Social Media Use by Local Governments in Australia: Where are we in 2012?
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Worldwide number of Facebook users: 835 million\textsuperscript{1}.

11 million of those are in Australia.

Australians spend more time on social media sites than any other country -- nearly 7 hours a month on average.

Social media provides a simple, powerful and cost-effective way to engage directly and meaningfully with constituents in your community.

We’ll show you how you can do it.

\textsuperscript{1} Nielsen, 2010
1 INTRODUCTION

1.1 Social Media Today

The rate of Social Media’s growth in recent years has been astounding. When MySpace launched in 2003, Social Media was still thought of as a youth-driven fad by the 35+ age demographic. In the nine years since then, Facebook has expanded exponentially, and that same 35+ demographic now makes up over 30% of Facebook’s 835 million-strong user base².

11 million of those users are in Australia: that’s almost 1 in 2 people. Australian Social Media users spend more time on its platforms than any other country, averaging at nearly 7 hours a month, per person.

The growth of Social Media has been so rapid and overwhelming that many organisations that should have adopted it to suit their business needs, have failed to do so.

1.2 Social Media’s Place within Local Governments

For Australian Local Governments, social media presents both an asset and a risk which needs to be mitigated. The same social revolution that has led to Facebook being a principal means of communication between their constituents has also provided those same constituents with the means to discuss them. How does this chatter impact the work you are doing in your department? Positively, or negatively?

Every day throughout every state in Australia, Local Governments are both the direct and indirect subject of Facebook conversations. And while Government should be listening, responding to and steering this valuable engagement they receive, by and large, no one is paying close attention to these discussions.

Local Governments need to position themselves at the forefront of this change. The opportunity presented by social media to listen to the people they represent and to take action based on their words is unprecedented. In order to act on this opportunity, it is the responsibility of Government to go where their constituents are. Right now, and increasingly into the future, that space is found on Social Media.

The purpose of this report is to analyse Australian Local Governments’ social media usage. We aim to identify the advantages of Social Media best practices while also highlighting the risks and showing you how to mitigate them.

2
2 RESEARCH REPORT

2.1 Executive Summary

Of 571 Local Governments In Australia:

358 Have no presence on Social Media at all.

68 have only established Facebook Pages

72 are only on Twitter

72 have both an established Facebook Page and Twitter URL

What does this mean?

Social media is gradually being picked up by Australian Local Governments. Many Local Governments are using social media as a communications tool for the betterment of their communities.

Though there are a large number that have started to move with the social revolution and so are using social media effectively, there is an even larger number that either aren’t using the platforms properly or have neglected Social Media altogether.

What needs to happen?

Local Governments should to recognise that communication channels are changing. Social media’s incredible growth has completely shifted the standard ways people engage with one another. Despite this rapid change, social media is nothing to be afraid of. The benefits of engaging in the social media space far outweigh the risks, and the potential for social media to revolutionise the way Local Governments engage with their communities are bound only by the resources made available to adequately explore and engage with this transformative space.

2.2 Facebook Presences

This analysis is based on a list of 571 local government areas in Australia. Every single one of them is the subject of discussion on Social Media to varying degrees. The presence that these bodies have on Facebook is a major indicator of how they engage with their constituents, how they are
engaged with, and ultimately how well they are able to harness the tools presented by the platform in general.

### Facebook Presence types

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autogenerated</td>
<td>420 (74%)</td>
</tr>
<tr>
<td>Group</td>
<td>2 (0.4%)</td>
</tr>
<tr>
<td>Page</td>
<td></td>
</tr>
<tr>
<td>Profile</td>
<td></td>
</tr>
<tr>
<td>No presence</td>
<td></td>
</tr>
</tbody>
</table>

**Autogenerated Pages: 420 (74%)**

**What is this?** Autogenerated Pages occur when an entity without an official presence on Facebook receives a large degree of engagement from different people (e.g. discussing it, listing it as a place of employment, checking into it, etc). This engagement with the entity ultimately reaches a threshold wherein Facebook determines that the level of engagement merits an autogenerated presence. To do this, Facebook synergises with Wikipedia and takes a brief portion of content from Wikipedia’s article and uses it to populate the contents of the entities’ newly auto-created Page. Nobody from Facebook, nor the entity takes responsibility for the Page -- it simply exists as something that can be engaged with on every level by third parties, but is not monitored or operated.

