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# **Social media as a tool for Smart City marketing: possible future implications for regional development.**

**Network Conference of Spa-ce.net  
“From Smart Cities to Smart Regions in Central,  
Eastern and South Eastern Europe”**

**22<sup>nd</sup>-23<sup>rd</sup> November 2018, Bratislava, Slovakia**

# Initial thoughts

## Paradigm shift in the spatial planning after millenium:

- **acceleration** of the spatial development has generated many positive as well as negative effects
- **fragile spatial and societal structures** have been exposed to **huge pressure** originated either from international markets, unfavorable demographic prognosis, environmental hazards or another sources of risk (Finka et al. 2018).
- spatial planning faces the problem of increasingly **higher uncertainty of the framework conditions** of spatial development  
crisis of „trust and authenticity“
- increasing level of the social system complexity, progress of science and technology, social changes, geopolitical situation etc., caused changes in spatial planning theories and practise as well as the role of spatial planner in the planning processes (Hajduk 2018)

# Initial thoughts

## Paradigm shift in the spatial planning after millenium

- shifting from „fullfilling the complexity and hierarchy“ to „**ability to deliver uniqness and specificity**“.
- arising on the **interface** of various and manifold **contexts** (visual, symbolic, narrative, historical, political) etc.
- common role of the professionals (planners, architects) and users is to **redefine the legibility of the place and its meaning/sense**.
- **place** is becoming a pattern in the „language“ of people (Ch.Alexander) and **generates specific metatext** in the minds of people.
- in city/regional marketing – inhabitants/cizizens/stakeholders are key co-authors and key target group in precisising the USP (unique selling proposing) of the city/region

# Place Attachment

- profiled **city/place identity** and strong ties of **Place Attachment** are of utter importance for **social cohesion** within the territory (Kearns and Forrest 2000).
- **territorial aspect** is crucial dimension in the **concept of social identity (Turner, Tajfel 1979)** and sense of belonging.
- **Place Attachment** saturates many **psychological needs**: the need for security, the need for self-realisation, the need for belonging and structuring the outer environment.
- Highly profiled SMART city identity and strong ties of Place Attachment are of utter importance for social cohesion within the territory and territorial aspect is crucial dimension in the concept of social identity and sense of belonging.
- Place Attachment and City/Regional Identity build not only by architecture/visual style but is also based on **shared values, communication patterns and sense of togetherness!**

# Essentials of SMART City concepts:

SMART City/Region is no longer perceived as mere highly advanced technological power, but the **semiotic connotation of this label is nowadays leaning more toward the soft factors.**

SMART cities/regions need **rather divergent than convergent creativity (Jaššo, Hajduk 2018)**, „the creativity of being able to synthesize, to connect, to gauge impacts across different spheres of life, to see holistically... We need skills of the broker“ (Laundry, Bianchini)

Main feature of any SMART solution in urban milieu is the networking and connectivity (Castells, in Barth 2017)

"Regional competitiveness, transport and ICT economics, natural resources, **human and social capital**, quality of life, and **participation of citizens in the governance of cities.**" (Giffinger et al. 2007)

"A city can be defined as 'smart' when investments in **human and social capital** and traditional (transport) and modern (ICT) communication infrastructure fuel sustainable development and a high quality of life, with a wise management of natural resources, through **participatory action and engagement.**" (Caragliu and Nijkamp 2009).

# SMART City marketing communication:

a) **close connection** to target audience (mainly inhabitants). Issues related to the city are might bear **high emotional burden** and might be highly sensitive for many actors.

b) **immense variability of target groups** (enterprise bodies, citizens initiatives, gastronomy, tourism). It is necessary to harmonize the interests of the rather external (investors, tourists, media) and rather internal (citizens, local entrepreneurs, youngsters) audience.

c) **mutual information exchange** and willingness to communicate among the participants of the process. If the particular segments of target audience are not communicating together, the effective communication of the city is almost impossible.

