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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”**

22nd-23rd 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 precising 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.

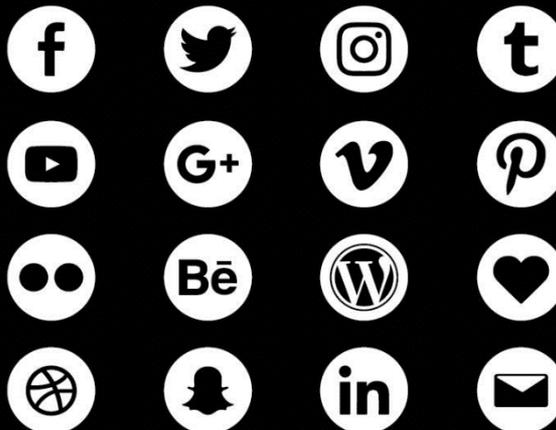
d) we have to bear in mind that many steps in **city marketing** and external communication **are not reversible** (unlike in the commercial business marketing) and might influence the future identity of the city for many decades.

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

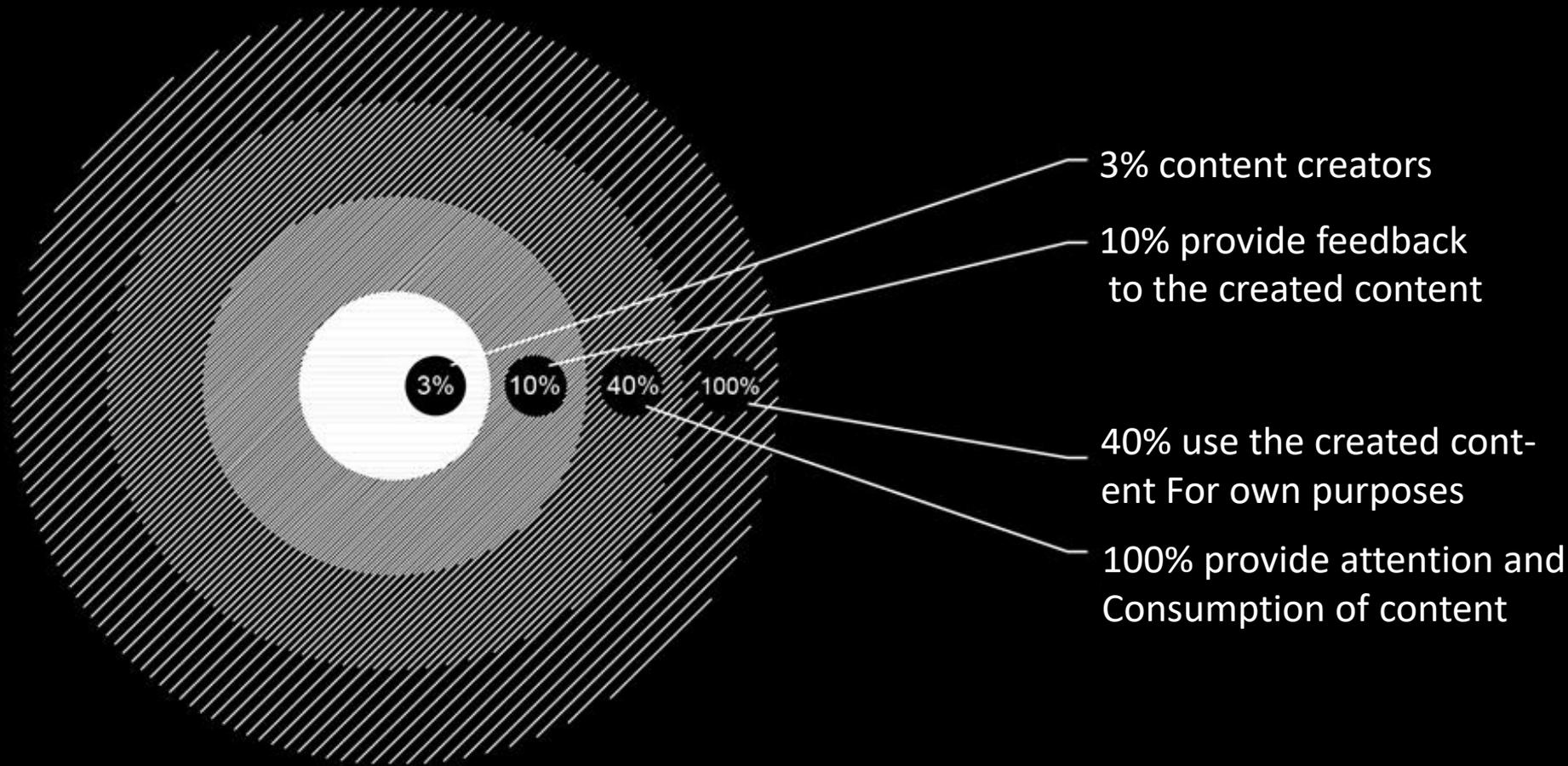
Expressive social media:

