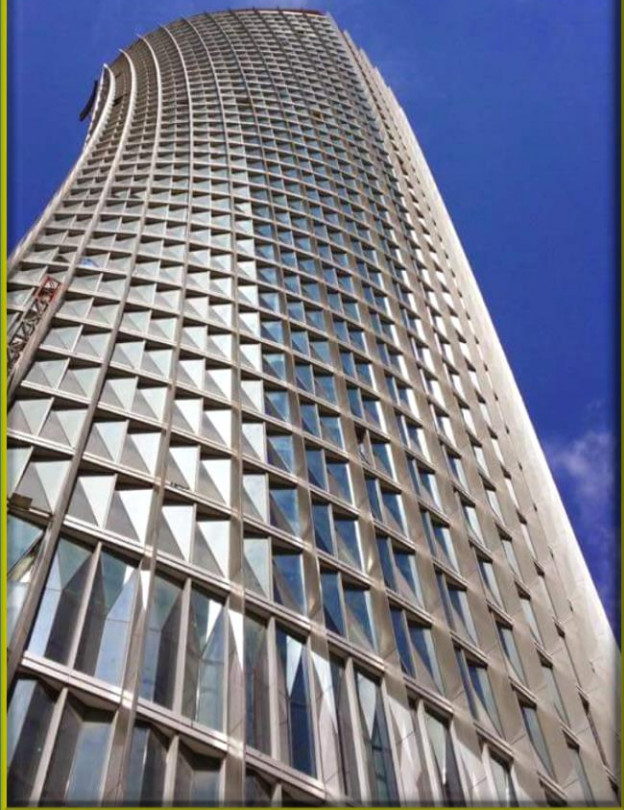




NEGARAKU



PERANAN DAN PENGARUH MEDIA SOSIAL – JKR WAY

*Selangkah Sederap Dengan
Kepimpinan Negara*

Bahagian Komunikasi Korporat,
Cawangan Dasar dan Pengurusan Korporat,
JKR Malaysia



SOCIAL MEDIA HAS OPENED UP GOVERNMENT AND POLITICS

Thursday February 28th, 2013 | Blog



21 Nov 2010

The internet is driving change in every part of our lives. It is a giant, ever-changing repository of information that anyone with a connection can access, enabling instant communication between individuals and groups across nations and continents. And **it is unleashing creativity and collaboration in ways that have never before been possible.**

In the new world of social media it's a case of adapting or being left behind. That means people and organisations in positions of power must approach social media with an open mind. It also means the rakyat must be forward-looking in seizing the opportunities it provides – and the Government has a responsibility to help them to do so.

Last month, the release of a global study revealed that **Malaysians are the heaviest users of social networks worldwide and have the most social network friends on average.** Considering our modest population size, and that broadband penetration in the country is still growing, our readiness to embrace social media and build our online social network **reflects a high degree of acceptance among connected Malaysians towards others.**

Should we be content with this recognition? It is a good achievement for us, but I believe we have the ability to transform it into a greater one.

AN ONLINE JOURNEY WITH NAJIB RAZAK



Prime Minister Najib Razak is among the most engaging government leaders on social media. With a following exceeding 1 million each on Facebook and Twitter, join Najib Razak in 2013 on the next steps of his online journey



1Malaysia.com.my goes online
1Malaysia.com.my and blog



Najib Razak on Facebook
facebook.com/NajibRazak

2008

SEP



First tweet
@NajibRazak

OCT



First YouTube video posted
youtube.com/user/NajibRazak,

2009

JAN



First contest on 1Malaysia website
produced this winning photo
1Malaysia.com.my

NOV



PM ONLINE JOURNEY



Tea gathering

For the first time, online followers were invited to a tea party at Seri Perdana



Criticised Israeli attack on humanitarian convoy

Najib Razak reinforced on Twitter his statement condemning the assault by the Israeli army on the aid flotilla carrying Malaysian citizens



Mari Berjumpa Mari Berhubung

Online followers got a chance to meet Najib Razak in several small personal gatherings across the country



Najib Razak on Google+

2010

JAN



Responding to the church attacks

Najib Razak used Twitter to condemn the arson attacks on several churches around Kuala Lumpur