**Group: 2 (0.4%)**

**What is this?** Groups are not a Facebook “presence”; rather they function as a convenient space for select people to engage with each other, usually to discuss a particular subject after which the group is often named. The group itself cannot engage with others or represent itself. It does not have a voice or a means of communication with people outside of the group. Additionally it cannot create content and it does not have a toolset to effectively monitor the conversation that occurs within it. It is simply a
established forum for discussion.

**Established Pages: 133 (23%)**

**What is this?** A Page is Facebook’s primary tool for organisations to develop their presence on the site. Creating a Page comes at no cost and once developed it gives the organisation all the tools it needs to engage with its stakeholders, monitor the engagement that comes their way and engage with any other organisations with a Page. For Local Governments, a Page is the most appropriate tool, and the most effective when used correctly.

**Profile: 5 (0.8%)**

**What is this?** Profiles are for people. They are designed by Facebook to serve as a personal presence for individuals and not for organisations. Profiles do not come with the tools to monitor engagement and lack access to the range of other organisation-specific tools which Pages have. For these reasons, Profiles are inappropriate for organisations.

**No Presence: 11 (2%)**

**What is this?** If something does not have a presence on Facebook it means that conversation regarding it has not yet reached the point where Facebook sees fit to create an autogenerated presence. This does not necessarily mean that there is no discussion about the subject; it only means that it has not reached the threshold point yet.

**At a glance: What does this mean?**

Local Governments are neglecting Social Media as a way to engage with their constituents. The majority of Local Governments have allowed an Autogenerated Page to be created for them, which means that there is more than sufficient demand for two-way engagement between a Local Government and its constituents. A few have no presence at all. A small portion of Local Governments are using Facebook in an incorrect manner with an inappropriate presence that does not provide them with the tools required to run the Page efficiently. Less than a quarter have taken the time to establish a Page.

**What Needs to Happen?**

Local Governments should embrace Social Media as a new, mainstream
means of communication. In the instance of the abundance of autogenerated Pages, the conversation from constituents needs to be harnessed and steered in productive directions for the betterment of the Local Government Area and the community at large. To do this, each Government needs to establish its own Page and begin formulating an appropriate strategy and policy as to how the Page should ultimately function internally and externally.

Autogenerated and other inappropriate Local Government Facebook presences should be migrated to Pages so as to fully utilise the tools Facebook has to offer, as well as to optimise their constituents’ ability to easily locate them within Facebook searches.

2.2.1 Pages in Use

Of the 133 established Pages, how many are actually in use?

![Pie Chart]

**In Use:** 91 (68%)

**What does this mean?** If a Page is in use, it means that the Local Government behind it is delivering content to its audience on a consistent basis. The content is in turn being engaged with by users and prompting a response, whether that is from the constituents of the Local Government or from the wider online community. If a Page is classified here as “in use”, it is serving the purposes of a Local Government, even if it is at the most basic level.
Not in Use: 42 (32%)

What does this mean? If a Page is not in use, it simply exists as a static presence, with no user engagement. The Local Government is not producing content on the Page, it just exists as a blank slate. While the local government may be monitoring the engagement the Page receives (if it receives any) they are choosing not to return the engagement and not to respond to the constituents engaging with the Page.

What needs to happen?