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

Limits of the usage of social media in participatory planning processes

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

CASE STUDY - FACEBOOK

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

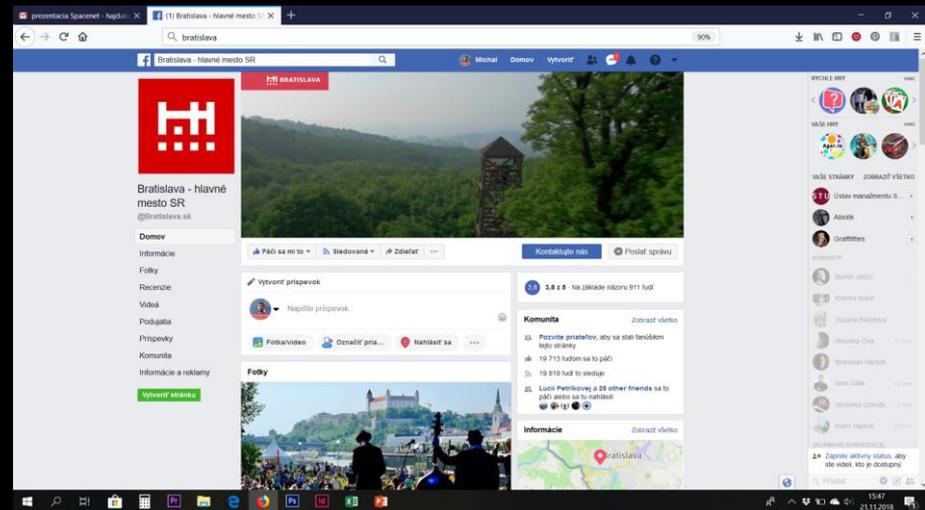
Data collection from public Facebook profiles:

“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

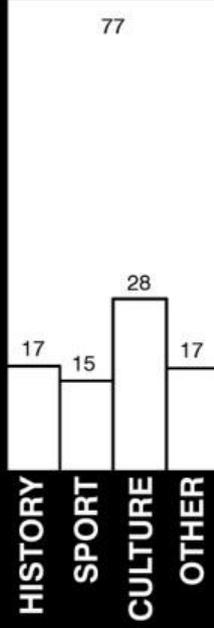
CITY INFRASTRUCTURE



ANNOUNCEMENTS



EVENTS HAPPENINGS TOURISM



ACTIVITIES OF MUNICIPALITY



PARTICIPATION



VOLUNTEERISM



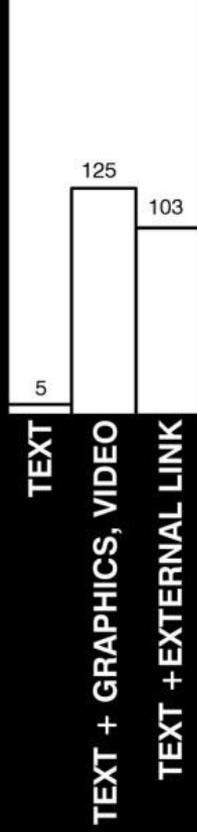
ENTERTAINMENT



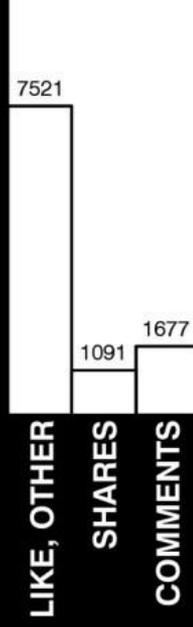
CASE STUDY - FACEBOOK

Bratislava – hlavné mesto SR

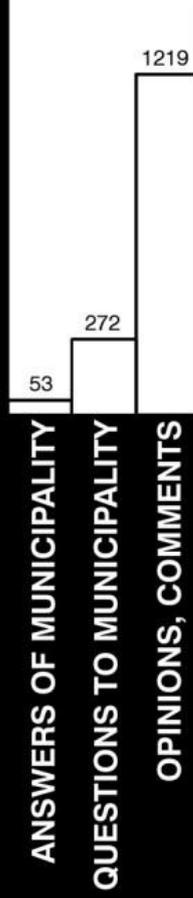
TYPE OF COMMUNICATION



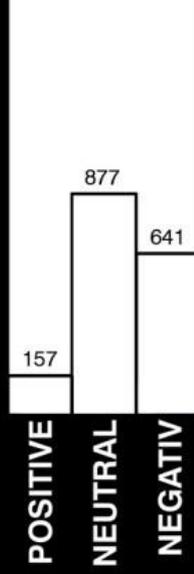
ENGAGEMENT



CONTENT OF COMMENTS



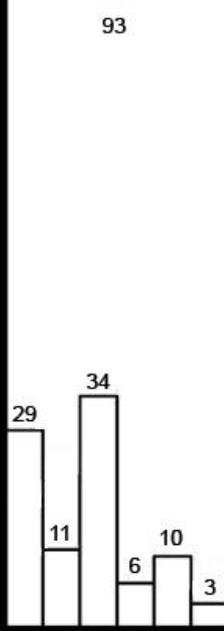
ATTITUDE OF COMMENTS



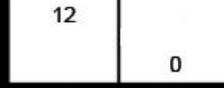
CASE STUDY - FACEBOOK

Ivo Nesrovnal pre Bratislavu

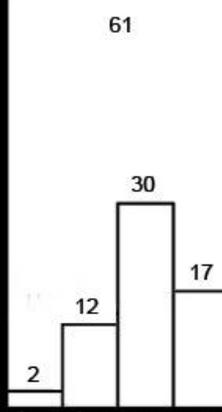
CITY INFRASTRUCTURE



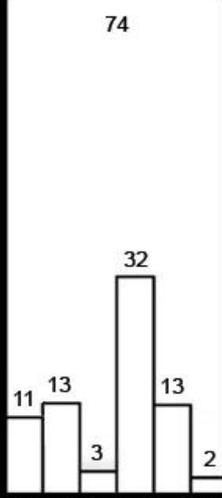
ANNOUNCEMENTS



EVENTS HAPPENINGS TOURISM



ACTIVITIES OF MUNICIPALITY



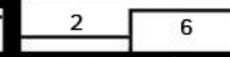
PARTICIPATION WITH CITIZENS



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

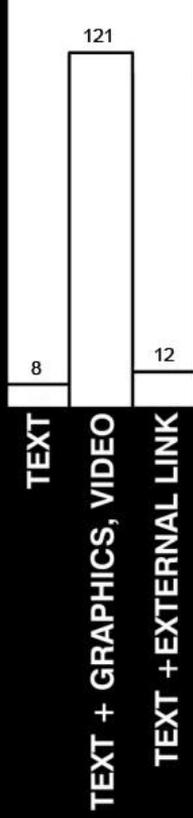
ORGANISED BY MUNICIPALITY
ORGANISED BY ACTIVISTS

