

# Social Media for Gov

Embedding strategic channels for strong community engagement

16<sup>th</sup> - 18<sup>th</sup> March 2016 | Rex Hotel, Canberra

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SAVE \$500!

## Expert Speakers:



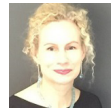
**Joe Mirabella**, Director of Communications, City of Seattle's Office of Economic Development and Office of Film and Music, USA



**Amanda Dennett**, Senior Social Media Adviser, Department of Human Services



**Gregory Andrews**, Threatened Species Commissioner, Department of the Environment



**Melanie Saballa**, Director, Service Strategy, Community Services Directorate, ACT Government



**Cynthia Balogh**, National Program Manager, Women in Global Business, Austrade



**Jessica Summerrell**, Senior Manager Communications & Marketing, ACT Health



**Mathew Jones**, Executive Director, Community and Stakeholder Engagement, Department of Planning and Environment, NSW



**James Kliemt**, Senior Digital Media Officer, Queensland Police Service



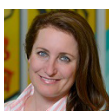
**Louise Tapsell**, Engagement Manager, Australian Communications and Media Authority



**Nick Rudzki**, Social Media Manager, Defence Force Recruiting



**Leah Tasker**, Executive Manager, Marketing Communications, Sydney Olympic Park Authority



**Mia Garlick**, Director, Public Policy Australia & New Zealand, Facebook



**Brendon McKenzie**, Social Media Manager, Chief of Staff Portfolio, Australian Federal Police



**Karen Markwort**, Director Communications and Parliamentary, Great Barrier Reef Marine Park Authority



**Nicholas Kachel**, Communication Advisor, Social Media, CSIRO



**Michael Shanahan**, Digital Communications Advisor, Department of Environment, Water and Natural Resources SA



**Debra Just**, General Manager, Willoughby City Council



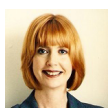
**Julie Steele**, Senior Communications Officer, Pittwater Council



**James Webber**, Media Manager, Australian Renewable Energy Agency



**Rebecca Lewis**, Campaign Director, R U OK?



**Patricia Duffy**, General Manager Marketing, Defence Force Recruiting



**Ruth Dewsbury**, Senior Director Communications, Department of the Environment

## Attend this conference and discover:

- How to drive community engagement through effective content planning
- Practical tools to use social media strategically with limited resources
- Ways to measure the effectiveness of your social media activity and ROI
- How to build a governance structure for social media
- Strategies to find the balance between creativity and risk management

## This conference brings together strategic thinkers across the Australian public sector, with responsibilities for:

- Social Media
- Digital Media
- Communications
- Marketing
- Community Engagement

## Testimonials

“ I've been to plenty of conferences, but this one was by far the best. ”  
WA Police

“ I thoroughly enjoyed this conference. The quality of speakers were brilliant, the information was exceptionally high quality and the overall day was filled with learning opportunities. ”

University of Western Sydney

## Media Partner

SocialMediaNews  
.com.au

Join the conversation on Twitter! #SM4GOV @AkoladeAust

CONFERENCE DAY ONE: WEDNESDAY 16<sup>TH</sup> MARCH 2016

8:00 Registration opens

9:00 Opening remarks from the Chair

**Ruth Dewsbury**, *Senior Director Communications, Department of the Environment*

## EMBEDDING STRATEGIC DIRECTION IN SOCIAL MEDIA

9:10 INTERNATIONAL KEYNOTE

**Embodying a representative government through social media**

- Understanding community sentiment and cutting through the noise
- Translating policy work into messages that resonate through effective engagement
- Case study: Effective advocacy for businesses and constituents

**Joe Mirabella**, *Director of Communications, City of Seattle's Office of Economic Development and Office of Film and Music, USA* 

9:50 From 8K to 303K: How 'R U OK?' grew an audience with no money

- Don't underestimate the role of traditional media
- Moderating the public is all about playing the parent
- Don't let the hashtag undermine your integrity

**Rebecca Lewis**, *Campaign Director, R U OK?*

10.30 SPEED NETWORKING SESSION

- Delegates will be in pairs and have one minute to share their successes and insights on social media with one another

10:50 Morning tea

11.10 Integrating social media into your marketing strategy

- Building a structured approach to engaging on social media
- Using a listening tool to understand what conversations are already happening
- Converting the sceptics

