

SAVE  
\$660 OFF THE  
STANDARD PRICE



# Social Media in Government Conference

Sustain a cohesive social media presence into the future

10 - 12 NOVEMBER 2014  
CROWNE PLAZA  
MELBOURNE

## EXPERT SPEAKERS:

- **Chris Wagner**, Director of Communications, [Mental Health Council of Australia](#)
- **Jason Bartlett**, Director of Media and Communications, [Australian Hotels Association NSW](#)
- **Karuna Bhoday**, Assistant Director Agency Accountability & **Esther Carey**, Project Officer Strategic Initiatives & Policy, [National Archives of Australia](#)
- **Mal Larsen**, General Manager Corporate Relations Division, [Australian Maritime Safety Authority](#)
- **Ben Adams**, Digital Marketing Manager, [Sydney Living Museums](#)
- **Dr. Scott Hollier**, Project Manager & Western Australia Manager, [Media Access Australia](#)
- **Mark Bayly**, Online Communications Manager, [Victoria Police](#)
- **Ingrid Lane**, Media Management & Executive Communication Branch, [Australian Government Department of Human Services](#)
- **Matt Murray**, Senior Advisor Digital Communication, [Redland City Council](#)
- **Martin Anderson**, Digital Media Manager, [Country Fire Authority, Victoria](#)
- **Jessica Thompson**, Business Services Manager, [Australia Post](#)
- **Mary Parker**, Manager Marketing, Digital and Brand, [VicRoads](#)
- **Tiffany White**, Manager Communication and Marketing, [City of Darebin](#)
- **Rebecca Riley**, Marketing and Communications Coordinator, [Federation Square Pty Ltd](#)
- **Dr. Peter Steidl**, Neuromarketing Academic, [Neurothinking](#)
- **Anne Elise Shea**, Social Media Manager, [University of Melbourne](#)
- **Carlee Mahoney**, Inspector: 'MEIG - Eyewatch', [NSW Police](#)

## KEY BENEFITS OF ATTENDING

- Assess new social media tools and techniques to better engage with the community
- Strategies to invite a more positive dialogue
- How to manage risk, discover new approaches and leverage opportunities to build a more comprehensive online community
- Techniques to better shape, resource and sustain national stories in your social media presence
- Build an integrated, transparent and participatory engagement strategy

## WHAT OUR PAST DELEGATES HAVE TO SAY

Very useful conference. Good range of speakers and industries represented, and a lot of useful information gained

Marketing Manager, [NSW Trade and Investment](#)

It's great to be able to hear what other Government agencies are doing in social media, and be able to learn and borrow ideas

Assistant Director, [Australian Taxation Office](#)

Great conference, very useful. A number of takeaways to think about for our department

Communications Officer, [Australian Securities and Investments Commission](#)

Endorsers



Media Partner

**SocialMediaNews**  
.com.au

## DAY ONE: MONDAY, 10<sup>th</sup> NOVEMBER 2014

**8:00** Registration opens

**9:00** Opening remarks from the Chair

**Mark Bayly**, *Online Communications Manager, Victoria Police*

### ENGAGING IN THE RIGHT WAYS

**9:10** CASE STUDY

#### Creating a more inclusive social media strategy

- Identifying the Facebook, Twitter and Instagram weapons needed to increase community participation
- Enhancing the connection between the public sector and communities
- Managing the content on your desired social media platform

**Mark Bayly**, *Online Communications Manager, Victoria Police*

**9:50** CASE STUDY

#### Building and maintaining an engaged social media community

- How to maintain social media communities
- Breaking down the barriers to adoption
- Identifying resource and education requirements used by the public sector, particularly for service delivery

**Jessica Thompson**, *Business Services Manager, Australia Post*

**10:30** Morning Tea

**11:00** Getting in balance with open data

- Employing digital record management
- Enhancing the transparency and accountability of the online persona
- Addressing issues that prevent the public sector from establishing authority

**Karuna Bhoday**, *Assistant Director Agency Accountability & Esther Carey*, *Project Officer Strategic Initiatives & Policy, National Archives of Australia*

**11:40** CASE STUDY

#### Using social media to feed the media

- Learning how to establish a positive communication channel between the public sector and communities
- Learning to utilise several social media tools
- Understanding risks and responsibilities to make the most use of these powerful tools

**Mal Larsen**, *General Manager Corporate Relations Division, Australian Maritime Safety Authority*

**12:20** Luncheon

### ESTABLISH TRUST AND GREATER RESPONSIVENESS

**1:20** CASE STUDY

#### Mentoring staff for greater adoption and efficiency of social technology use

- Learning how to make a 'big ol' bureaucratic organisation' sound human
- Learning how to find the different voices for Twitter, Facebook, Pinterest, & Youtube to, build a community of trust and drive engagement
- Learning how to deal with the counter-intuitive action of letting your key messages go free and how to handle the fall out

**Mary Parker**, *Manager Marketing, Digital and Brand, VicRoads*

**2:00** CASE STUDY

#### Building platforms that invite conversation

- "Snapchat? Really?" Finding the audience that's right for your message
- Creating and sharing responsibility for different personas
- Bringing your channels to life, and keeping them fresh with limited time and money
- Employing the blended use of channels for excellent service delivery

**Anne Elise Shea**, *Social Media Manager, University of Melbourne*

**2:40** Afternoon Tea

### ESTABLISH TRUST AND GREATER RESPONSIVENESS

**3:10** Achieving the desired behavioural response

- Ensuring the message broadcasted is intended for the target audience
- Establishing a more comprehensive and interactive relationship with the target audience
- Training and mentoring staff to understand the balance between control and variety

