



Government of Nepal

Ministry of Federal Affairs and Local Development (MoFALD)

**Local Governance and Community Development Programme-II
(LGCDP-II)**



A Report

On

"Social Media Status in Eastern Region"

Prepared By:

1. Er. Niraj Pokhrel

ICTV, MoFALD, LGCDP-II

2. Er.Santosh Acharya

ICTV, MoFALD, LGCDP-II

Date: Monday, 30 March 2015

ACKNOWLEDGEMENT

We highly indebted to Er.Mohita Joshi (ICT Expert) for guidance and constant supervision as well as for providing necessary information regarding the Survey & also for support in completing the survey.

We would like to express our gratitude to Er.Sagar Prasad Pandey(Morang DDC), Er.Susan Baskota (Panchthar DDC) and Er.Yadav Shrestha (Bhojpur DDC) for their kind co-operation which help us in completion of this survey.

Also, we would like to give thanks to Google Drive and Google Sheet which provide us the platform to conduct the survey with such ease.

We would like to express our special gratitude and thanks to all ICT Volunteers of eastern region who contributed their knowledge and helped us to complete this survey.

ABSTRACT

The world has become an advanced information-oriented and technologically robust society in recent years. Most of the people in society are using Facebook, Twitter etc as social media to get connected with other people and also with different firms and offices. So, the most effective way to provide information to the local people by LB's is to post their information on social media. This report is based on the information provided by ICT Volunteers of eastern region at municipality in LGCDP-II. The survey was conducted on the online basis with the help of platform provided by Gdrive which is Google sheet. Basically we conducted survey on uses of different social media to publish events, news, photos of LBs. In this report we have included the social media status of different municipality in eastern region under the guideline provided by LGCDP-II, RCU(Biratnagar). This report will be very helpful for the future level ICT planning and implementation.

TABLE OF CONTENTS

Acknowledgement	i
Abstract	ii
Table of Contents	iii
List of Tables	iv
List of Figures	v
1. INTRODUCTION	1
1.1 Background	1
1.2 Objectives	1
2. Social Media	2
2.1 Facebook.....	2
2.1.1 LBs using Facebook Page.....	2
2.1.2 Activities Posted on Facebook Page	3
2.1.3 Number of Likes to FB Page	4
2.1.4 Public's Response for the Post.....	5
2.2. Youtube	5
2.3 Twitter	6
2.4 Google+.....	6
3. Conclusion	7
REFERENCE	
ANNEX	

List of Tables

Table1: Table showing the name of the municipalities who has FB page.....	2
Table2: Table showing different posts on FB page of different LBs.....	3
Table3: Number of likes to Facebook page with respective Municipalities in descending order....	4
Table4: Table showing LB and Twitter account link.....	6
Table5: Table showing LB and Google+ link.....	6

List of Figures

Figure 1:Pie chart showing the name of the municipalities who has FB Page	2
Figure 2:Pie chart showing the creation of Facebook page before and after arrival of ICTVs	3
Figure 3:Column charts showing the no. of likes to FB Page with respective Municipalities	4
Figure 4:Pie chart showing the average public's response for the post in FB page..	5
Figure 5:Pie chart showing the LBs using Youtube channel	5

1. Introduction

1.1. Background

Within the last decade, we have seen that the tremendous technological advances in the field of Information and Communication Technology (ICT) occurred. One of the major changes that ICT has done is that the most of the people in Nepal are becoming fascinating with Social media. Numbers of Social sites are available such as Twitter, Facebook, Google Plus etc., among which Facebook is more familiar with most of the users.

To provide different services and information to local citizens and also to promote e-Governance system, the municipalities in eastern region has now started their Facebook page as well as other social media to publish their notice, events, photos and other related news. Using these type of social media to publish LB's event, news, photos, etc increase the citizen awareness and hence enhance the transparency and responsibility of LB's towards citizen. The Local Bodies (LB's) are those areas where the local citizens directly involved in getting different services provided by them.

1.2 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 municipalities who use social media to publish their activities.
- ii. To list out the municipalities according to response to their social sites by local citizens.
- iii. To study the different aspects of social media through bar diagram.
- iv. To provide easy interface for future ICT planning.

2 Social Media

2.1 Facebook

2.1.1 LBs using Facebook Page

All the Municipalities in eastern region has Facebook page as a social media to publish their activities like Notice, Events, Photos etc. .

The table below shows the name of municipalities in eastern region who has Facebook page or not. Figure 2.1 shows the Pie chart representation of table.