MAR

JUN



Cat lover

Najib Razak posted a photo of his new kittens and received over 500 name suggestions

2011

JAN

MBMB



First #TanyaNajib session

Took questions on Twitter. #TanyaNajib trended worldwide

MAR



Roundtable launched

A new citizen engagement platform on his website, to engage with people on specific policy areas

JUN

2012

JAN



Ah Jib Gor on Facebook

facebook.com/ahjibgor



APR

PM ONLINE JOURNEY

Najib Razak on Google+
[plus.google.com/Najib Razak](https://plus.google.com/NajibRazak)



1,000,000 Twitter Followers

A milestone on Twitter, making Najib Razak one of the most popular heads of government in the world on Twitter



Najib Razak on Instagram

http://instagram.com/najib_razak



2,000,000 Twitter Followers



JAN

APR

MAY

OCT

NOV

DEC

2013

FEB

DEC

2014

MAY



1,000,000 Facebook Likes



"Twiplomacy" with global figures



#TanyaNajib Bajet 2013

Took live questions from social media about the National Budget. The Google Hangout session drew over 100,000 views



2,000,000 Facebook Likes

MEDIA SOCIAL TRENDS



OUR PLATFORMS



Facebook adalah **platform utama JKR** untuk menyiarkan berita, membuat promosi perkhidmatan yang telah dilaksanakan, perancangan dan bahan-bahan edukatif untuk meningkatkan **imej dan persepsi** rakyat kepada JKR.



Youtube digunakan sebagai Repositori bagi video-video yang dihasilkan. Link kepada video-video ini beserta maklumat mengenai matlamat dan tujuan video dihasilkan di kongsikan di Facebook, Twitter dan Blog JKR.



Twitter adalah platform popular bagi YAB PM dan Menteri-menteri kabinet. YBM Kerja Raya adalah yang paling aktif dan berpengaruh di Twitter Malaysia. DS KPKR dan TKPKR (Infra) juga menggunakannya dengan meluas. Ia untuk segera maklumkan aktiviti dan pandangan bagi menguasai persepsi semasa.



Ini adalah platform yang amat digemari oleh generasi-generasi muda sekarang dan golongan artis. Setakat ini JKR kurang berkesan di sini. Menteri yang paling berpengaruh di sini adalah YB Brig Gen Khairi Jamaluddin.



Ini adalah platform terbaru JKR sebagai Blog Rasmi. Setakat ini ia dikhususkan untuk muatnaik 'Expert Materials', iaitu; yang mendalam dari segi kupasan teknikal sebagai satu wadah untuk menarik golongan-golongan intelek dan profesional.

Lajakan Dalam Promosi

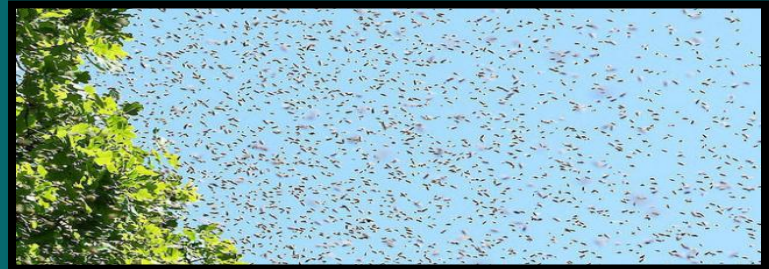
Tipping Point

In his best-selling book, *The Tipping Point*, Malcolm Gladwell has popularized the concept of social epidemics, the social changes brought about by sudden changes in human behavior caused by products or ideas that disseminate and spread like infectious diseases and shape history. “If we understand the way in which social epidemics, such as crime waves and fashion fads, reach critical mass – what epidemiologists call the *tipping point* – we can shape history...”¹

The term “tipping point” refers to the moment of critical mass, the threshold, the