Even though these Local Governments have taken the time to establish an official Page, just under a third haven’t actually used the Page once it was established. There are no content updates, no posts, and no response to the constituents who engage with them. In contrast to having an Autogenerated Page, a static Page is just as brand-negative as it sends the message to its audience that while the Local Government cares about hearing what users say about it, it does not allocate the resources to adequately respond to the engagement. Furthermore, the lack of fresh content, or graphic formatting can appear careless and unprofessional. The Local Governments with static Pages should work to format their Pages as soon as possible and so begin engaging with their stakeholders as soon as possible to capitalise on this communication channel.
Wyndham City Council (‘Wyndham City Events’) is another example of a Local Government taking control of their social media presence and effectively executing a fantastic communications strategy.

Particularly effective, the Wyndham City Council have turned their Facebook presence into what is essentially a database for Wyndham City events. Beyond keeping their audience up to date with what is occurring in Wyndham, they frequently ask questions about what manner of future events residents would like to attend, while also taking on board feedback on events that have occurred.
2.2.2 High Achievers

How many Established Pages are receiving high engagement?

No Engagement: 9 (14%)

What does this Mean? If a Page has been established but is receiving no engagement from stakeholders, the issue is most often the quality of content. Local Government Pages must develop and post content that asks questions of its constituents and ultimately provides them with information that is timely, useful and relevant to them. The Page must serve the community. The best Local Government Pages offer their audience a reason to visit the Page: whether it’s serving as a community forum, a line of communication to the Local Government itself or offering interesting information about the city within its jurisdiction. Perhaps the best example of this is the city of Sydney.

Engagement: 55 (86%)

What does this mean? If a Local Government takes the time to properly establish a Page, and then even if the content isn’t of the highest standard it could be, the Page is most often highly engaged with by its users. This figure indicated that when a Page is established, the majority of Pages are highly valued by community constituents.
What needs to Happen?

Local Governments should recognise that Facebook is a viable, powerful, effective and simple to use tool, which is appropriate to their communication needs. Statistics here suggest that to establish a Local Government Facebook Page is almost always to open the doors to a significantly higher degree of stakeholder engagement, and that Facebook is ultimately a tool that can be utilised to better serve the community.

CS2 Case Study: City of Sydney (the Benchmark)

City of Sydney is the leading Australian Local Government when it comes to Facebook implementation. With over 17,000 likes and an average of 400 different people discussing it on a regular basis, City Of Sydney sets the benchmark for well implemented social strategies on Facebook, and is positioned globally as a market leader in the space.

How did they do it?

City of Sydney generates a rich variety of high-quality content to connect with its constituents, as well as a broader national, and international audience.

Engagement on the Page is kept consistently high and constructive by functioning as an informative source for community information and by directing the conversation about Sydney in a positive direction through
highlighting the different components of its colourful culture.

Facebook’s ‘Milestones’ features also play a big role on the City of Sydney Page. Facebook’s new Timeline feature is fully utilised to provide the city’s constituents with a publicly accessible archive through which they can trace Sydney’s heritage and development.

What are the Advantages of a Good Presence?

The content shared through the Facebook Page provides City Of Sydney’s Local Government with a space to promote themselves and some of the otherwise under-appreciated work they do. Through creative use of the space, they shine the spotlight on the tasks that are otherwise taken for granted.

A prime example of this are Sydney’s NYE celebrations, a massive event. But what about the council’s responsibility to clean up after the party? Through a short two-minute video, City of Sydney creatively showcases the efforts of the clean-up team in a piece of engaging, rich video content. Thousands of people watched the video, and many more took the time to ‘Like’, comment on it, or share it with their friends – it was a perfect piece of “sticky” content.

Social media is an incredibly powerful public relations tool if harnessed correctly. Your constituents are already using these platforms, so it provides an ideal way to reach them. By choosing to engage with them and by giving them interesting, informative and helpful information to talk about with their friends, you increase the reputation of your Local Government to develop and grow as a brand across the web.
CS3 Case Study: City of Kingston (Engaging the Community)

Victoria’s City Of Kingston is a prime example of a Local Government utilising Social Media to constructively harness community discussion.

The Page features a high focus on two-way community engagement. As such, all content is structured to continually prompt input from its constituents whilst delivering Rich content from within the local government itself.