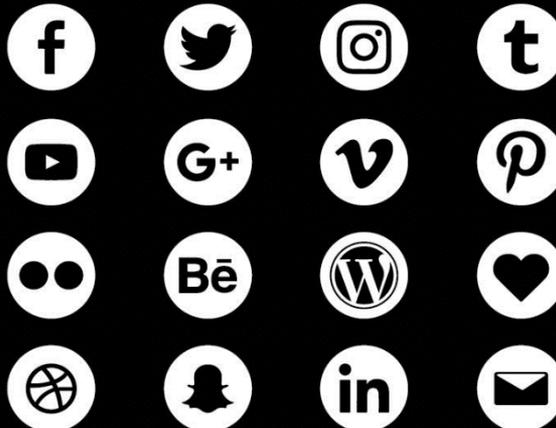
d) we have to bear in mind that many steps in **city marketing** and external communication **are not reversible** (unlike in the commercial business marketing) and might influence the future identity of the city for many decades.

# E-participation, E-government

- Internet tools that have been developing since the early 1990s have possibilities to become tools for participatory processes and have been used in different forms for the last 25 years
- Advent of social media have brought more tools that are able to provide services for participation and communication with no time nor space barriers – Web 2.0

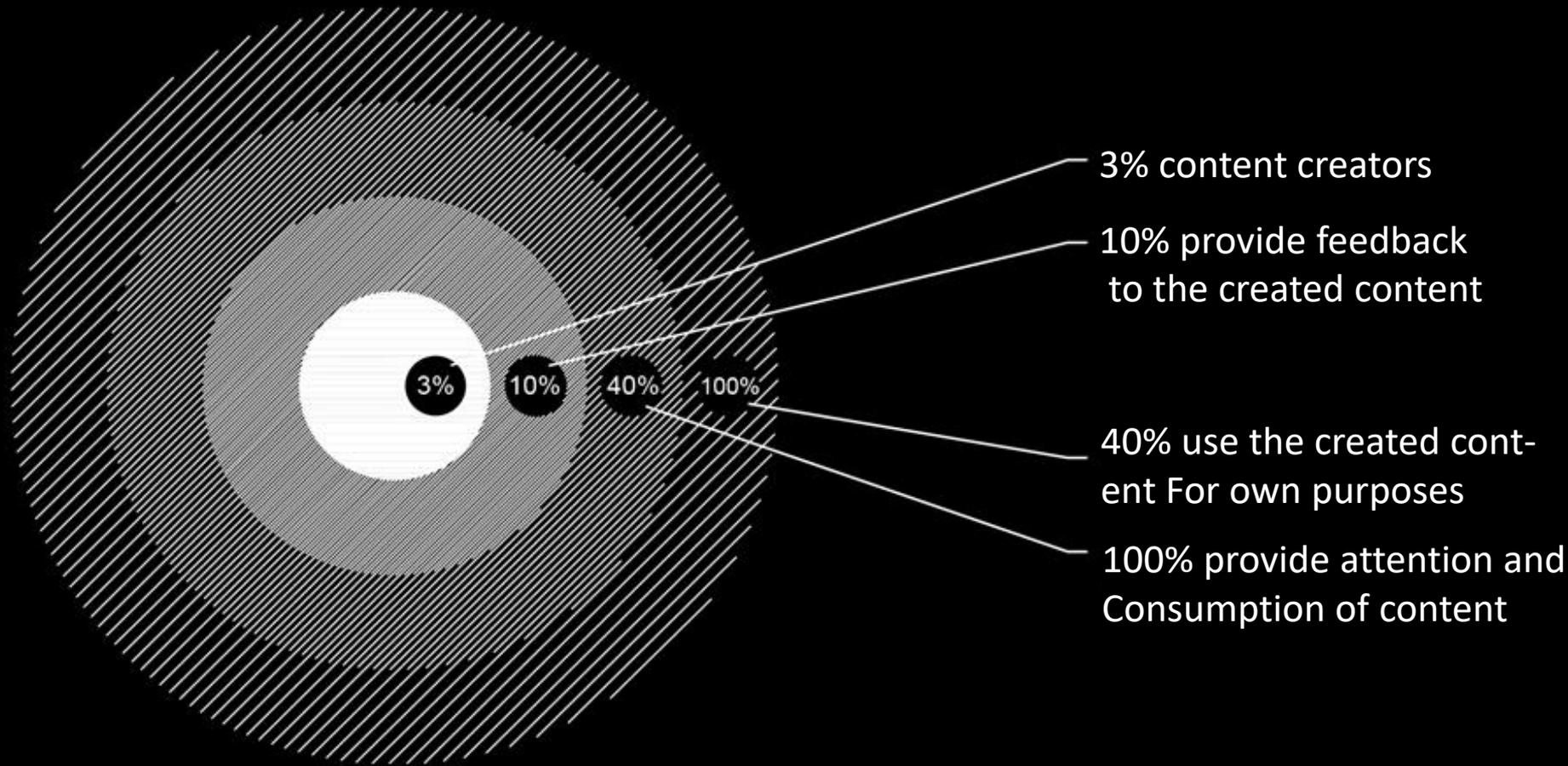
**Expressive social media:**

**Collaborative social media:**



# Types and roles of the social media users

4 types of internet users by their engagement(Osimo,2008):



# Types and roles of the social media users

- Categorization of age and literacy of the Internet and digital technologies users (Gasser, 2010):

## **Digital Settlers:**

Generation Y born between 1977 and 1994  
Capable of adapting rapidly to new technologies, but with the experience of the age before the Internet

## **Digital Imigrants:**

Adoption of new technologies at a later stage of life  
Less adaptable, using proven and well known tools

## **Digital Natives:**

Generation Z born between 1995 and 2012  
Born into the digital era, Internet tools are a natural part of their lives

# Personalization of politics, crowdsourcing

## Crowdsourcing:

The idea of crowdsourcing is based on the assumption that all actors together abound greater knowledge as an individual, even if the expert in your field

"Strategies for the use of social capital have the potential to improve the quality of spatial planning outputs, increase the possibility of positive adoption and subsequent implementation, and to use the involved actors to control their functioning, and also give citizens the power to exert pressure to assume responsibility for their failure or misconduct,,