Table 1: Table showing the name of the municipalities who has FB Page

Name of Municipality	FB Page
Dhankuta	Yes
Ilam	Yes
Bhadrapur	Yes
Damak	Yes
Mechinagar	Yes
Biratnagar	Yes
Khandbari	Yes
Siraha	Yes
Lahan	Yes
Itahari	Yes
Dharan	Yes
Inaruwa	Yes
Triyuga	Yes
Rajbiraj	Yes

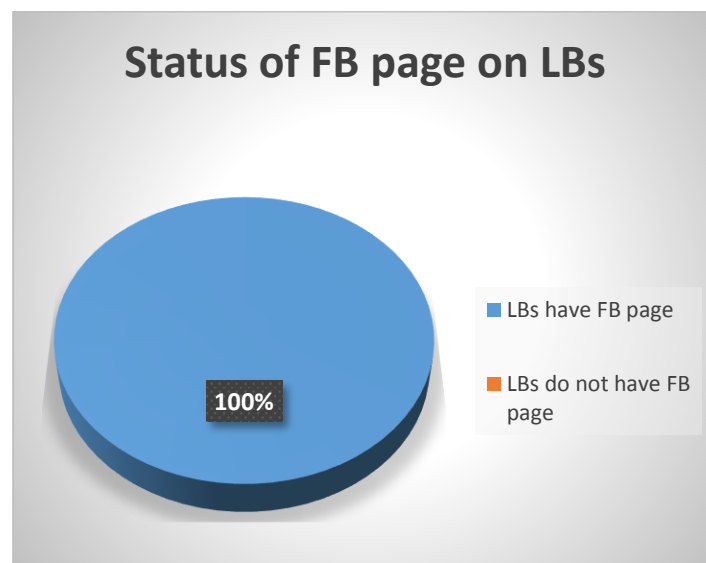


Figure 1: Pie chart showing the name of the municipalities who has FB Page

Looking toward the date of creation of FB page in LBs it looks most of the LBs have their FB page after the arrival of ICTVs.

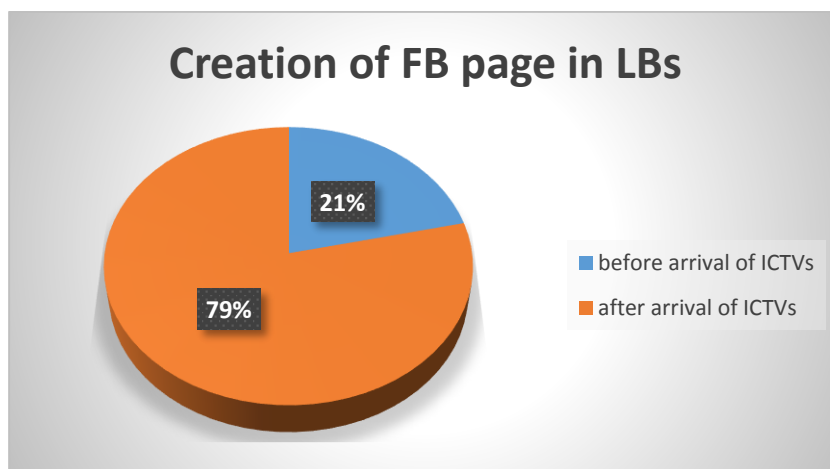


Figure 2: Pie chart showing the creation of Facebook page before and after arrival of ICTVs

2.1.2 Activities Posted on Facebook Page

The following table shows activities posted by different municipalities in eastern region

Table 2: Table showing different posts on FB page of different LBs.

Municipality	Posts on FB page
Dhankuta	Notice, events, Photos, News etc
Ilam	
Bhadrapur	
Lahan	
Itahari	
Mechinagar	
Inaruwa	
Biratnagar	
Khandbari	Notices, Events, News, etc
Damak	notices, events, photos
Siraha	
Dharan	
Triyuga	
Rajbiraj	
	Notices, Events, News, photos, GIS maps etc.

2.1.3 Number of Likes to FB Page

The below table shows the number of likes to facebook page of different municipalities in eastern region in descending order.

Table 3: Number of likes to Facebook page with respective Municipalities in descending order

S.N.	Name of Municipality	No. of likes	Links	Last date of update
1	Itahari	3080	https://www.facebook.com/itaharisubmetropolitancy	9/3/2015
2	Dhankuta	2477	https://www.facebook.com/dhankutamun	15/03/2015
3	Damak	1752	https://www.facebook.com/mundamak	17/03/2015
4	Lahan	1431	https://www.facebook.com/lahanmun	20/03/2015
5	Dharan	1271	https://www.facebook.com/dharanmunicipality	19/03/2015
6	Bhadrapur	820	https://www.facebook.com/bhadrapurmun	18/03/2015
7	Inaruwa	641	https://www.facebook.com/inaruwamun	22/03/2015
8	Rajbiraj	574	https://www.facebook.com/rajbirajmunicipality	23/03/2015
9	Triyuga	564	www.facebook.com/triyugamun	20/3/2015
10	Khadbari	543	https://www.facebook.com/khandbarimun	22/03/2015
11	Siraha	492	https://www.facebook.com/sirahamunicipality	14/02/2015
12	Ilam	460	https://www.facebook.com/municipalityilam	24/03/2015
13	Biratnagar	397	https://www.facebook.com/biratnagarmun	23/03/2015
14	Mechinagar	223	https://www.facebook.com/mechinagarmun	13/3/2015