COMPETITIONS
ENTERTAINMENT

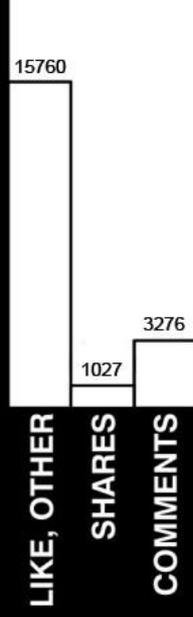
CASE STUDY - FACEBOOK

Ivo Nesrovnal pre Bratislavu

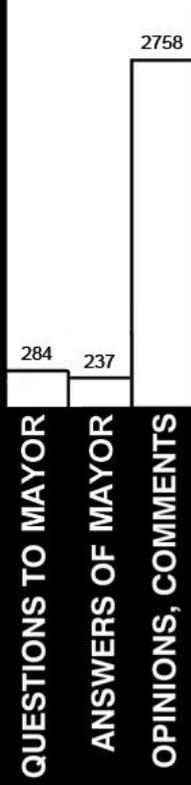
TYPE OF COMMUNICATION



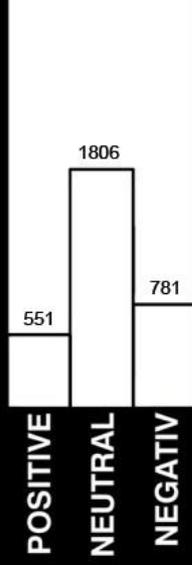