At just over a year old, the Page is still in its emerging phase, however a strong focus on sharing community-related content it has quickly garnered over 800 likes and a steadily rising “talking about this rating”. Similar to a number of other Local Government Pages, Government run events are hosted within an “events” Tab. However where Kingston goes the additional step further is that it allows community members and businesses to promote their own events through the Page on the wall, much like a community pin-board. There is even a Tab that allows local organisations to display their own promotions.

The centrepiece of the Page is the Mayoral Blog. Imbedded on the Page through the Tabs feature. The Blog gives the community an opportunity to connect with the Mayor of Kingston. The content of the Blog is primarily the Mayor giving the community feedback on events he has attended, as well as providing a source of internal information for all upcoming council projects. The Kingston constituents are encouraged to join the mayor in
providing their own feedback to the topics discussed.

The City Of Kingston is currently undertaking development of a long-term vision (2035) for the city as a whole. The Page is a useful tool for the implementation of such a project. Combined with the Mayoral Blog, the Page enables the Local Government to gauge the community’s response to newly proposed developments, as well as giving the community a direct line of communication to put forth their own ideas for the project.
Like Sydney, Council driven projects are showcased for the public.
Community Feedback is overwhelmingly positive and on display for the world to see.
<table>
<thead>
<tr>
<th>Event Name</th>
<th>Location</th>
<th>Date</th>
<th>Time</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kingston Harvest Festival – Saturday, 12 May 2012</td>
<td>Carrum Roy Dore Reserve</td>
<td>Saturday, May 12, 2012</td>
<td>11:00am</td>
<td>Carrum, Victoria, Australia</td>
</tr>
<tr>
<td>Mordialloc by the Bay Fine Food, Wine and Music Festival</td>
<td>Mordialloc Reserve</td>
<td>Saturday, March 17, 2012</td>
<td>11:00am</td>
<td>1,544 guests</td>
</tr>
<tr>
<td>Kingston Council’s 2012 Globe to Globe World Music Festival</td>
<td>Namatjira Park, Springs Road, Clayton South</td>
<td>Saturday, January 28, 2012</td>
<td>12:00pm</td>
<td>Namatjira Park, Springs Road, Clayton South</td>
</tr>
<tr>
<td>Carols by the Bay</td>
<td>Peter Scullin Reserve</td>
<td>Sunday, December 18, 2011</td>
<td>6:30pm</td>
<td>343 guests</td>
</tr>
<tr>
<td>Kingston’s Cat Show</td>
<td>Mordialloc Community Centre</td>
<td>Sunday, July 10, 2011</td>
<td>10:00am</td>
<td>Mordialloc, Victoria, Australia</td>
</tr>
</tbody>
</table>

Events listed in pin-board-style within the community events Tab.
2.2.3 Engaging with Static Pages

How many Autogenerated Pages are highly engaged with?

<table>
<thead>
<tr>
<th></th>
<th>Engaged with</th>
<th>Not engaged with</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Engaged with</td>
<td>72 (17%)</td>
<td></td>
</tr>
</tbody>
</table>

What Does this Mean? If an Autogenerated Page is being engaged with it means that there is a large degree of online discussion that focuses on its subject, in this case; Local Governments. This discussion includes people simply opting to "like" the Local Government’s Page, as well as people identifying the Local Government as a subject in their wall posts and discussions. Despite this high degree of engagement with the Local Government, for whatever reason, the LG in question has not yet established ownership of Page to monitor the discussion or respond to it.

Not Highly Engaged with: 348 (83%)

What Does this Mean? The remaining 481 Pages are still receiving engagement, though in a comparatively minor capacity. This does not mean that the engagement on the Page is insignificant -- for the autogenerated Page to exist in the first place, its subject needs to have been referenced/ discussed to a relatively high degree. What this means is that the Autogenerated Page is receiving engagement on an inconsistent basis, or lower level.