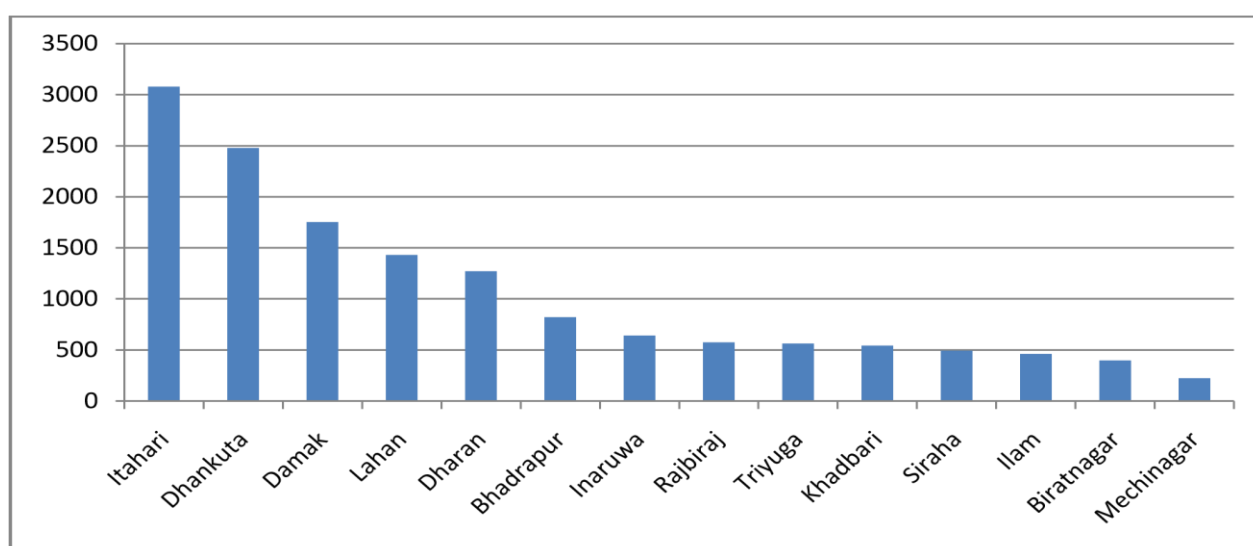


Figure 3: Column charts showing the no. of likes to FB Page with respective Municipalities

2.1.4 Public's Response for the Post

The Pie chart below shows three different average public's responses for the post by LBs.

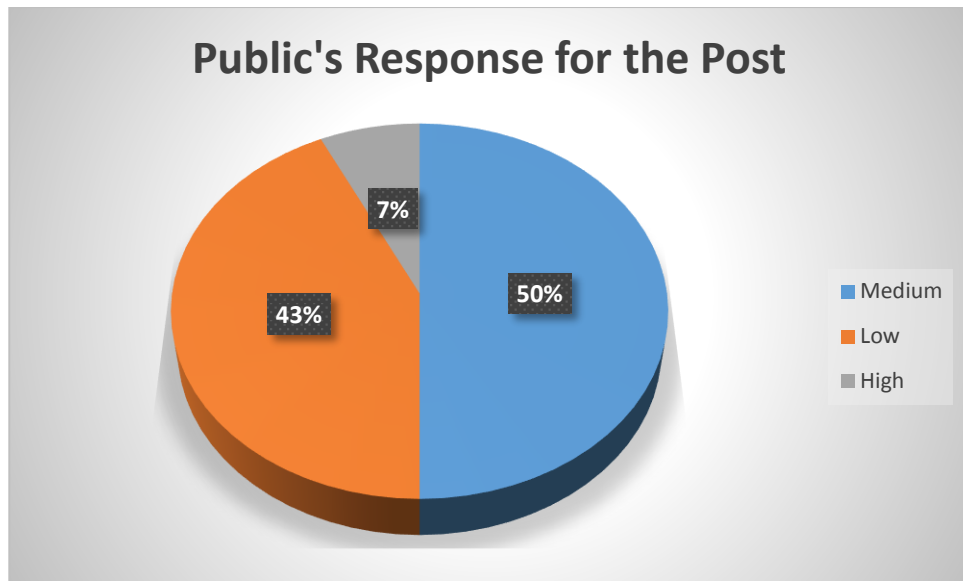


Figure 4: Pie chart showing the average public's response for the post in FB page..

