

Critical Factors affecting Local Government Social Media Use



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Abstract

Background:

- Social media is an effective way for governments to connect and engage with constituents
- Some local governments are better at engagement than others.
- Existing research has explored successful social media use at the local government level through interviews and case studies.
- Quantitative and cross-context studies are scarce.

Our research:

- This study aims to fill this gap by investigating critical factors that influence local governments' social media use.
- A multivariate regression model was applied to examine how population size, education level, and economic development can affect social media.

Results:

- Findings help local governments make better use of social media platforms to connect, engage, and encourage collaboration with their constituents.

Descriptive Statistics Table

Variable	Mean	St. Dev	Min	Max
Population	116,514	322,940.7	9,806	8,379,552
Middle Income	71,374.53	27,551.83	21,947	240,094
Education	0.360	0.158	0.033	0.846
Followers Count	13,280.350	55,185.720	1	1,410,423
Tweet Count	5,900.84	6,524.119	0	59,852

Note: We also included several control variables in our model, such as gender ratio, average age, the number of local government workers, internet use (% of population), etc.

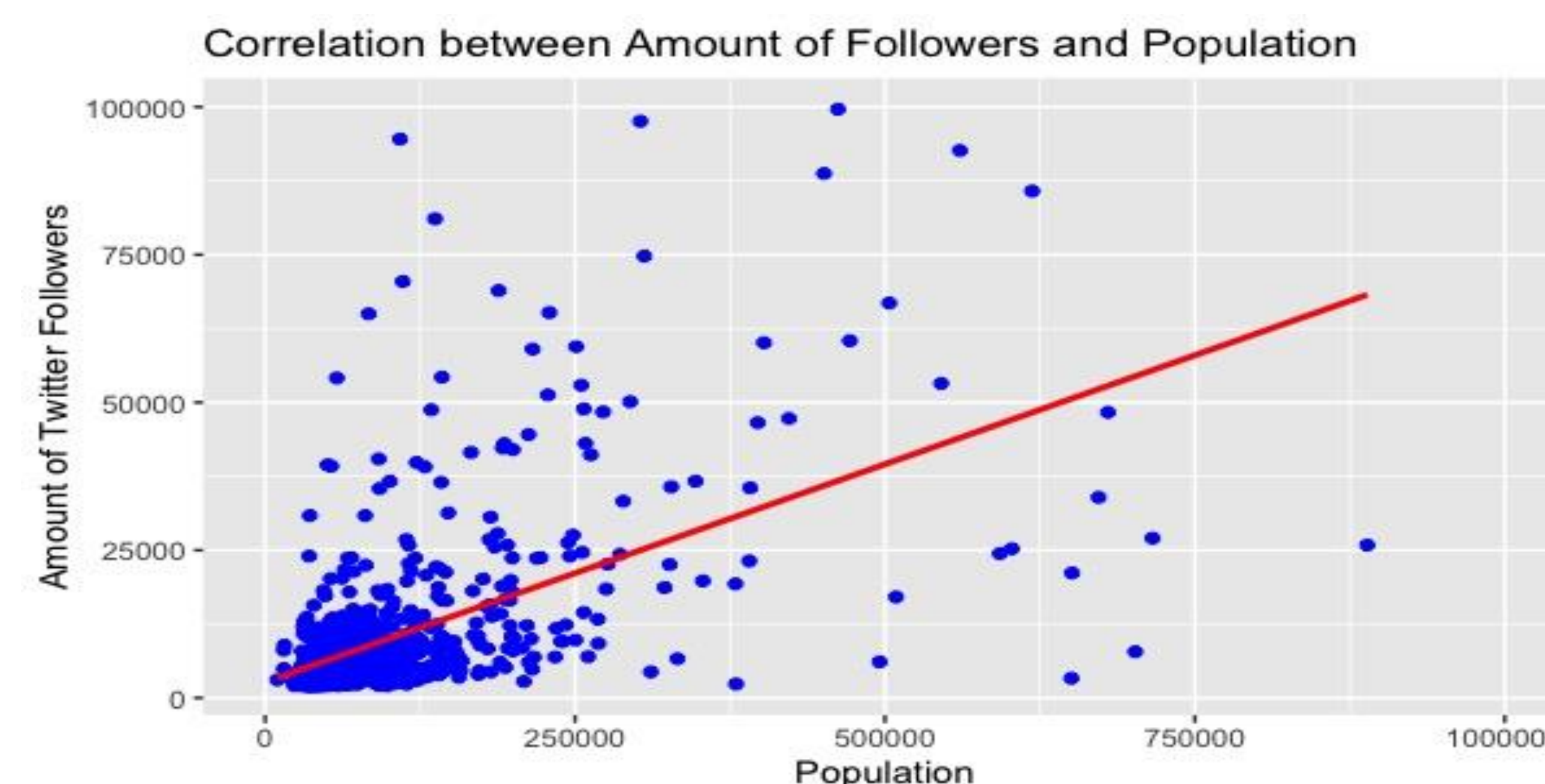
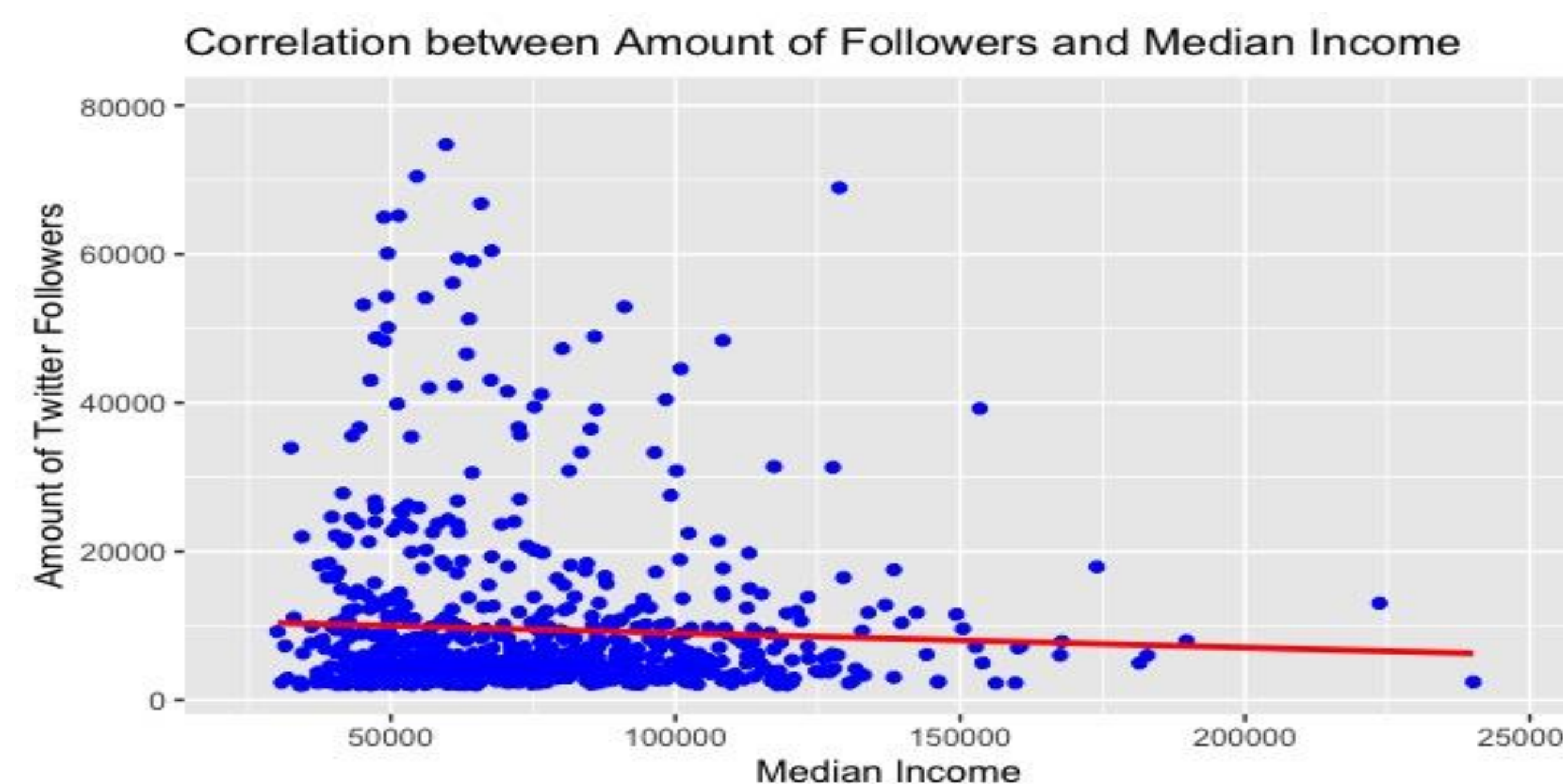
Methods

- The data collection process for this project involved two main sources: U.S. census data and a compilation of social media accounts for over 1,100 cities with a population over 20,000.
- Twitter's developer platform was used to scrape tweets for each city and the data was aggregated into an Excel spreadsheet.
- Multiple regression analysis was used to investigate the relationship between income, population, and the number of tweets for each city.
- The independent variables were income and population while the dependent variable was the follower count.

Results

- Population size has a positive, statistically significant relationship with local government social media usage, showing that a city with a higher population has more social media followers.
 - Median income has a negative, statistically significant, relationship with local government social media usage, showing that cities with a higher median income tend to have fewer social media followers.
- Additional finding:
- Education also had a positive, statistically significant relationship with local government social media usage.

Graphs of Results



Discussion and Conclusion

- Local government social media can be used by those who are economically disadvantaged to gain information.
- A positive correlation between social media use and population may suggest that tax dollars are a factor in the development of social media platforms.
- Government social media development may be motivated by the size of the population.
- Local governments may be motivated to interact more with citizens on social media as it's easily accessible.



References:

Please scan the QR code to access our list of references.

Acknowledgments:

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