

**WEB AND SOCIAL MEDIA: A NEW OPPORTUNITY
FOR THE PUBLIC ADMINISTRATION IN THE RELATIONSHIP
WITH THE CITIZEN**

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ABSTRACT: *The Italian Law of June 7, 2000 No. 150 "Discipline of information and communication activities of public administrations", represents a fundamental moment for communication in the Public Administration: it clears out the "information and communication activities of the Public Administrations", about the principles of transparency and effectiveness of administrative action. In order to communicate in an efficient way, it is fundamental to know how to use suitable tools, techniques and means; but it is also important that the citizen, who play an active role in the processes of the PA, knows how to use these tools effectively. In the last years, technological innovation has modified and risen the communication tools.*

In fact, communication through social networks has been useful in simplifying and speeding up information, making more transparent the relationship between P.A. and citizens, in compliance with the principle of containing public spending. But the use of the social networks by the PA – which allows the passage from a model of communication "towards" the citizen to a model of communication "with" the citizen - can never be considered as a substitute for the institutional website of the PA itself, which remains the main front office of the Administration, and irreplaceable tool of transparency. (Directive No. 8/2009 of the Department of Public Function).

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