

PM's use of social media a big hit
New Straits Times
07 October 2012

KUALA LUMPUR: Prime Minister Datuk Seri Najib Razak has effectively capitalised on social media to engage with the public.

His latest online interaction with the people via the 71-minute #TanyaNajib Google Hangout session on Wednesday was watched by almost 100,000 people and received the thumbs up from technopreneurs.

One of them was Google vice-president of product management Bradley Horowitz.

"Technology empowers citizens to connect with the government in new ways. We're thrilled to see Prime Minister Najib use the Google Plus platform to reach and engage Malaysians online."

Najib started his Google+ page in April with the first post on April 24. The #TanyaNajib session was also broadcast live on YouTube. The prime minister had posted on his blog, inviting everyone to take part in the #TanyaNajib: Bajet 2013 session.

To ensure maximum communication effectiveness, he used a spectrum of online platforms, including Twitter, Facebook, and Google+.

Five people had joined Najib and moderator Suhaimi Sulaiman on the Hangout, and questions were fielded from Facebook and Twitter.

Najib answered 29 questions from the public on top of a couple posed by the moderator who kicked things off by asking him what it was like to prepare a pre-election Budget.

Copyright © 2012 The New Straits Times Press (Malaysia) Berhad.

Source: <http://www.nst.com.my/nation/general/pm-s-use-of-social-media-a-big-hit-1.153620>