Call for Papers

Best Practices in Social Media at Non-profit, Public, Education, and Healthcare Organizations
A special issue of Social Science Computer Review (SSCR) Journal

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Key Dates
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Introduction
Interaction facilitated by social media is becoming an integral part of life in contemporary society, tweaking the human psyche’s deep need to connect. Having changed the creation, sharing, and consumption of information, it inevitably must be integrated into the operation of most human organizations. While some organizations readily adapt themselves to social media, the majority have struggled. While many public-serving organizations are trying to embrace social media, these government, nonprofit, education, and healthcare organizations have complex legal and ethical environments that create special concerns and constraints. For these organizations, social media can be a challenge to: perceived non-partisanship and fairness; student, patient, victim, or client confidentiality; facility security; employee productivity; protection of intellectual capital; information and reputation management; and regulatory compliance and enforcement processes.

The special issue of SSCR aims to investigate and understand different aspects of social media use in government, nonprofit, education, and healthcare organizations. We are soliciting original contributions in the form of evidence-based, “best practices” studies, scholarship on legal and ethical issues, case studies, and empirical research. All lenses of inquiry, including strategic, organizational, behavioural, legal, economic, and technical are encouraged. We are particularly interested in interdisciplinary and international research that develops and applies multiple perspectives. We are interested in success stories, but we believe that valuable lessons can be learned from failures as well. Areas to address include, but are not limited to, those listed below:

Best practices
- How are government, nonprofit, education, and healthcare organizations using social media to engage, educate, connect and collaborate with their external communities? Or with their volunteers and employees?
What should employees say and how should they identify themselves when using social media? Will their contacts differentiate their personal activity from their official activity?

How is both freedom of speech and a safe, civil environment ensured in a social media environment?

How can privacy and security be protected when photos, videos, and comments are distributed live, and then quickly redistributed?

What should be done when third parties (such as former employees and contractors) violate the privacy of clients, expose confidential information, or disseminate misinformation?

How are employees and volunteers informed about social media policies?

How is the effectiveness of a social media strategy monitored and measured?

What mechanisms retard the spread of scams, misinformation and manipulations.

Empirical questions

- What are the costs and risks associated with integrating social media?
- How do social media influence administrative ethics and professionalism?
- How is social media bridging international and jurisdictional borders?
- Do social media enhance or hinder connections to specific audiences based on age, income, or other socio-demographic characteristics?
- Which social media tools are most used and most effective?
- How often do social media support knowledge-sharing between organizations?
- How much do social media improve fund-raising and volunteer recruitment efforts?
- What is the cost of social media addiction in the workplace?

Submission Guidelines

Original manuscripts should be prepared according to the SSCR author guidelines available at
http://sm-insight.wikispaces.com/SSCORE+Special+Issue+Submission+Guidelines

About SSCR

SSCR is an interdisciplinary journal covering social science instructional and research applications of computing, as well as societal impacts of information technology. Published quarterly, topics include: artificial intelligence, business, computational social science theory, computer-assisted survey research, computer-based qualitative analysis, computer simulation, economic modeling, electronic modeling, electronic publishing, geographic information systems, instrumentation and research tools, public administration, social impacts of computing and telecommunications, software evaluation, and world-wide web resources for social scientists.

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