2.2. Youtube

None of the municipalities in eastern region has Youtube channel as social media to publish their activities and none of them have broadcast the activities yet. The pie chart below shows the status of Youtube channel in LBs.

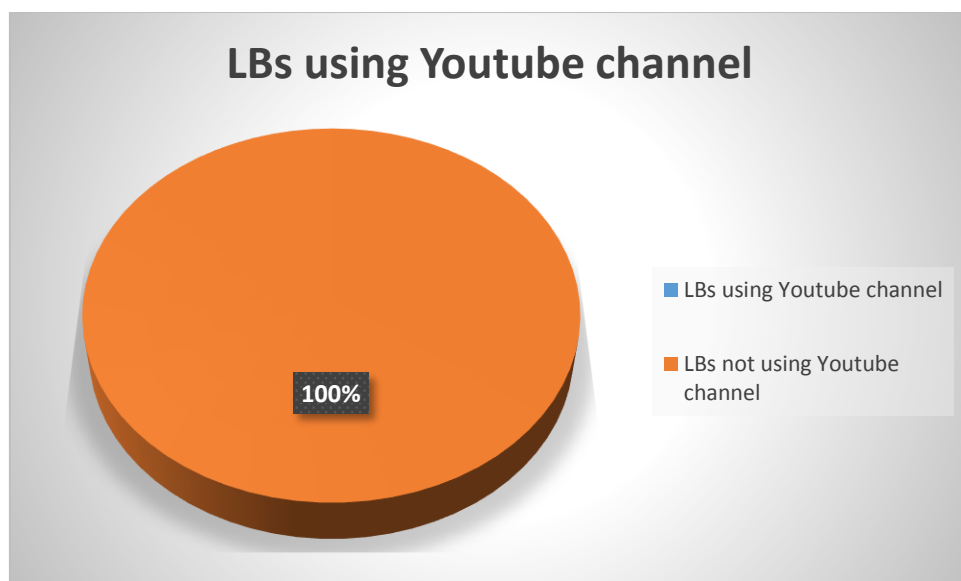


Figure 5: Pie chart showing the LBs using Youtube channel

2.3 Twitter

Biratanagar sub-metropolitan city is using twitter as a social media. Link:

Table 4:Table showing LB and twitter account link

LB	Twitter account link
Biratanagar sub-metropolitan city	https://twitter.com/BiratnagarMun

2.4 Google+

In eastern region only Lahan Municipality uses Google+ account as social media .

Table 5:Table showing LB and Google+ link

LB	Google+ link
Lahan Municipality	https://plus.google.com/u/0/106707974117923722842

3. Conclusion

This report has been created to analyze the status of social media in municipalities in eastern region of Nepal, after the careful survey of every local body with the help of ICT Volunteers serving in the respective LB. In present context, use of social media is increasing day by day. Hence using these media for information flow of any firm or organization is a powerful tool to spread the information. Survey shows that among different existing social media such as Facebook, Twitter, Google+, Youtube etc. Facebook is much used. The reason behind it is its user friendly templates, easy to access and its strong performance and platform. Also from the survey it can be concluded that almost 80 percent LB's FB pages were created after the arrival of ICTVs. Knowing to this matter we can say that there is a shortage of skilled manpower in the LBs. Regular update of news, notices, photos, events etc. on the social media pages leads to the increase of public's response which finally helps to conserves the right of information of the citizens. Hence after the analysis of data collected through online survey, we have come to the conclusion that the use of social media by LBs is most effective way to provide service to public and this is the starting point of e-governance leading to good governance.

REFERENCES

1. Google sheet link : <http://goo.gl/LG3Op0>

ANNEX

Name of ICTVs of eastern region (Municipality)

1	NIRAJ DAHAL	Dhankuta
2	GOKUL GAUTAM	Ilam
3	PRADEEP KAFLE	Bhadrapur
4	SAMEEP CHUDAL	Damak
5	KRITIKA THAPA	Mechinagar
6	SAURAV KUMAR MISHRA	Biratnagar
7	BIKASH OJHA	Khandbari
8	SUMAN THAPA	Siraha
9	ROSHAN GHIMIRE	Lahan
10	BIBEK BHATTARAI	Itahari
11	BIGYAN RAJ SATYAL	Dharan
12	NIRAJ POKHREL	Inaruwa
13	SANTOSH ACHARYA	Triyuga
14	CHANDAN SHAH	Rajbiraj