(Linders, 2012)

- „The use of social capital and citizens' involvement has the potential to increase transparency and contribute to the democratization of planning processes, as well as increasing confidence among citizens and the system“

(Nash, 2009)

# Benefits of the usage of social media in participatory planning processes

	Zdroj:
To support of the use of existing participatory tools and processes	<b>To serve as a multidirectional communication tool, to gain feedback</b>
<b>To make the services provided to citizens more efficient</b>	To save financial costs and time
To increase public awareness, accessibility of information	<b>To use social capital, crowdsourcing, outsourcing</b>
<b>To increase the openness of planning processes</b>	To strengthen mutual relations, trust, strengthen the sense of community, increase cooperation
To increase transparency and to reduce corruption	<b>As a tool for building and strengthening urban identity, branding, etc.</b>
<b>To eliminate time and space barriers</b>	

# Limits of the usage of social media in participatory planning processes

<b>Identifikované nástrahy a limity:</b>	<b>Zdroj:</b>
Restricted access to social media tools and the Internet	<b>Information noise</b>
<b>Limited user abilities, lack of previous experience</b>	Destructive user Behavior
Organizational and legal challenges	<b>Loss of control</b>
<b>Limited capacity and knowledge to implement social media into participatory processes</b>	Handling by involved groups
Insufficiently developed participatory culture	<b>The commercial character of social media</b>

# CASE STUDY - FACEBOOK

Case study on the use of social media by the Bratislava Municipality and the former Mayor of Bratislava Ivo Nesrovnal:

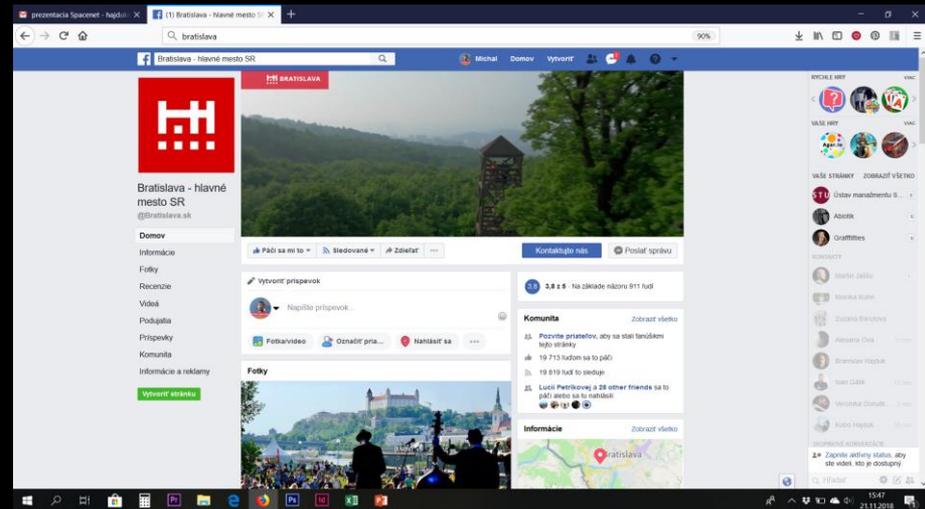
Data collection from public Facebook profiles:

“Bratislava – hlavné mesto SR” - 1.1.2017 to 1.7.2017

“Ivo Nesrovnal pre Bratislavu“ - 1.1.2018 to 1.7.2018

Bratislava – hlavné mesto SR: 18 599 followers

Ivo Nesrovnal pre Bratislavu: 15 232 followers



# CASE STUDY - FACEBOOK

## 1. City infrastructure:

- a/ public spaces
- b/ greenery, nature
- c/ traffic, public transportation, cyclists
- d/ visual smog, graffiti
- e/ safety
- f/ waste management

## 2. Announcements

- a/ warnings, limitations
- b/ danger

## 3. Events, happenings, tourism

- a/ history
- b/ sport
- c/ culture
- d/ other events

## 4. Activities of municipality

- a/ small urban improvements
- b/ large urban improvements
- c/ funding, budget, finances
- d/ planning, strategies
- e/ activities of city council
- d/ housing

## 5. Participation

- a/ participation with citizens

## 6. volunteerism

- a/ organized by the municipality
- b/ organized by activists and other groups

## 7. entertainment

- a/ competitions
- b/ entertainment

# CASE STUDY - FACEBOOK

**Engagement of the citizens was expressed by the number of:**

1. Likes (and similar emoticons)
2. Shares of the posts
3. Comments

**Content of the comments was divided to 3 categories as:**

1. Questions to the municipality/mayor
2. Questions answered by municipality/mayor
3. Comments and opinions about the post

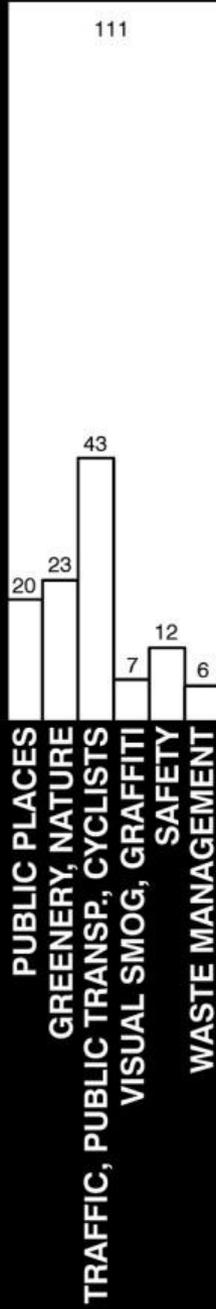
**The attitude expressed in the comment section by the public was categorized as:**