3 50+ 'Likes', 5+ 'talking about this'
What Needs to Happen? Local Governments need to be aware that their stakeholders are having conversations about them on Facebook whether they choose to be there to engage with them or not. Those with autogenerated Pages which are receiving a high level of engagement should treat that engagement as strong proof for establishing an officially administered Page. For the Local Governments with comparatively minor engagement, action needs to be taken to establish the Page and respond to engagement as it continues to rise. The right foundations ideally should be established to ensure that as engagement grows, return on that engagement will be energised and engaged.

2.2.4 Autogenerated Pages

The vast majority of social media presences on Facebook are autogenerated. This means that Local Governments without an official, internally managed presence will find an auto-generated page for their city made of basic information drawn directly into Facebook from Wikipedia. This then becomes the default destination for users searching for information on their city or town.

These auto-generated Pages are not monitored by anyone and they feature no content. The subject of the Page can still be referenced and discussed by users and it can still be engaged with, but nobody has claimed it to take charge of it.

Auto-generated pages present reputation risk for a number of reasons: First, due to the lack of genuine, “official” content, anyone can set up a Facebook presence and begin posting content under the guise of being the Local Government. In many instances members of the community adopt Pages and begin posting content and generating discussion. But there is no one officially representing the entity or acting on its behalf.

CS4 Case Study: City of Albany (Engagement Unanswered)

City of Albany in Western Australia is one of the best examples of this. On Facebook there are four separate pages attributed to City of Albany, each generating a high degree of engagement. Three of these are in addition to the auto-generated Page.

The auto-generated Page itself receives an absolutely enormous amount of engagement and discussion all in a completely public forum, yet there is no means for the Local Government to respond to the discussion or even monitor what is being said. This provides both missed opportunities
for promotion and the potential for the unchecked dissemination of false information.

This groundswell of discussion and engagement with the City of Albany is a clear indicator that there is an existing need for the Local Government to enter the social space in an official capacity.

From a more general perspective, the rate of Facebook’s projected growth means that the social media chatter centred on places within the jurisdiction of Local Governments is far more likely to increase rather than decrease. It is imperative that these bodies begin to establish themselves on this platform, to direct the conversation in a constructive manner and respond appropriately to issues raised within the forum.

2.3 Twitter

Twitter is the third major social media platform after Facebook and LinkedIn, and is growing rapidly. Twitter centres on the circulation of small, 140 character based pieces of text called “tweets”. If a Local Government is on Twitter it means that it can send tweets, small, timely messages, to its constituents and the wider community. It can also follow its constituents and any other local organisation with a Twitter account.

How many Local Governments have Twitter accounts?

144

What does this mean? If a Local Government has taken the time to register a Twitter account it means that it has deemed the platform relevant enough to at least monitor as part of a wider communications strategy. A local government can examine relevant Twitter discussions directed at it and stay informed about to the chatter which revolves around it.

How many are actually in use (Have been used within 28 days)?

40

What does this mean? 72% of the Local Government Twitter accounts are not in use. This could be due to one or more, of any number of factors: They may have attempted to use the platform and found it too difficult, they have not been able to dedicate the required time resources, or they may only use the Twitter account for certain events, not day to day.
What needs to happen? Twitter accounts should not remain dormant. If the account is not in use, it should be deleted. This is because a twitter account requires continuous monitoring. If it exists, other users -- be they constituents or members of the wider community -- will assume that if they choose to engage with the account, they will receive a reply. Not offering return engagement is perceived as a negative, particularly for Local Governments. If a local Government believes it can devote the time to maintaining a profile on Twitter, it should employ the platform to deliver consistent content and return engagement. If not, then the account should be de-activated.

How many have accounts that actually have Influence?

31

What does this mean? A Klout score is an industry standard for having influence over a group of people within the Twitter Sphere. Klout employs a formula to observe how many people engage with the entity, and how many people the entity effectively engages with. If a Twitter account has an influence score of 20 or above, it is a prime indicator that the Local Government in question is using the Twitter space well. It is delivering high quality content to its followers and they are returning the engagement.

