>Sankhuwasaba</b>	<a href="https://www.facebook.com/ddcsankhuwasabha">https://www.facebook.com/ddcsankhuwasabha</a>	1268	
3.	<b>Bhojpur</b>	<a href="https://www.facebook.com/ddcbhojpur">https://www.facebook.com/ddcbhojpur</a>	975	
4.	<b>Morang</b>	<a href="https://www.facebook.com/ddcmorang">https://www.facebook.com/ddcmorang</a>	658	
5.	<b>Taplejung</b>	<a href="https://www.facebook.com/ddctaplejung">https://www.facebook.com/ddctaplejung</a>	647	
6.	<b>Sunsari</b>	<a href="https://www.facebook.com/sunsariddc">https://www.facebook.com/sunsariddc</a>	426	
7.	<b>Udayapur</b>	<a href="https://www.facebook.com/udayapurddc">https://www.facebook.com/udayapurddc</a>	387	
8.	<b>Terhathum</b>	<a href="https://www.facebook.com/pages/जि-बि-स-तेह्रथुम-DDC-Tehrathum/676677989075939">https://www.facebook.com/pages/जि-बि-स-तेह्रथुम-DDC-Tehrathum/676677989075939</a>	373	
9.	<b>Panchthar</b>	<a href="https://www.facebook.com/ddcpanchthar">https://www.facebook.com/ddcpanchthar</a>	358	
10.	<b>Saptari</b>	<a href="https://www.facebook.com/ddc.saptari">https://www.facebook.com/ddc.saptari</a>	179	
11.	<b>Dhankuta</b>	<a href="https://www.facebook.com/ddcdhankuta">https://www.facebook.com/ddcdhankuta</a>	80	
12.	<b>Jhapa</b>	<a href="https://www.facebook.com/jhapaddc">https://www.facebook.com/jhapaddc</a>	588	
13.	<b>Siraha</b>	<a href="https://www.facebook.com/DDCSiraha">https://www.facebook.com/DDCSiraha</a>	942	

**Table 2.3:** Facebook page of DDCs arranged in descending order of their number of likes

Below is the bar diagram that depicts the number of likes on the basis of above **Table 2.3**.



**Fig 2.2:** Column charts showing the no. of likes to FB Page with respective DDCs

In the above bar diagram, among DDCs having Facebook pages, the bar of DDC Ilam has the highest peak holding the highest number of likes of public. Numbers of likes are subsequently found to be lesser in other DDCs numbering to just 92 in DDC Dhankuta as the least.

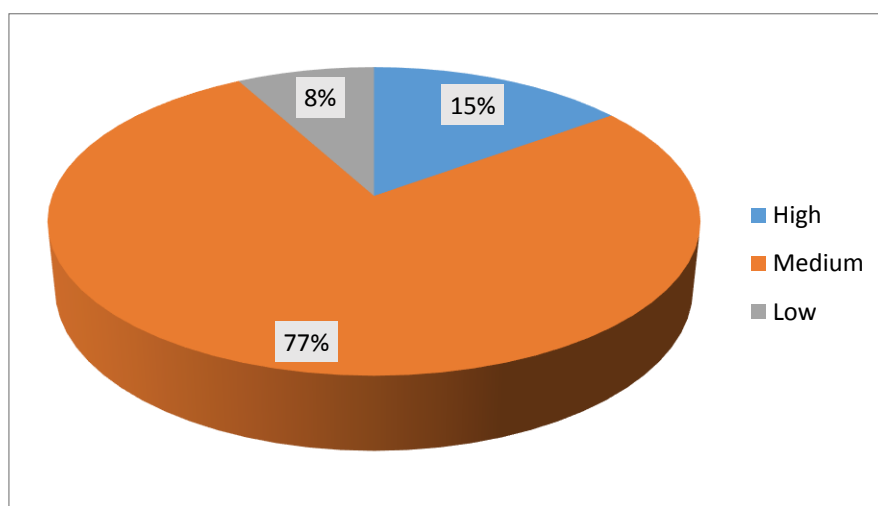


**1.3. Activities Posted in DDCs official Facebook page**

All the DDCs which have Facebook page have been found to use their respective Facebook page to post notices, events, links, GIS maps and, photos of the activities that are being ongoing and that are going to be organized in DDCs.

