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The Australian Government Social Media Best Practice Toolkit

Untapping the full potential and mitigating risks of social media for the public sector

One-day connected forum and full-day workshop
17-18 April 2012, Clifton Suites on Northbourne
Canberra, ACT, Australia

> Developing a social media policy <

>Addressing the risks and legal issues of social media<

> Overcoming resistance and training staff in the use of social media<

> Measuring the value of social media <

Hear practitioner case study presentations:

Department of Human Services

Department of Education and Communities

Department of Sustainability
and Environment (VIC)

BlandsLaw

Zen Ex Machina

Department of Justice

Transport Accident Commission

Post-forum full-day workshop: Wednesday, 18 April 2012

Implementation from policy to program

Facilitated by: *Matthew Hodgson, Partner, Senior Executive - Citizen Experience, Zen Ex Machina*

In this hands-on and interactive workshop participants will learn to:

- Examine the risk profile associated with adoption of social media and the methods currently used by government departments to reduce it
- Create governance frameworks and profile end-users to safeguard against and monitor unwanted behaviour
- Take a holistic view at program strategy, design, implementation and transition to business-as-usual
- Ensure benefit/outcomes realisation of your social media endeavours

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The Australian Government Social Media Best Practice Toolkit

One-day connected forum and full-day workshop

17-18 April 2012

Clifton Suites on Northbourne, Canberra, ACT, Australia

The use of social media for collaboration in the workplace is set to double by 2013. The personal online social communities that individuals have built up in the past few years are now spilling over into work and as a result the role of social media is changing.

However, despite its potential professional benefits many public sector organisations are still wary of the use of social media in the workplace. By increasing an organisation-wide awareness and building a toolkit that tackles confidentiality, copyright, privacy and reputation issues, organisations can successfully implement social media strategies as just another part of their communication and business.

This one-day forum will help you to:

- Understand the practical applications and impact of social media in your workplace
- Adopt the right mindset: how far must you go with social media ?
- Develop an effective social media strategy and policy
- Deal effectively with legal, security and governance issues of social media
- Train your staff on social media etiquette

Connected Forum: Tuesday, 17 April 2012

8:45 Registration and refreshments

9:15 Chairperson's opening remarks



Matthew Hodgson, Partner, Senior Executive - Citizen Experience, Zen Ex Machina

9:30 Moving to read-write government: engaging citizens with social media

- We are here now: the fast changing digital landscape
- Changing the rules: adapting with business process and culture change
- Terms of engagement: new ways of achieving public sector objectives
- Justice 2.0: case studies from Victoria



Patrick McCormick, General Manager, Online Collaboration and Citizen Engagement, Department of Justice

10:15 Developing an effective internal social media strategy

- Building a business case for social media
- Integrating social media into the overall communication strategy
- Putting in place the policies and processes in support of your internal social media strategy



Tracey Sen, Director Corporate Communication, Department of Education and Communities

11:00 Morning refreshments and networking

11:30 Panel Discussion: Streamlining your social media presence

In this session, delegates will have the opportunity to ask questions and comment on how to move forward with your social media strategy, and to reflect on and discuss the topics raised throughout the forum.

- How to implement policy and strategy when you are already active in the social media space
- Consolidating channels to maximise engagement
- Achieving a whole of organisation approach to social media

Facilitated by: Matthew Hodgson, Partner, Senior Executive - Citizen Experience, Zen Ex Machina

Panellists: Vivienne Storey, General Manager, BlandsLaw

Tracey Sen, Director Corporate Communication, Department of Education and Training NSW

Patrick McCormick, General Manager, Online Collaboration and Citizen Engagement, Department of Justice

12:15 Implementing, managing and maintaining social media

- Using social media to the best advantage in your agency
- Social media in controlled and compliance regulated environments: tips and traps
- Addressing early and late adopters when it comes to social media adoption

Timothy Arch, Online Communications Adviser, Department of Sustainability and Environment (VIC)

1:00 Networking lunch

2:00 Risk management issues around social media

- Managing the legal, security and governance risks of social media
- Understanding the emerging legal issues around social media
- The ethical protocols of social media
- Educating employees on the etiquette of social media use



Vivienne Storey, General Manager, BlandsLaw

2:45 Measuring the effectiveness of social media

- Metrics and measurements: how to define value?
- Gaining relevant feedback that produces measurable results



Gina Beschorner, Senior Social Media Adviser, Department of Human Services

3:30 Afternoon refreshments and networking

4:00 TAC road safety: a case study in effective and successful behaviour change social marketing

- How the TAC develop and evaluate campaigns
- What are the TAC taking in social marketing? What's new
- What strategies or tools do any social marketer need to be successful



John Thompson, Senior Manager, Road Safety & Marketing, Transport Accident Commission

4:45 Chairperson's closing remarks and end of connected forum



Post-forum full-day workshop – Wednesday, 18 April 2012

Implementation from policy to program

Registration: 9.00 am

Workshop time: 9.30 am - 4:00pm

Facilitated by: *Matthew Hodgson, Partner, Senior Executive - Citizen Experience, Zen Ex Machina*

About the workshop:

Australians are some of the biggest users of social media, taking advantage of these inexpensive tools for work, collaboration, socialisation, and engagement. How though can the public sector take advantage of people's familiarity with this engagement channel with minimal risk and maximum benefits realisation for the agency's objectives?

In this hands-on and interactive workshop participants will be led through an examination of the risk profile associated with adoption of social media and the methods currently used by government departments to reduce it.

Participants will be engaged in a discussion of Australian government agencies and their current activities in digital engagement and collaboration, and taken through hands-on activities to create governance frameworks and profile end-users to safeguard against and monitor unwanted behaviour.

Through workshop activities that look holistically at program strategy, design, implementation and transition to business-as-usual, benefit/outcomes realisation will be attended to as well.

About the workshop leader:



Over the last decade, Matthew Hodgson has earned a reputation for innovation and leading edge strategic thinking through his multidisciplinary approach to government program strategy, implementation and stakeholder engagement.

His experience includes the strategy and tactics for Department of Human Services' involvement in the electronic health record system, Medicare's citizen-centric people-to-government strategy, the experience design for the CHOICE Magazine website, and PHA's social media business strategy.

Matthew is best known as a strategist, consultant and international speaker who lives by the axiom "the only power in knowledge is to share it".

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

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The Australian Government Social Media Best Practice Toolkit 17-18 April 2012, Clifton Suites on Northbourne, Canberra

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- Delegates are responsible for their own travel, accommodation and visa requirements.

Event venue and accommodation

Preferential rates are available at the Clifton Suites on Northbourne, Canberra.

Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

Clifton Suites on Northbourne

100 Northbourne Avenue

Canberra , ACT 2602

(02) 6262 6266

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