What needs to happen?

The local Governments that choose to maintain a Twitter account need to examine more ways to use the service effectively to achieve the 20+ Klout points benchmark level.

How many lurk?

14

What does this mean? Lurking is defined simply as; the account exists, but the account has never tweeted (posted) any content before or engaged with any users. The advantages of this are that the Local Government has a platform through which they can monitor relevant discussion, but in the same way as having a static Facebook Page, it carries the implication to onlookers that the Local Government cares about the platform discussion enough to monitor it, but not enough to return engagement with other users. Remember most importantly that social media is a two-way broadcasting platform.

4 Klout score of 20 or above
What needs to happen?

Ideally these accounts either need to be shut down or resource-allocated adequately, returning engagement with their constituents to the betterment of the local government as a whole, or shut down so as not to risk Twitter users engaging with the platform and receiving no reply.

3 INTERNATIONAL COMPARISONS

3.1 Paris, France

Paris joined Facebook in 2010 and since has become an international hub for discussions of Parisian culture. Conversation occurs in all languages, as people discuss their European holiday plans, or Parisians discuss the latest film festival. It has well over a million ‘Likes’ and sees five figure average direct engagement numbers in any given week.

The Page utilises Facebook well. Its content is varied, rich and garners a high level of engagement both nationally and internationally, and consequently the community is ever growing. One issue that is not currently addressed is that the Page is not targeting its updates by language: given the significant international audience, it would be beneficial to target some updates to a French-speaking audience and others to English-speaking audiences.
3.2 Hamburg, Germany

The Harbour town of Hamburg is another example of a well-employed Facebook Page for a local Government.

Much like Sydney, the Page delivers a good mix of content to promote itself and engage its audience, however the Page also serves to promote its tourism by providing a database for any events that occur within the city. Hamburg is home to a strong theatre and arts culture, and as such it allows Page visitors to see what’s on and to conveniently purchase tickets through the ‘Events’ tab housed on the Page.

Showcasing what is occurring within their cities in this way is a great, simple way for Local Government to promote themselves.
4 WHY CHOOSE SOCIAL MEDIA

In the last few years social media has revolutionised the way consumers interact with companies and entities, and with each other. Social sharing among people in this way is extremely powerful in influencing their decision making. We tend to trust what our friends tell us over what advertising tells us. Social media -- sites like Facebook and Twitter -- have effectively cut out the middle man and created the space where consumers can be engaged with directly, and in real time. This shift provides extraordinary potential for conducting the business of local government.

“Citizens have the opportunity to participate and potentially help design a new conversation at the political level, something that has not been possible for years. Social media has allowed people to go back to building communities on a much larger scale, making the world smaller in the process for many.”

This analysis of President Obama’s 2008 social media campaign credits it directly with galvanizing a key voter base. These same strategies can be adopted on a local Australian government level, also. You don’t have to be running a national campaign to make use of the opportunities provided by the social space. A good communications strategy for use on social media will allow you to:

- Let people in your town or city know what’s going on, sharing information about events and services
- Forge stronger, more vibrant community relationships
- Effectively manage the online reputation of your council
- Build on and future-proof the skills set of your communications team with on site training

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5 Valeria Maltoni, Strategist, the Conversation Agent
A 2012 Nielsen Report into Australian Consumers’ online behaviours\(^6\) identified the Government sector as a key area in which they would like to see more options for their needs:

Local governments are ideally situated to provide nearly all these services to their constituents by effectively using the social media space.

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\(^6\) Nielsen, The Australian Online Consumer Landscape 2012
5 WHAT WE DO

Dialogue Consulting will provide to you an initial audit of your digital presence across the web and identify the key areas in which a powerful and cost-effective solution can be tailored to meet your needs, free of charge. This audit will include a cost/benefit analysis.

If once seeing the audit you decide that you’d like to proceed with implementing a digital communications strategy, Dialogue Consulting will work with you to ensure that all your policy criteria are met in tandem with the development of a strategy plan.

