Social networks, which have almost become part of our daily lives, have established new communication structures and behaviors in society. While citizens and businesses have already extensively used social networks for years, governments continuously increase their interest in the new communication technologies. Sites such as Facebook, Twitter, and LinkedIn provide a mechanism for individuals to come together based on a variety of factors such as existing friendships, common interests, or work. People have discovered how the use of social networks can facilitate communication and the exchange/sharing of thoughts and ideas. Governments have also discovered the potential for these sites to aid in government information sharing and outreach. The Social Media and Social Networking and Government Minitrack tackles social media and networks relating to e-government which may include the use of social media and networks by any level of government, the implementation challenges, trust and privacy issues, different patterns and trends of social networks, information sharing, information overload, and mobile social networking.

The second paper, Application of Web 2.0 Technologies in e-Government: A United Kingdom Case Study, by Uthayasankar Sivarajah, Zahir Irani and Stephen Jones, presented a theoretical model that is underpinned by information systems (IS) evaluation criteria and impact factors to aid the effective application of Web 2.0 technologies amongst local government authorities (LGAs). The model was tested through an in-depth case study in a UK LGA to investigate Web 2.0 evaluation criteria and impact factors in both a practical setting and from an internal organizational perspective.

The third paper, My name is Khan: the use of Twitter in the campaign for 2013 Pakistan General Election, by Saifuddin Ahmed and Marko Skoric, focuses on the first Twitter campaign by Pakistani political parties to mobilize, inform and engage voters during the elections. A content analysis of tweets (n =10140) from top four parties was conducted to reveal significant differences in their usage patterns.

We thank the authors for submitting their work to make this Minitrack engaging. We hope you enjoy the papers and their presentations at the conference.