1. Positive
2. Negative
3. Neutral

# CASE STUDY - FACEBOOK

Bratislava – hlavné mesto SR

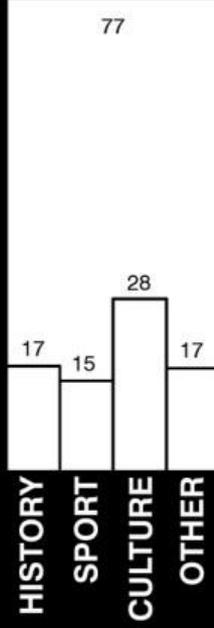
## CITY INFRASTRUCTURE



## ANNOUNCEMENTS



## EVENTS HAPPENINGS TOURISM



## ACTIVITIES OF MUNICIPALITY



## PARTICIPATION



## VOLUNTEERISM



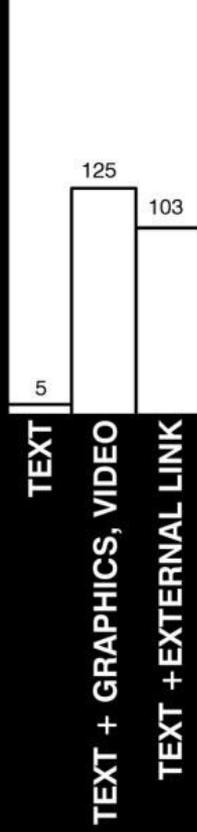
## ENTERTAINMENT



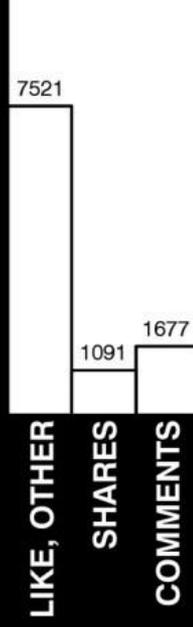
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Bratislava – hlavné mesto SR

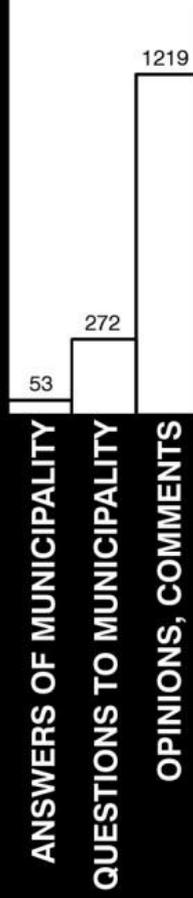
TYPE OF COMMUNICATION



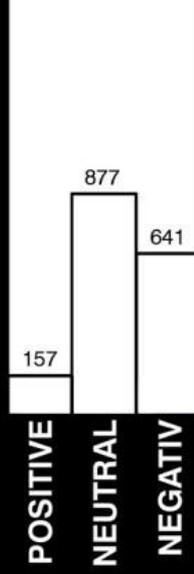
ENGAGEMENT



CONTENT OF COMMENTS



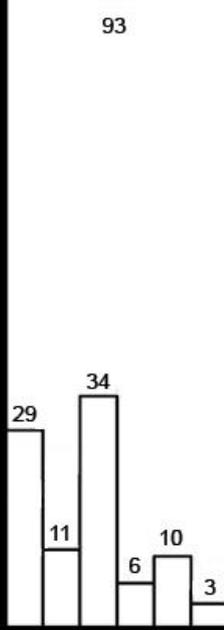
ATTITUDE OF COMMENTS



# CASE STUDY - FACEBOOK

Ivo Nesrovnal pre Bratislavu

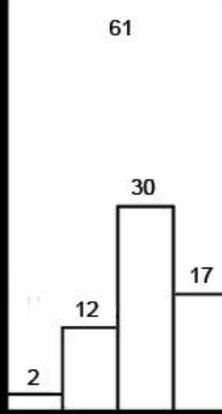
## CITY INFRASTRUCTURE



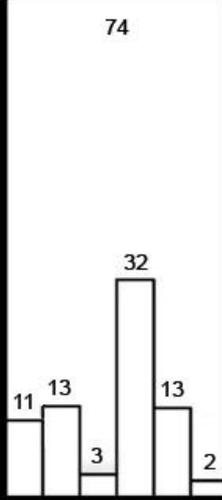
## ANNOUNCEMENTS



## EVENTS HAPPENINGS TOURISM



## ACTIVITIES OF MUNICIPALITY



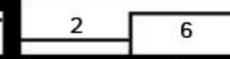
## PARTICIPATION WITH CITIZENS



## VOLUNTEERISM



## ENTERTAINMENT



PUBLIC PLACES  
GREENERY, NATURE  
TRAFFIC, PUBLIC TRANSP., CYCLISTS  
VISUAL SMOG, GRAFFITI  
SAFETY  
WASTE MANAGEMENT

WARNINGS, LIMITATIONS  
DANGER

HISTORY  
SPORT  
CULTURE  
OTHER

SMALL URBAN IMPROVEMENTS  
LARGE URBAN IMPROVEMENTS  
FUNDING, BUDGET  
PLANNING, STRATEGIES  
ACTIVITIES OF CITY COUNCIL  
HOUSING