**Louise Tapsell**, *Engagement Manager, Australian Communications and Media Authority*

11.50 Does your engagement strategy support your organisational goals?

- Determining your communication objectives and audience
- What social media platforms should you use
- Tracking your success and aligning your goals

**Karen Markwort**, *Director Communications and Parliamentary, Great Barrier Reef Marine Park Authority*

12:30 Luncheon

1:20 Content planning: The cornerstone of your social media strategy

- The importance of content planning to engage potential advocates and build your community
- Ensuring customer-centric and community-generated content to drive engagement
- Broadcast vs Engagement: Embedding both in your strategy

**Michael Shanahan**, *Digital Communications Advisor, Department of Environment, Water and Natural Resources SA*

2:00 Native content: The end of an era?

- Is native content dead?
- Untraditional methods for driving community engagement and growth on Facebook

**Nicholas Kachel**, *Communication Advisor, Social Media, CSIRO*

2:40 INTERACTIVE ROUNDTABLE SESSION

**Baby Steps: Lighting the way with cool tools**

In this interactive session, delegates break into groups and discuss the following topics.

- New social media tools that organisations are using
- Using social media effectively even when you're just starting out
- Tips for measuring and benchmarking

**Facilitators:**

**Jessica Summerrell**, *Senior Manager Communications & Marketing, ACT Health*

**Karen Markwort**, *Director Communications and Parliamentary, Great Barrier Reef Marine Park Authority*

**Michael Shanahan**, *Digital Communications Advisor, Department of Environment, Water and Natural Resources SA*

**Joe Mirabella**, *Director of Communications, City of Seattle's Office of Economic Development and Office of Film and Music, USA* 

3:20 Afternoon tea

## THE RISK – CREATIVITY NEXUS

3:40 Beyond bureaucracy: Putting a face to an issue

- Case study: Using a personal profile to engage the community for Australia's threatened wildlife
- Bringing life to complex issues through social media
- Exercising creativity in a risk-averse environment

**Gregory Andrews**, *Threatened Species Commissioner, Department of the Environment*

4:20 Accountability in the use of social media

- Determining issues around privacy
- Parameters of working within government
- Managing negative feedback and opinions on a public space

**Brendon McKenzie**, *Social Media Manager, Chief of Staff Portfolio, Australian Federal Police*

5:00 The journey in a Defence-ive environment

- Ensuring your social media efforts thrive in a conservative setting
- The case for creativity
- Reimagining engagement with digital natives

**Nick Rudzki**, *Social Media Manager, Defence Force Recruiting*

**Patricia Duffy**, *General Manager Marketing, Defence Force Recruiting*

5:40 Closing remarks from the Chair and end of day one

**Ruth Dewsbury**, *Senior Director Communications, Department of the Environment*

CONFERENCE DAY TWO: THURSDAY 17<sup>TH</sup> MARCH 2016

8:00 Registration opens

9:00 Opening remarks from the Chair

**Mathew Jones**, *Executive Director, Community and Stakeholder Engagement, Department of Planning and Environment, NSW*

## DRIVING STRONG COMMUNITY ENGAGEMENT

9:10 KEYNOTE

**Australian government on Facebook: By the numbers**

- A deep dive into the top Australian government Facebook pages via the Facebook pages Application Programming Interface (API)
- Discussion of best practice examples and latest trends on government use of Facebook
- Overview of latest Facebook tools and tips for best practice engagement

**Mia Garlick**, *Director, Public Policy Australia & New Zealand, Facebook*

9:50 Engaging your community in the social media space

- Setting clear goals: Do you want to engage with your audience?
- Emphasising community engagement in your social media endeavours
- Ensuring relevance in your social media space

**Cynthia Balogh**, *National Program Manager, Women in Global Business, Austrade*

**10:30 Building cities through social media: A concrete case study**

- A General Manager's perspective of gaining buy-in from leaders
- Breaking the mould to build real cities through virtual dialogue
- How to build the business case for investment into social media

**Debra Just**, *General Manager, Willoughby City Council*

**11:10 Morning tea****11:40 Using online tools to create better services**

- Ensuring people have an active role in designing the service they use
- Providing accurate information and engaging diverse communities
- Creating local strategies to meet local needs.

