PULSE NB

OBJECTIVES

1) CREATE A COMPREHENSIVE PICTURE OF WHAT INDIVIDUALS ARE SAYING ABOUT NB IN SOCIAL MEDIA (I.E. DATA GATHERING) WITHIN THE FOLLOWING AREAS:

• ECONOMY
• QUALITY OF LIFE
• FISCAL PRESSURES
(SUSTAINABILITY)



GNB Strategy Map 2013 – 2014

Align department

performance to

GNB Strategy

Providing quality services to support a prosperous, fair and just society for New Brunswick.

VISION 2015

A stronger economy and an enhanced quality of life, while living within our means.

Citizens "Stimulate creation "More people "Provide access to "Provide value for my tax dollars" of quality jobs" working" necessary programs and services" **Financial** Foster private sector Focus funding Achieve sustainable business growth on priorities budget Improve workforce readiness Internal Prioritize, optimize **Processes** and improve processes Drive economic Deliver innovative development efforts programs and services **Enablers People Readiness Information Readiness** Performance Excellence Culture

NB PUBLIC SERVICE VALUES: COMPETENCE - IMPARTIALITY - INTEGRITY - RESPECT - SERVICE

Access relevant,

timely and quality

information

Align leadership

talent to drive execution

of GNB Strategy

OBJECTIVES

2) IDENTIFY THE WHY?

QUALITATIVE RESEARCH: INTERVIEWS

ONCE WE IDENTIFY WHAT IS BEING DISCUSSED IN THE DIGITAL SPHERE.

OBJECTIVES

3) CREATION OF DOCUMENTARY

KNOWLEDGE MOBILIZATION
AND
ADVOCACY

HYPOTHESIS

WE ARE FRAMING OUR SOCIETAL
CHALLENGES IN TOO SIMPLE OF A
MANNER, WHICH RESULTS IN SOLUTIONS
THAT DO NOT EFFECTIVELY ADDRESS THE
TRUE MULTI FACETED, MULTI LAYERED,
MULTI DIMENSIONAL ASPECT OF ALL THE
ISSUES THAT WE FACE IN OUR PROVINCE.

METHODS

PHASE 1
COMPLETION: DECEMBER 2014

SOCIAL MEDIA DATA GATHERING DURING 2014 NB PROVINCIAL ELECTION

1A - IDENTIFY HOT TOPIC ISSUE

- 1B ANALYZE DATA:
- 1) QUANTITATIVE ANALYSIS
- 2) QUALITATIVE ANALYSIS

METHODS

PHASE 2 COMPLETION: FEBRUARY 2014

INTERVIEWS WITH ENGAGED MEMBERS IN SOCIAL MEDIA

CONTACTS PULLED FROM DATA FROM PHASE 1

1) QUALITATIVE ANALYSIS

METHODS

PHASE 3
COMPLETION: JANUARY 2015

CREATION OF DOCUMENTARY

- PUT A FACE TO THE ISSUE
- TELL A STORY
- POWER OF ART AS A TOOL FOR CHANGE
- GASLAND

CONCLUSION

- ENGAGEMENT
- MAKING AN IMPACT
- · SPARK A DIALOGUE
- KNOWLEDGE MOBILIZATION
- ADVOCACY

ISSUES TO ADDRESS

- · LIT REVIEW
- FINANCING
- FINDING PARTNERS