The purpose government agency adopts social media:

Constrains of traditional communication way between government agencies and public:

* Traditional media such as television, radio, newspaper etc.
* Unidirection way that only can disseminate information
* Most of the listener are X-Gen population
* Inefficient

There are several initiatives that drive government to adopt social media, it is described in two perspectives, public and government:

Public requirements and trends:

* Public are eager to participate in build our country
* Y-Gen will be the main stream of society, they want to voice out their concerns and ideas
* Social media has become more and more popular

Government requirements:

* To help make correct decision based on information
* To disseminate information in efficiently way
* To collect public concern and idea on some argument topics
* To keep efficient connectivity with public
* To increate public’s loyalty and guide public to correct national value for building harmonious society
* To reduce cost by utilizing the resource of social media

There are many factors that force government to consider adopting social media. The widely use of internet and mobile technology, information is now much faster and transparent to public than before, public are eager to voice out and co-create value to country, also want to influence government policy making which can benefit to them. Y-Generation is becoming the mainstream of society, it is very important to understand what the behavior is, what their thoughts and how they think, all of this will influence future policy making. Y-Gen is much eager to influence government to make decision which can bring them benefit in future life. Based on the trends, social media is now used anywhere, anytime and anybody, it is also proven by some government agencies that social media can create value to government. For creating a better live environment, government needs to embrace changes and try to adopt social network to serve its people better.

From perspective of government, social media can be used to achieve many goals. Firstly, efficient communication is always the most important thing in any cases, the efficient communication among public and government help government to think in correct direction and make better decision, and also helps public make correct decision based on the correct understand government policy, plan etc. Secondly, government can utilize collect collective wisdom to motivate national innovation, which may resolve many issues or bring many business opportunities. Thirdly, as most of the people in the country are connected through social media, government can disseminate information in efficient and cheap way, it also can ‘transfer positive energy’ to public easily which can motivate public to follow, and contribute on build harmonious society. The fourth goal is to keep agency transparent, keep connective, to help build up the trust among public. The fifth is to reduce some cost by utilizing some function provided by social media, such as put video on YouTube without invest money to build the system. The last goal is to motivate ‘social media economy’ for some government agencies.