

CALL FOR CHAPTERS
Proposal Submission Deadline: April 3, 2014

Social Media and Local Governments: Theory and Practice

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Published by Springer

Public Administration and Information Technology (PAIT) Book Series

Introduction

The social media tools (such as blogs, Twitter, Facebook and YouTube) have begun to be used by the public institutions to improve public services and encourage the cooperation and participation. The social media tools have increasingly become major channels to disseminate information and to establish direct contact with the citizens. It is expected that the social media tools are to boost transparency and accountability in the public sector; to enhance the delivery of public services; to improve policy-making by enabling the public to take part in decision-making processes; to encourage the cross-agency cooperation and co-production among the partners, and to contribute to knowledge management. In this context, the social media tools can contribute to the emergence of citizen-oriented, open, transparent and participatory public administration.

Social media tools can be utilized at central as well as at local level. These tools can provide local governments with opportunities to engage the citizens, to exchange views, to share information and to trigger the debate regarding social and political problems. These platforms may bring about the adaptation of a new conception of local services and the roles of local politicians and their relationship with the citizens. Local governments may take advantage of the different social media tools in different ways in activities aimed at improving the public services and communicating with citizens.

Overall Objectives of the Book

This book aims to advance our theoretical and empirical understanding of the growing use of social media by local governments. In this context, this book project focuses on the relationship between the local governments and social media. This book mainly deals with the change that the social media has caused in the organization, understanding of service provision, performance of local governments and in the relationships between local governments and their partners. Accordingly, this study includes chapters that provide evaluations on basic issues, questions and problems related to the use of social media tools by local governments and case studies. This book project will present a general perspective into the relationship between the social media and local governments, and offer examples analyzing how the social media is used and adopted by local governments. This study thus will contribute to the knowledge regarding the use of social media by local governments.

In this context, the book specifically raises the following questions and issues:

- How does the use of social media affect the organization, functions, performance and relationships with partners of local government?
- How are the social media tools adopted by local governments and local politicians? What are the factors that affect the adoption of social media tools by the local governments and the elected?

- What are the possible barriers to using and adoption of social media tools by local governments and local politicians?
- What are the benefits and risks of using the social media by the local governments?
- What types of social media tools do the local governments and the local elected make use of? How are the social media tools used by the local governments? What do they aim at in their use?
- Does the use of social media tools make any contribution to the improvement of public services, to the participation of public and to the strengthening of local democracy?
- Do the social media tools transform the local politics and local leadership?
- Can the efficiency of the use of social media tools in local governments be measured? How?
- How are the social media tools used in local elections?

Recommended topics include, but are not limited to, the following:

- An overview of the relationship between the local governments and social media
- Social media framework for local governments
- Social media policy for local governments
- Benefits and risks of using the social media tools by local governments
- Adoption of social media by local governments
- Barriers to using and adoption of social media tools by local governments
- Social media and local governments' personnel management
- Human resources of local government and social media
- Legal issues in local government use of social media
- Social media training for staff and councilors
- Impact of social media on the performance of local governments
- Social media and local leadership
- Local democracy and use of social media by local governments
- Use of social media in local elections/campaigns
- Use of social media tools by local politicians
- Local governments, social movements, protests and social media
- Local public services and social media
- Local government use of social media and tourism/place branding
- Use of social media in emergency events by local governments.

Target Audience

The possible audience for this book includes graduate students, academicians, and researchers, in several disciplines and fields, such as information and communication technology, public administration, political science, communication studies and public policy as well as politicians and practitioners in policy formulation and implementation process. The book intends to serve as a valuable asset for academics in their research and teaching. Moreover, this edited book can aid administrators of local governments and local politicians in order to strengthen their image in the eyes of the public. Politicians, public officials and research centers on social media and local government around the world can use the insights from the book to guide their decisions.

Submission Procedure:

Researchers and practitioners are invited to submit on or before *April 3, 2014*, a 1-2 page manuscript proposal clearly explaining the mission and concerns of the proposed chapter, including theoretical background of the work, methodology (if appropriate) and indication of outcomes. Authors of accepted proposals will be notified by *April 20, 2014* about the status of their proposals. Full chapters should be submitted by *August 20, 2014*. All submitted chapters will be reviewed on a double-blind review basis.

Publisher

This book is scheduled to be published by *Springer*. This publication is anticipated to be released in 2015.

Important Dates

April 3, 2014:	Proposal Submission Deadline
April 20, 2014:	Notification of Acceptance
August 20, 2014:	Full Chapter Submission
October 5, 2014:	Review Results Returned
November 10, 2014:	Final Chapter Submission

Inquiries and submissions can be forwarded electronically (Word document) or by mail to:

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