ENGAGEMENT



CONTENT OF COMMENTS

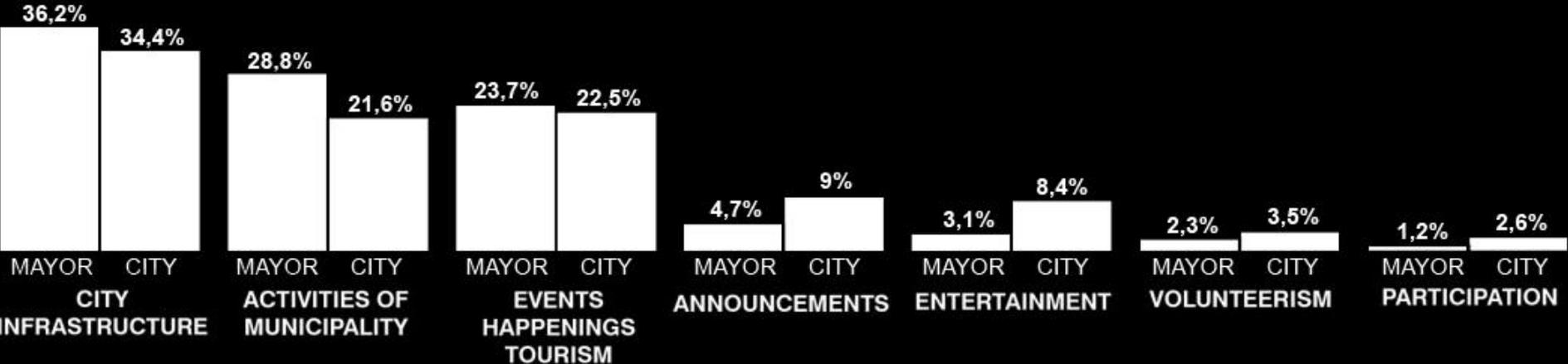


ATTITUDE OF COMMENTS



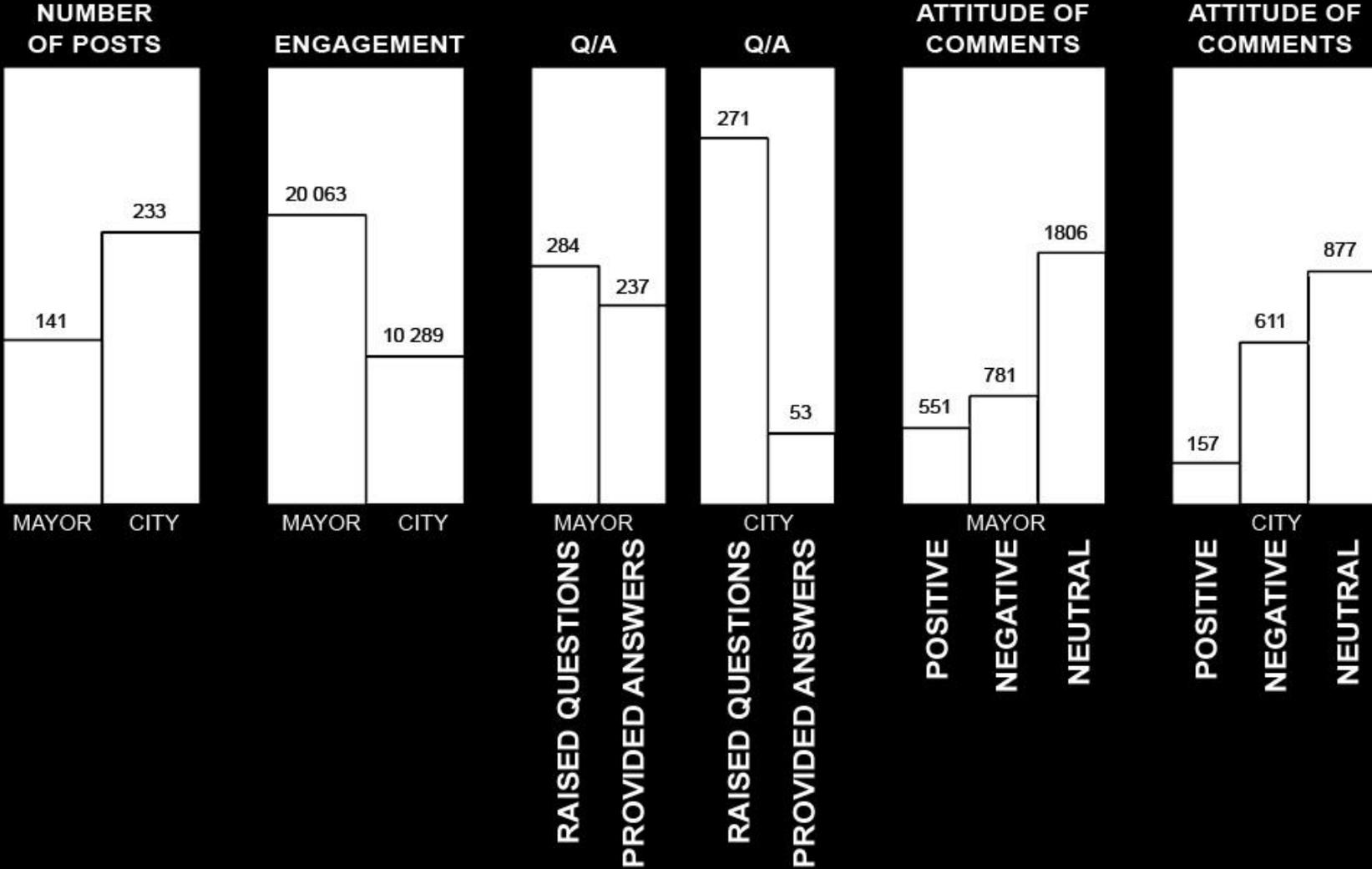
CASE STUDY - FACEBOOK

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