**Dr. Peter Steidl**, *Policy Advisor and Neuromarketing Academic, Neurothinking*

**3:50** ROUNDTABLE DISCUSSION

**Delegates will break into groups to discuss key learnings from the day**

**4:30** Closing remarks from the Chair

## DAY TWO: TUESDAY, 11<sup>th</sup> NOVEMBER 2014

**8:00** Registration opens

**9:00** Opening remarks from the Chair

**Chris Wagner**, *Director of Communication, Mental Health Council Australia*

**9:10** CASE STUDY

#### Evolving digital engagement: moving from policy to implementation

- Bringing about unique broadcasts
- Identifying techniques to establish trust
- Deepening connections with visitors and stakeholders

**Rebecca Riley**, *Marketing and Communications Coordinator, Federation Square Pty Ltd*

**9:50** Creating a social media network as the foundation for the delivery of core organisational goals

- Training and mentoring staff for a greater and more efficient adoption of social media usage
- Accessing the opportunities available to the public sector to connect with communities in a way that aligns them closer to the brand
- Fostering the development of a 'destination'

**Dr. Scott Hollier**, *Project Manager & Western Australia Manager, Media Access Australia*

**10:30** Morning Tea

**11:00** Maximising social media as a customer service tool

- Tailoring social media accounts to specific audience groups
- Leveraging off internal and external stakeholder relationships when producing social media content
- Ensuring smooth and efficient responses to customers on social media

**Ingrid Lane**, *Media Management & Executive Communication Branch, Australian Government Department of Human Services*

**CRISIS MANAGEMENT THROUGH GREATER TRANSPARENCY****11:40 PANEL DISCUSSION****Crisis management strategies**

- Choosing a weapon of response: impacts of hiding, responding, deleting or escalating negative commentary on social media platforms
- Achieving meaningful public benefits
- Controlling massive-scale emotional contagion from adverse and time-sensitive events

**Panellists:**

**Jason Bartlett**, *Director of Communications and Media, Australian Hotels Association NSW*

**Martin Anderson**, *Digital Media Manager, Country Fire Authority, Victoria*

**Dr. Scott Hollier**, *Project Manager & Western Australia Manager, Media Access Australia*

**Ingrid Lane**, *Acting Senior Social Media Adviser, Media Management & Executive Communication Branch, Australian Government Department of Human Services*

**12:30 Luncheon****1:30 CASE STUDY****Enhancing social media governance**

- Assessing the strategies needed to build and maintain an engaged social media community
- Assessing strategies utilised to enhance credibility
- Discussing mindful practices and tailoring content, service and communication platforms

**Carlene Mahoney**, *Inspector – 'MEIG Eyewitness', NSW Police*

**TAILORING SOCIAL MEDIA CAMPAIGNS****2:10 CASE STUDY****Quality over quantity**

- Utilising social media in its intended platform
- Addressing issues that prevent the public sector from establishing authority
- Training and mentoring staff to understand the difference between control and variety

**Tiffany White**, *Manager Marketing and Communications, City of Darebin*

**2:50 Afternoon Tea****3:20 PANEL DISCUSSION****Using new social media technologies to create interactivity**

- Utilising the latest technologies and trends to drive the organisation's strategies
- Enhancing the relevance of social media broadcasts to receive more fruitful long-term benefits
- Encouraging a two-way communication to improve mobile service offerings

**Panellists:**

**Chris Wagner**, *Director of Communications, Mental Health Council of Australia*

**Anne Elise Shea**, *Social Media Manager, University of Melbourne*

**Rebecca Riley**, *Marketing and Communication Coordinator, Federation Square Pty Ltd*

**4:10 Closing remarks from the Chair****4:30 Conference adjourns****POST-CONFERENCE WORKSHOPS:  
DAY THREE: WEDNESDAY, 12<sup>th</sup> NOVEMBER 2014****WORKSHOP A: 9:00 - 12:30****How to increase the responsiveness of your social media campaigns**

This workshop explores how the right utilisation of language on social media platforms is an essential component to building the desired exchange of conversation between you and your communities. Attend 'How to increase the responsiveness of social media campaigns' to enhance the citizen-participatory model to build a greater level of trust and credibility in your agency.

- Enhance the citizen-participatory model where the gap between those who need public service vs. those that can provide them, can be bridged in non-traditional ways through social media
- Fundamental approaches to ensure that everything from content to blog share buttons, commenting systems, opt-in forms, contact forms, colors and language are all inviting
- Increase the responsiveness of your social media campaigns by ensuring that it is utilized in its intended platform
- Social media risks and management

**Chris Wagner**, *Director of Communications, Mental Health Council of Australia*

**WORKSHOP B: 1:30 - 5:00****Community building through social media**

This workshop explores how to build and grow your social media community to stay on the cutting edge of government communications. Attend 'Community building through social media' and learn how to establish a consistent presence in order to ensure the continued popularity of your brand on social media platforms.

- Enhance the link between social media and your organisation's goals
- Develop regular segments for your social media channels, including identifying and nurturing content creators in your organisation
- Learn how to utilise free or low-cost tools and technologies such as social hubs and live streaming video in your organisation
- Learn how to 'roll out' social media to frontline staff
- Enhance the creation of content to encourage members of your community to tag their friends and publish event photos straight to Twitter
- Learn what you need to have in place to respond instantly to disasters and emergencies

**Matt Murray**, *Senior Advisor Digital Communications, Redland City Council*

Morning / Afternoon Tea and Lunch are provided for all delegates