**1.4. Public Response to FB Posts**

Below is the pie chart that shows the average public response to FB posts of DDCs.



**Fig 2.3:** Pie chart showing the average response to the FB posts of DDCs

**2. YouTube Channel:**

Among 13 DDCs in the Eastern region, only DDC Sunsari is found to have YouTube channel with the link <https://www.youtube.com/c/ddcsunsari>. In the channel, only two videos are posted so far. This channel was last updated in December 25, 2014.

**3. Other Social Medias:**

No DDCs in Eastern region has been found to use social media sites other than Facebook and YouTube.

## Conclusion

In the current trending scenario of networking, social media networking can be regarded as most effective source of information sharing. Social media networking sites like Facebook, Twitter, and YouTube are mostly popular. Today most of the people spend most of their browsing time on browsing social media networking sites and they can get and share information more quickly and reliably via these sites. Most of the People rarely visit the LB official page for information. In this scenario a better medium for information sharing was felt and in the search for better medium Social media have been proved to be the best medium. News, information, notices pictures via LB official FB page, tweets via twitter and live and offline video information through LB YouTube channel has been regarded as the best medium of information sharing.

This report minutely analyzes the how much social media effectiveness has grown since the establishment of social media pages and channels in the LB. On the basis of survey, it is found that among different social media, Facebook has been more popular among social media sites for DDCs of Eastern region since there are more Facebook users than any other social media in this region. So far, involvement of the public in the Facebook post and effectively commentating and sharing of the post is less which might be due to the less awareness of the people about the presence of Facebook page. Nevertheless, people who like the Facebook page are being increased day by day and it can be projected that public views on the page will be increased in coming days. It will become more effective. Hence, many LBs now are sharing their information via these social media networking sites and are being felt very effective in information sharing by all LBs staffs and public citizens.

## **Recommendations**

After Social media survey, it is found that most of DDCs have used Facebook page as the social media site. But they are not found to use other social media sites like YouTube Channel, twitter, Google+. So, in order to maintain the bonding of DDC with the local public stronger, the use of social media sites other than Facebook is also equally important and hence DDCs should start to connect to citizens through different social media sites. There is seen lack of uniformity in Facebook link URL of some of DDCs. These should be instantly resolved which helps to make their official Facebook page search- effective to public. Also, it is very important to standardize the general layout of social media pages to maintain overall uniformity and to ensure that all the basic information is accessible to the citizen through the social media pages. Timely update of official social media site of DDCs is acutely important so that all the information connected to the service delivery to the public is reached at the right time to ensure the “Right to Information” of general public.

## **Bibliography**

**Website:**

<http://www.internetworldstats.com/asia.htm#np>

**Survey Google Sheet Link:**

<http://goo.gl/xBfTlM>

**ANNEX I: LIST OF DDCs INCLUDED IN THE SURVEY**

<b>S.N</b>	<b>Name of DDC</b>	<b>Name Of ICT Volunteers</b>
1.	Ilam	Om Prakash Khadka
2.	Sankhuwasabha	Milan Chandra Bhandari
3.	Bhojpur	Yadav Shrestha
4.	Morang	Sagar Prasad Pandey
5.	Taplejung	Chhiring Gurung
6.	Sunsari	Anupam Paudel
7.	Udayapur	Parashuram Chaulagain
8.	Terhathum	Kishor Khatiwada
9.	Panchthar	Susan Baskota
10.	Saptari	Arun Kumar Sah
11.	Dhankuta	Rajesh Maharjan
12.	Jhapa	Laxman Pokharel
13.	Siraha	Empty

**ANNEX II: LIST OF ABBREVIATION**

ICT	Information Communication Technology
DDC	District Development Committee
LB	Local Body
ICTV	Information Communication Technology Volunteer
FB	Facebook