

# Social Media for Government

## *From Chaos & Anarchy to Peace & Prosperity*

2012

**Social media was a leading contributor** to the “Arab Spring” in the Middle East. It was a contributor to the UK riots. It was a contributor to violent flash mobs in America and the Occupy Wall Street protest movement around the world. Bottom line; social media helps facilitate social unrest, chaos and anarchy.

**How can governments** get in front of these trends? How can they use this same technology to build engagement and trust with their constituents? In this powerful keynote, Patrick incorporates social dynamics theory, personality modeling and neuro linguistic programming to build strategies for peace, progress and prosperity.

### Program Take-Aways:

- Discover 4 things that motivate people more than money.
- Identify the people who are best at spreading the word.
- Learn what types of content get passed along the most.
- Receive strategies to actively engage your population.

**Patrick Schwerdtfeger is the author** of *Marketing Shortcuts for the Self-Employed* (2011, Wiley) and is a regular speaker for Bloomberg TV. He has spoken about business trends, modern entrepreneurship and the social media revolution at conferences and business events around the world.

**Patrick's past books include** *Webify Your Business: Internet Marketing Secrets for the Self-Employed* (2009) and *Make Yourself Useful: Marketing in the 21st Century* (2008). He has been featured in The New York Times, CNN Money, Fortune, Bloomberg Businessweek, the Associated Press, MONEY Magazine and Forbes, among others.

[www.PatrickSchwerdtfeger.com](http://www.PatrickSchwerdtfeger.com)