Buzz Psychology

Eg:
Lando



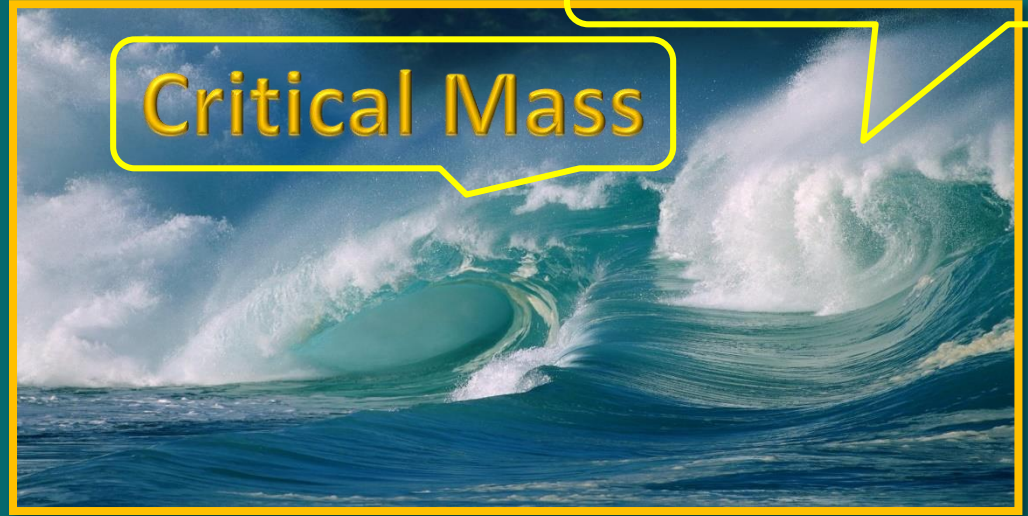
Like a swarm of bees - unstoppable

Mengekalkan Lajakan

Momentum

Tipping Point

Critical Mass



Promosi

Promosi

Promosi



Got wave, will surf. No wave no game

Pengiktirafan Terhadap Usaha JKR

13 APRIL 2015

Dato' Adanan

KSN praised JKR in KSKP mtg today for being among those very active in social media. Syabas Ir Razali & team.

4:42 PM

15 Jul 2017

[15/07, 12:26 p.m.] Dato' Sri Ir. Dr. Roslan Md Taha KPKR:

As salam dan Selamat Tengah Hari. Semasa penutupan Pemukiman Perkhidmatan Awam PPA2 tadi, **YAB PM mention JKR dan KKR kementerian yg sangat aktif dlm sosial media**. Syabas semua.

Beliau sarankan kita sekurang2nya boleh RT, Like atau komen ringkas. Keep it Up semua. Juga teruskan KPI2 kita termasuk semua Pengarah/JD turun padang selesaikan masalah di peringkat masing2 & **tingkatkan touchpoint spt RKB, Sek Daif & projek2 infra**. Feel Good Factor must be there.

