



**Public Service Delivery Index Report  
(Executive, Judiciary and Legislative)**

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## INTRODUCTION

Citizen involvement in public affairs is not a novel idea – over centuries and throughout the world, citizens have actively participated in the deliberation of local issues, decision making within their communities and in the selection of their leaders.

Frontline public service providers, such as nurses, teachers and social workers interact with their clients on a daily basis; hence, engaging with citizens is nothing new. What is different, however, about citizen engagement in public service delivery is that engagement may take place anywhere along the delivery continuum - from involvement with up-stream policy making to closer interaction with frontline service providers at the point of delivery - and that citizens can be empowered vis-à-vis public officials to monitor performance, influence decision making or even take part in the design and delivery of services.

The key advice is that they should identify pro-reform public officials, elected representatives and citizens, understand their motivations and incentives and think through how broad pro-reform coalitions can be established and supported. It is also important to examine and understand the wider socio-political environment and the power structures in which state-society relations are rooted. An engaged citizenry working alongside and enabling public officials, in joint stewardship of the public good, can help transform public services and give people the effective, honest and responsive public institutions they deserve. Such transformed public institutions can certainly help nations achieve their SDG targets, not least by helping to improve the morale and motivation of public officials.

The presence and engagement on social media is no longer a question of choice for most governments as these new platforms empower the general populace and other non-traditional interest groups. Politicians and political parties were the first to use such platforms such as Facebook, Twitter, YouTube etc. to garner support. State institutions are slowly embracing these social media platforms.

Governments are now witnessing how social media empowers citizens as well as traditional and civil society groups to influence political agendas and policy process. Government institutions can leverage this potential to design public policies and services in more interactive, collaborative and responsive ways. It does, however, require dedicating resources to participative development and establishing credible follow-up procedures to integrate feedback received via new channels and platforms. According to Mickoleit (2014) social media can bridge access and take-up gaps still faced by many traditional online government services. However, the characteristics of social media users and non-users can vary from country to country, as well as within countries.

Social media allows governments to crowd-source ideas, suggestions and critical remarks. State institutions increasingly create or participate on collaborative platforms. A typical example is GitHub, an open source collaboration platform that holds re-usable source codes for [www.data.gov](http://www.data.gov) (United States), [www.gov.uk](http://www.gov.uk) (United Kingdom) and many other projects.

In a situation where the government fails or is sluggish to use those platforms to improve and deliver public services, the citizens and organizations step in and pressure for change.

It is against this backdrop that [Penplusbytes](#) seeks to bring to fore the performance made by public institutions in the use of new media platforms to engage citizens in their service delivery. [Penplusbytes'](#) Ghana Public Service Delivery Index is a report to track service delivery in Ghana's Public sector with focus on how citizens are interacting online when receiving timely public services or otherwise. The periodic index focuses on social media and online platforms in order to gauge performance and quality of service delivery across all arms of the government (judiciary, executive and legislative).

The objective is to promote better public service delivery by providing feedback on the effectiveness of service delivery. It is expected that in the long run accountability, efficient use of public goods and value for money elements will be incorporated into this index. This index is important because it will provide consistent and accurate information on the quality of services over time to allow for advocacy and dialogue around service improvements.

This index also suggests that reform-minded public officials can improve development results by using citizen engagement in a variety of ways: to elicit information and ideas, support public service improvements, defend the public interest from 'capture' and clientelism, strengthen the legitimacy of the state in the eyes of citizens and bolster accountability and governance in the public sector.

## **SOCIAL MEDIA USAGE BY IMPORTANT STATE INSTITUTIONS**

**Table 1: NUMBER OF LIKES/FOLLOWERS**

INSTITUTIONS	FACEBOOK	TWITTER
Ghana Police service	15,291	116,232
Driver Vehicle and Licensing Authority	8,888	351
Flag Staff House		17,946
Ghana Health Service	7,994	209
Volta River Authority	14,572	
National Communication Authority	4,531	338
Parliament House	128	932

The seat of government (Flagstaff House) has only a twitter account. The Ghana Police Service leads the pack with 15,291 likes on Facebook and 116,232 followers on twitter followed by the Driver and Vehicle Licensing Authority with 8,888 likes on Facebook and 351 followers on Twitter. It will interest you to know that other public facing institutions that should be more interactive on social media such as the Birth and Death registry, Passport Office and the Registrar General's Department are absent on Facebook and Twitter. These three departments are very critical sectors of the economy. A cursory look at these state institutions is surprising as the seat of government twitter handle is more operational than any of the institutions.

## **SOCIAL MEDIA USAGE BY DISTRICT/MUNICIPAL ASSEMBLIES IN GHANA**

**Table 2: NUMBER OF FOLLOWERS**

DISTRICTS	FACEBOOK	TWITTER
Kwabre East	178	
Tain	19	
Savelugu Nanton	144	
Ketu North	1,166	
MUNICIPAL ASSEMBLY	FACEBOOK	TWITTER

Sewfi Wiawso	326	
Bekwai	230	
Sunyani	1,013	
Assin North	684	
East Akim	186	
West Akim	101	
Adentan	278	
GA East	261	
GA West	102	
GA Central	78	
GA South	406	
Bawku	1,191	
Wa	1,246	
Ho	75	
Kpando	735	

The data from table 2 shows that out of the 161 District Assemblies in Ghana only 4 have a Facebook account. None of the 161 district assemblies has a twitter account. The whole concept of the local government is to bring governance to the doorsteps of the people and being visible on social media will afford the opportunity for these individuals in the communities to engage their leaders and thereby bring social accountability. Out of the 4 district assemblies present on Facebook, Ketu North in the Volta region leads the pack with 1166 likes on Facebook followed by Kwabre East in the Ashanti region.

With regards to the municipal assemblies only 15 out of the 49 municipal assemblies have Facebook account with Wa Municipal assembly topping the list with 1246 likes on Facebook followed by Bawku municipal assembly with 1191 likes. Sunyani municipal assembly came in the third position with 1013 likes on Facebook. This does not speak well for Ghana as a democratic state since participation of citizens in the affairs of the state is non-negotiable.

## SOCIAL MEDIA USAGE BY METROPOLITAN ASSEMBLIES IN GHANA

**Table 3: NUMBER OF FOLLOWERS**

METROPOLITAN ASSEMBLY	FACEBOOK	TWITTER
Accra Metropolitan	4600	1916
Sekondi Takoradi	409	
Tamale	218	
Tema	163	
Kumasi	165	

The table above clearly shows that the metropolitan assemblies in Ghana do not use the social media platforms to engage their people whom they are supposed to provide services to. Out of 6 metropolitan assemblies in Ghana it is only Accra Metropolitan Assembly (AMA) that has both Facebook and Twitter accounts. The AMA leads the chart with 4,600 likes on Facebook and 1916 followers on Twitter. This is followed by Sekondi-Takoradi Metropolitan Assembly with 409 likes on Facebook. The Tamale metropolitan assembly is third with 218 likes on Facebook.

### Conclusion

Governments all over the world are using social media to engage the citizens in the decision making process. It is relatively undisputed that social media makes communication more effective. This includes regular communication by politicians, civil servants and government institutions. The government as a matter of urgency should revisit the drawing board to direct all state agencies to make full use of this vibrant social media platforms in order to engage citizens in the decision making process in the country.

### References

Mickoleit, A. (2014). Social Media Use by Governments: A Policy Primer to Discuss Trends, Identify Policy Opportunities and Guide Decision Makers

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