We will provide to you a step-by-step set of guidelines for implementing your new plan, and will provide on-site training with your communications team and all parts of council who will be engaging with the social space. We will leave you equipped with both the tools and the training and risk management support which will allow you to manage your presence in this space long into the future.

No confusing jargon or inflated statistics, just simple and effective ways to communicate with the people who are most valuable to you.

Here’s how we do it:

1. Analysis

Dialogue Consulting will conduct in-depth metric research to discern where your Local Government sits in relation to the rest of Australia. We will assess your brand’s reputation in the space.

We then facilitate a discourse among each of the different stakeholder groups within your organisation. What do they each have to say about social media and contributing to the development of the social media policy? Dialogue Consulting works closely with each different area of your organisation to discover exactly what your social media plan should look like and the direction it should move in.

2. Strategy and Policy Development

Combining our research outcomes from the analysis phase with your pre-existing communications plan, Dialogue Consulting will map out a strategy for how your Local Government will use the social space. What kind of content will be the most engaging for your target audience and where will the content come from? When issues arise, how will they be responded
to? We build a customized Social Media Strategy that showcases the best of your organisation and what you have to offer.

Once this is established, we look at logistics. This includes resources and staffing allocations -- who will be in charge of social media within your staff. How will they respond to engagement from the community, whether positive or negative? Dialogue Consulting’s experienced team will develop a framework that will mitigate risk and streamline effective resource management in your department.

3. Training

Dialogue Consulting builds the job skill capacity within your organisation. We work on a face-to-face level with your relevant staff members to up-skill them with the tools required to implement your unique social media strategy and policy now and into the future.

Through a combination of group and one-on-one training, Dialogue will prepare your team and larger organisation for this online social transformation.

Dialogue believes in ongoing relationships and given the ever-changing medium of social media, we are always on-hand to provide further support whenever required.

We look forward to working with you.

Our Experience

The Dialogue Consulting team has over 20 years combined experience working in the social digital space devising strategies and providing training for a variety of clients -- corporate, cultural and community-focused -- including Moorabool Shire, Moira Shire, RMIT University, MindFrame, Turning Point Alcohol & Drug Service, Plan Australia, ABC TV, Lion Nathan, Events NSW, The Sydney Opera House, Cornwell, Carers Australia and many more.

For a more detailed breakdown of what is required to formulate your digital communications strategy, please give us a call on 1300 846 768 or email Hugh Stephens, Director, at hugh@dialogueconsulting.com.au to request a free audit.
Dialogue Consulting aims to maximise your online presence by helping you engage with existing customers, attract new markets and implement cost-efficient and innovative marketing strategies.

Dialogue Consulting provides initial and continued support through consultation, phone and online resources and training. We believe in ongoing relationships and will work with you every step of the way as your business grows and develops in the online space.

Services
- Assistance and guidance in developing social media strategy and policy.
- Development of high impact and on-brand social media profiles.
- Assistance in developing content strategy to engage target audience and build communities.
- Training of staff to develop content, moderate social media profiles and respond to issues.
- 24 hour on call support to assist with crisis or issue management.

Our Approach
Dialogue Consulting’s approach is underpinned by five key priorities:

1. Social media plays a key role in marketing campaigns, driving traffic to your website, engaging new clients and generating revenue. We can help identify your needs and advise the best social media strategies to assist your business.
2. Strong social media policies mitigate risks, protecting your staff and your organisation, and providing peace of mind.
3. There is a wealth of social media tools available to help you engage your target audience. Identifying the best tools will help you meet your business goals.
4. Dialogue Consulting provides advice, guidance and support in developing your brand message online through design, content, apps and promotions.
5. We will train your staff to create effective engagement, moderate social media profiles and respond to issues appropriately

For more information:
1300 846 768
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dialogueconsulting.com.au
Facebook: /dialogueaus
Twitter: @dialogueaus