18 Jul 2017

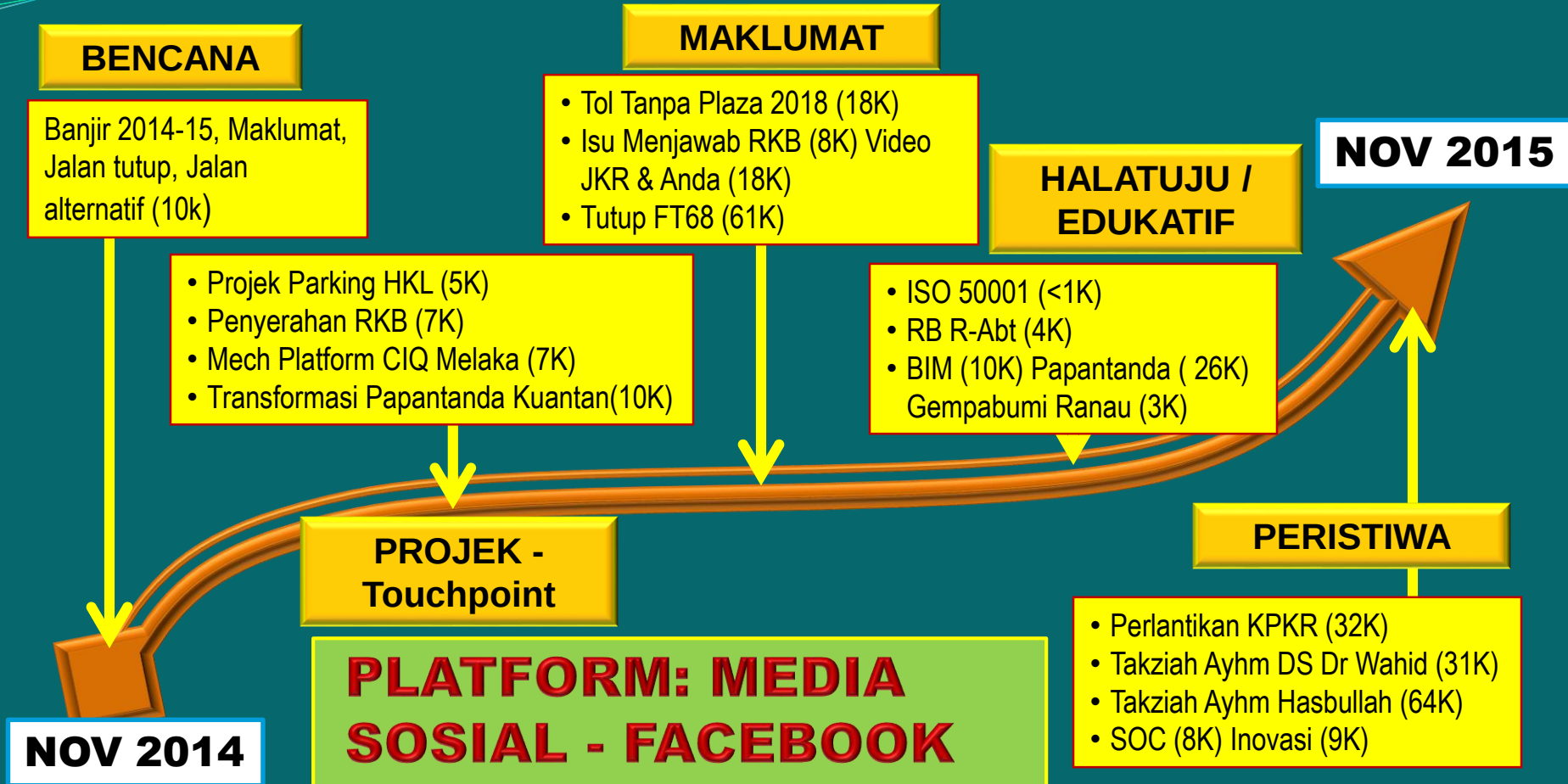
[18/07/2017, 7:50 a.m.] Dato' Sri Ir. Dr. Roslan Md Taha KPKR:

Semalam JKR dipuji lagi sbg **Jab yg terbaik guna media sosial dan share activities kpd orang ramai**. Continue all these good initiatives esp during the next 3-6 mths.