**Melanie Saballa**, *Director, Service Strategy, Community Services Directorate, ACT Government*

**12:20 Managing topical news through social media**

- Case study: Social media for an effective health campaign
- Managing good and bad news and information through social media

**Jessica Summerrell**, *Senior Manager Communications & Marketing, ACT Health*

**1:00 Luncheon****1:50 Strategies to maintain a captive audience**

- Building an engaged audience that keeps coming back
- Humanising content through the effective use of humour and emotions
- Using compelling visuals and evergreen storytelling

**James Kliemt**, *Senior Digital Media Officer, Queensland Police Service*

**2:30 Reaching beyond the usual suspects**

- Lead with a visual strategy that embodies your brand
- Knowing where social media sits in the big picture for your community
- Case study on effective public engagement on social media

**Julie Steele**, *Senior Communications Officer, Pittwater Council*

**3:10 Building vibrant communities through social media**

- Using social media as a larger strategy to engage audiences
- Effective outreach on social media

**Mathew Jones**, *Executive Director, Community and Stakeholder Engagement, Department of Planning and Environment, NSW*

**3:50 Afternoon tea****MEANINGFUL METRICS FOR ENGAGEMENT****4:10 Using your social media data to inform campaigns and gain executive support**

- Define what social media data you have and what others you will require
- Establish how your work supports business objectives and meets key targets
- Demonstrate return on investment and process efficiencies to prove your case for more resources

**Amanda Dennett**, *Senior Social Media Adviser, Department of Human Services*

**4:50 PANEL DISCUSSION****Examining organic vs paid growth on Facebook**

- Is one really better than the other?
- Can you excel in community engagement without spending?
- Exploring growth from different perspectives

**Panellists:**

**Mia Garlick**, *Director, Public Policy Australia & New Zealand, Facebook*  
**James Kliemt**, *Senior Digital Media Officer, Queensland Police Service*  
**James Webber**, *Media Manager, Australian Renewable Energy Agency*

**5:30 Closing remarks from the chair and conference adjourns**

**Mathew Jones**, *Executive Director, Community and Stakeholder Engagement, Department of Planning and Environment, NSW*

**POST-CONFERENCE WORKSHOPS: FRIDAY 18<sup>TH</sup> MARCH 2016****WORKSHOP A: 9:00AM - 12:00PM****How to plan strategically to drive community engagement**

Delve into a case study of how the Sydney Olympic Park Authority has utilised social media to drive community engagement. The authority is responsible for the management and promotion of Sydney Olympic Park, which attracts 14 million people and stages over 5,000 events each year.

Driving community engagement in partnership with other government departments and stakeholders, the authority has successfully tapped into the power of social media since 2009.

**Attend this workshop and learn how to:**

- Develop a social media strategy to drive community engagement
- Create content that the community will engage with
- Deliver community engagement in the right place, at the right time
- Measure the value of community engagement via social media

**Leah Tasker**, *Executive Manager, Marketing Communications, Sydney Olympic Park Authority*

Leah Tasker is a marketing communications senior manager with a career spanning 20 years. Her expertise lies in developing fully-integrated marketing communications strategies as the cornerstone of business plans. Career highlights include: Founder of the Lake Macquarie Tourism Association, Founder of NSW's largest school holiday program and leading numerous co-operative partnership marketing projects.

**WORKSHOP B: 1:00PM - 4:00PM****Unlocking the potential of your LinkedIn company page**

Twitter and Facebook are in-vogue with Public Sector communicators, and for good reasons. But what can the more humble LinkedIn bring to the table? There is an estimated 3.5 million active users on LinkedIn in Australia.

Every medium to large organisation needs a company page for potential employees to find you and current employees to connect with you. Your organisation likely already has a company page that could be lying. This presence can be revived and invigorated to extend your communication reach and tap into new audiences.

**This workshop will show you:**

- Why LinkedIn is worth considering as part of your existing communication mix
- How to turn your LinkedIn company page from a passive destination to a proactive communication tool
- How LinkedIn can reach target audiences that other channels may not
- How to integrate LinkedIn with your existing social media and broader communication activities.

**James Webber**, *Media Manager, Australian Renewable Energy Agency*

James Webber has been working across disciplines in the public sector. He is currently Media Manager at the Australian Renewable Energy Agency (ARENA), developing ARENA's social media strategy and guiding its foray onto Twitter and LinkedIn. James helped establish and launch the Australian Families Facebook page, as followership quickly grew to 20,000 and beyond. He also worked on content and strategy for 'The Line', one of the Australian Government's most prolific Facebook pages.

*Lunch, morning tea and afternoon tea will be provided to the delegates attending the workshops*