PARTICIPATION WITH CITIZENS

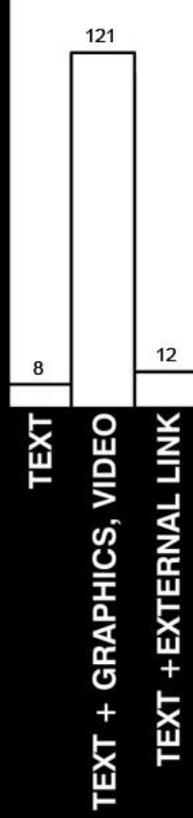
ORGANISED BY MUNICIPALITY  
ORGANISED BY ACTIVISTS

COMPETITIONS  
ENTERTAINMENT

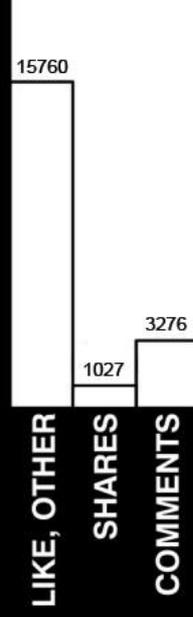
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Ivo Nesrovnal pre Bratislavu

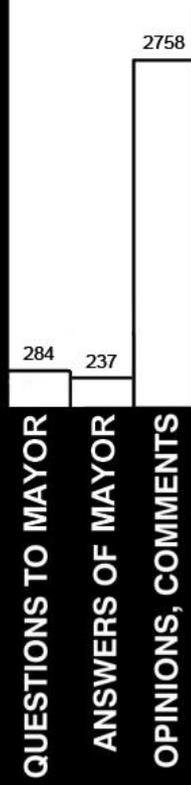
TYPE OF COMMUNICATION



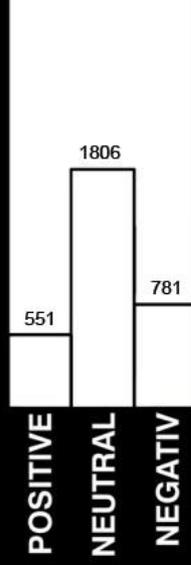
ENGAGEMENT



CONTENT OF COMMENTS

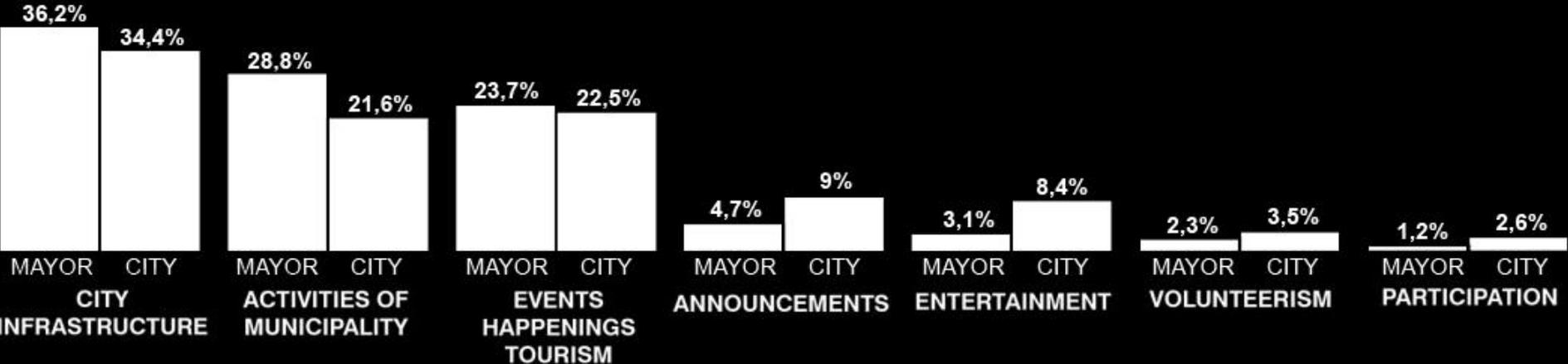


ATTITUDE OF COMMENTS



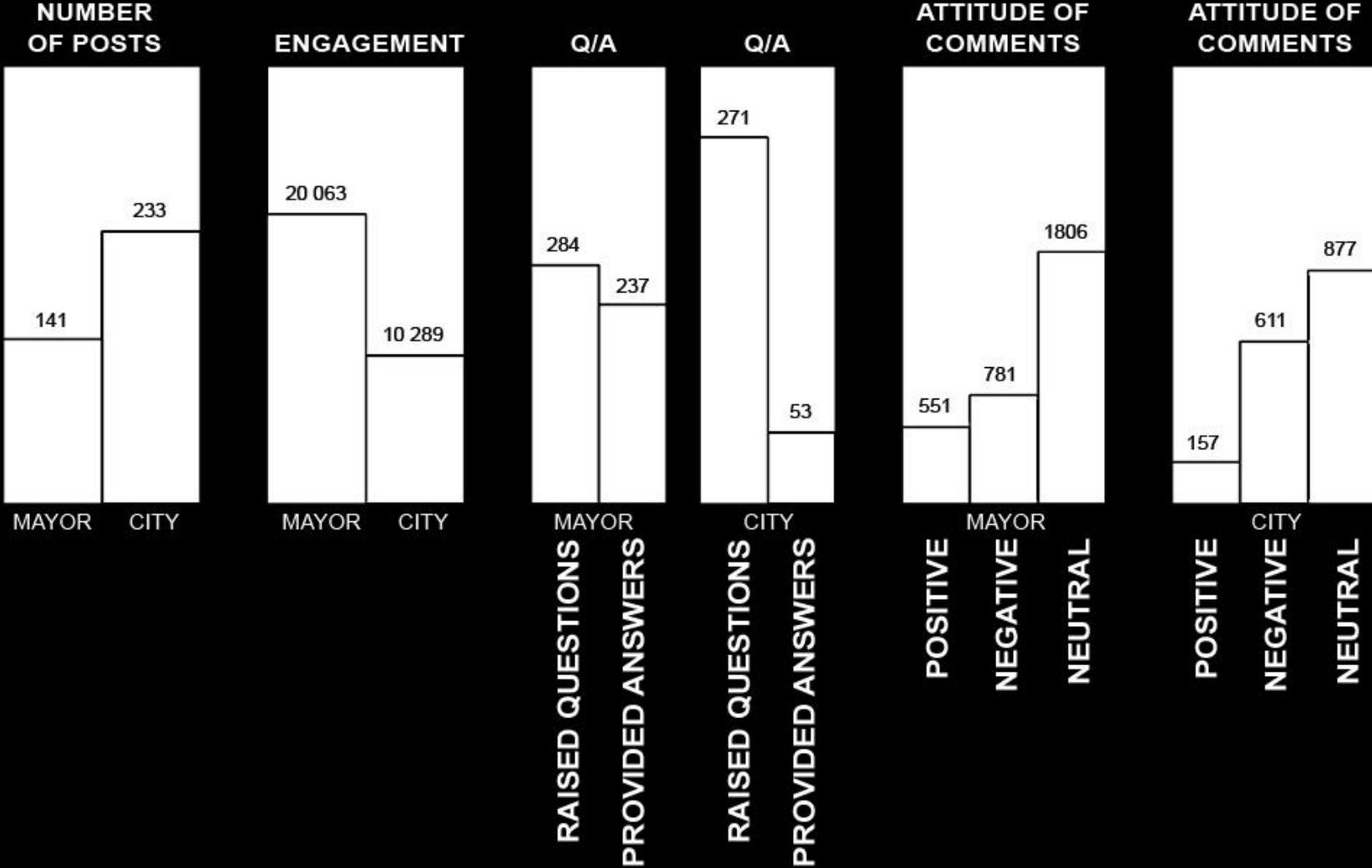
# CASE STUDY - FACEBOOK

Comparison:



# CASE STUDY - FACEBOOK

Comparison:



# Implications for regional development:

- identification process and Place Attachment is in regional scale modified/less structured
- regional scale requires cooperation of more than 2 actors (role of networking)
- to connect and provide communication for local stakeholders on the regional level: Democratization of decisionmaking, oversight of funding, corruption etc. by the interested actors
- Inclusion of all actors in the region, strengthening relationship
- Formulating common visions and goals – achieving common strategy
- Communicating common interests with the regional government, providing common feedback
- Monitoring of the region (tourism, agriculture, problems, threats etc.)
- Unified presentation of the region (shared identity, branding, tourism strategy etc.)
- Creation of local cell in the larger networks of regions under common platform/online system