Pendekatan Menggunakan Media Sosial



PERJALANAN PROMOSI FACEBOOK



JKR Promosi Waves

Info Rakyat

Pembukaan
FT04 Grik-Jeli
5/1/15 -83.3K

Info Rakyat

Banjir 2014-
15,
Maklumat,
Jalan tutup,
Jalan
alternative,
10K+

Touch point

Takziah ktgn JKR
Mati Kemalangan
27/3/15 -13K

Feel Good

Video JKR dan
Anda
17/4/15 -18.9K

Info JKR

Perlanlantikan
Datuk Adanan
sebagai KPKR
30/6/15 -32.2K

Info Rakyat

Laluan Alternatif
Musim Perayaan
11/7/15 -33.9K

MaklumatPapantanda
25/9/15 26K

Touch point

Parkir HKL
9/3/15 -5.7K

Touch point

Rumah Kekal
Banjir
12/4/15 -7K

Feel Good

Transformasi
Papan Tanda
Kuantan
23/4/15 -10.3K

Edukatif

Critical Mass
2015

TIPPING
POINT 2015

2014

- Pasca Banjir <3K,
- majority <1K

2015

JKR Promosi Waves

Info Rakyat

Touch Point

YB MKR istihar
'zero potholes'
15/2/16 –
32.3K

Info Rakyat

Infografik 15
Saluran Aduan:
26/2/16 –
23.7K

Touch point

Video Projek Pusat
Permata Autisme
02/4/16 - 3K

Info JKR

Kenyataan Media
Isu turap jalan
7/4/16 -45.2K

Bantuan Rakyat

Mohon bantuan
darah O -ve
5/5/15 - 23.9K

Info JKR

Artikel
warga di
Majalah
Sains
13/5/16-
24.1K

Info Rakyat

Panduan R-Abt
12/7/16 -222K

Edukatif

Geoteknik: Kerosakan
tipikal apron
26/7/16 – 19.2K

Laluan Alternatif elak
kesesakan
9/9/16 - 85.4K

Edukatif

Geoteknik:
Pembaikan
17/10/16 – 85K

Larangan Penjawat
Awat terbabit Demo
16/11/16 – 42.1K

Info Rakyat

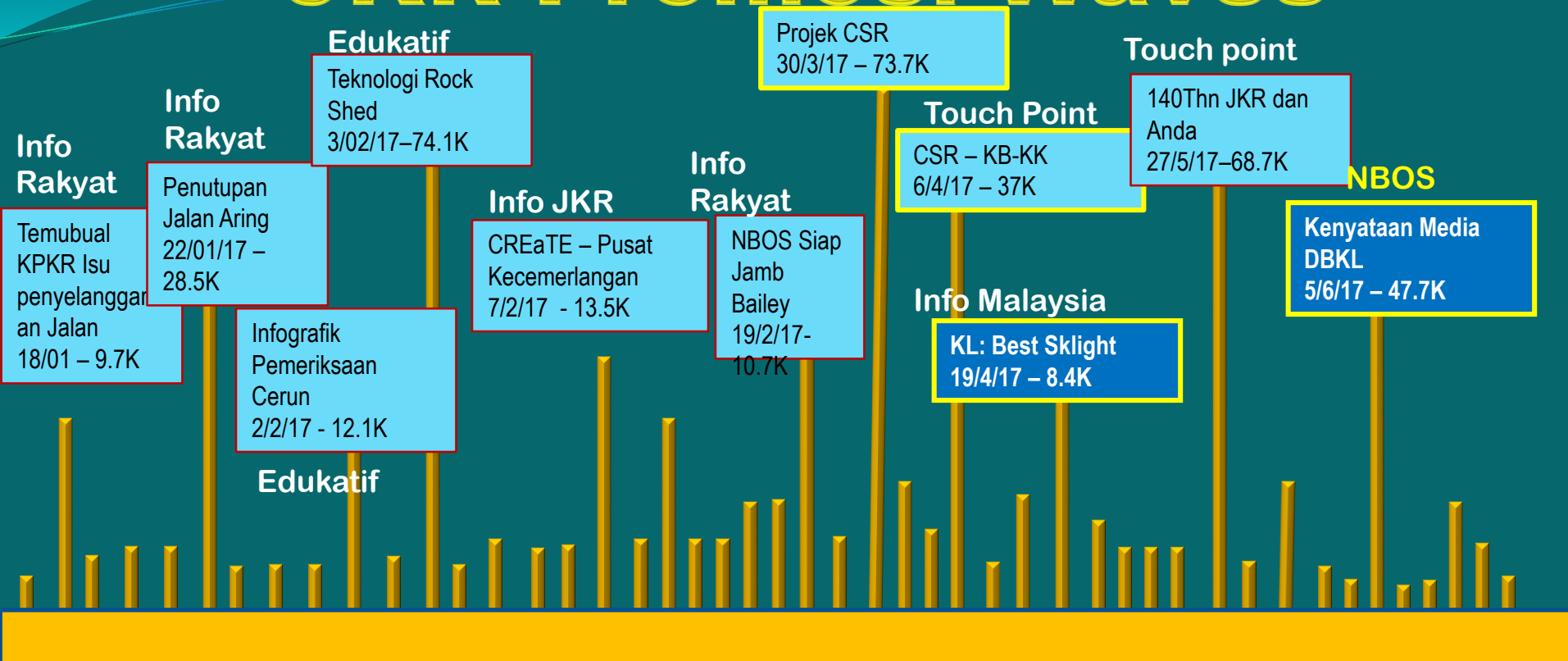
Key

Best performing
Promosi

2016

- Berita perasmian MKR 7/12/16 – 8.9K
- Keberangkatan Pulang YDP 12/12/16 – 7.1K
- Keistimewaan RB MKR 19/12/16 – 22.6K

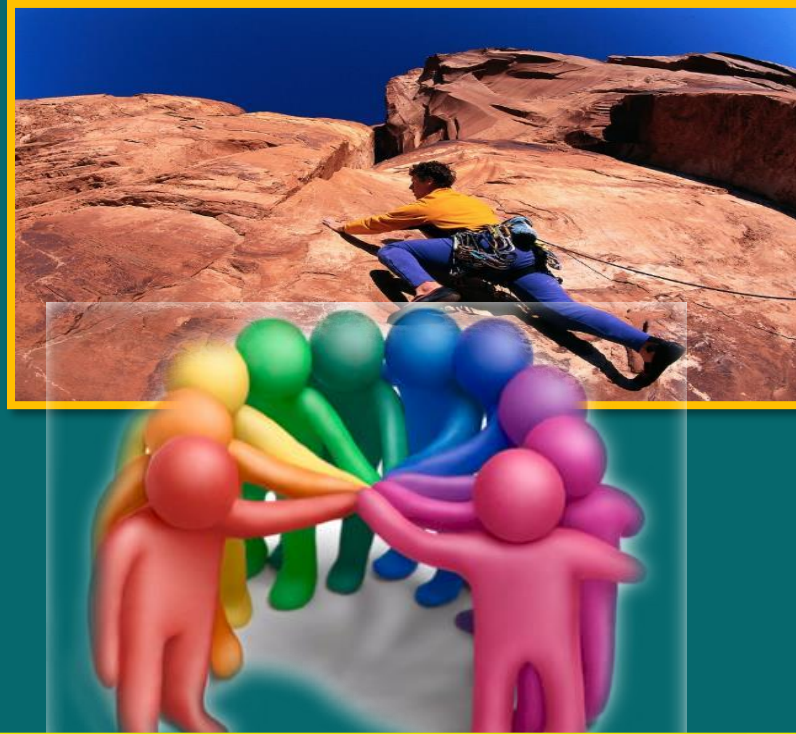
JKR Promosi Waves



2017

- Kaedah Pembaikan Pothole 6/6/17 – 70.4K
- Expert: CCC Vs CPC 10/06/17 – 47.1K
- Video Rawang By-Pass 4/7/17 – 52.8K

CABARAN PROMOSI



Resipi
Kegagalan



**PROMOSI adalah USAHA BERPASUKAN –
PASSION dan OWNERSHIP penggerakannya**

PERANCANGAN PELAKSANAAN PROMOSI

**Tindakan in-
House BKK**

**Bersama JK
Mempromosi
JKR HQ**

**Penglibatan
Negeri dan
Daerah**

**Kerjasama
dengan
Swasta**

**Melangkau
Sempadan ke
arena
antarabangsa**



FASA 1

FASA 2

FASA 3

FASA 4

FASA 5

2015

2016

2017

2018

2019

JK MEMPROMOSI JKR, HQ



Media Perdana

Konvensyenal

Selepas
Mesra Rakyat



Rakan JKR

Belum dilancarkan

Konsep JKR =
Rakan Rakyat



Saluran Media Sosial



Flipbook adalah media baru yang sedang dikaji untuk kongsi detik dan pengalaman, bahan-bahan promosi serta dokumen

PERJALANAN PROMOSI TAHAP 1

Latihan



Bahan Promosi
oleh Cawangan

Siaran Ikut
Strategi oleh BKK

Sharing oleh
Negeri / Daerah /
KKR

Bimbingan

PERJALANAN PROMOSI TAHAP 2

Latihan



JKR Negeri tubuhkan
JK Mempromosi

Siaran mengikut
Strategi JK
Mempromosi
Negeri

Sharing oleh
Daerah / HQ

Bimbingan

PERJALANAN PROMOSI TAHAP 3

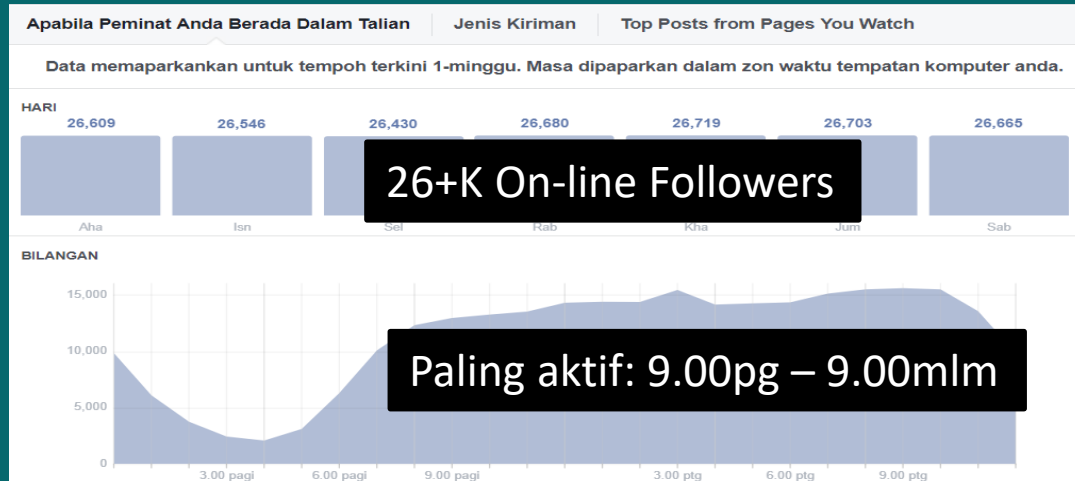
TULAR
SEMUA MEDIA

SWASTA

JKR
HQ

JKR NEGERI /
DAERAH

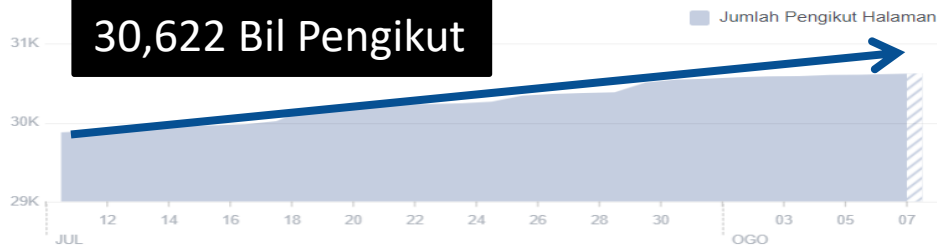
Pencapaian di Facebook



Twitter

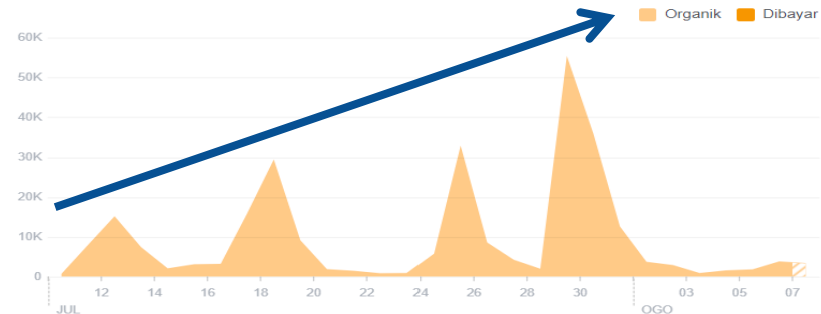


Jumlah Pengikut Halaman seperti Hari ini: 30,622



Capaian Kiriman

Bilangan orang menyiarkan anda dihidangkan kepada.





TERIMA KASIH

Di sediakan oleh Bahagian Komunikasi Korporat
Cawangan Dasar dan Pengurusan Korporat
JKR Malaysia