Social Media for Government

TRAINING

Empower Citizens, Build Trust: Mastering Social Media Strategies for Government Engagement

Facilitated by
DANTE ST JAMES
Trainer and Digital Expert
Clickstarter

Online → 9 & 10 September 2024

PUBLIC SECTOR NETWORK

Certified B Corporation

Overview

Australia, with its 2023 population of 26 million people now boasts 21 million internet users, with 18 million of them being active social media users. This represents just under 70% of the total population. This means that social media platforms have become an essential tool for government agencies to communicate with the public. As the online landscape evolves, so too must the approach of government organisations in using these platforms for outreach, engagement, and service delivery.

Almost half of Australians (45%, or 10.6 million) either born overseas (26% or 6.2 million and/or having one or both parents born overseas (19% or 4.5 million) (2017). This will continue to grow (as indicated by the most recent census in 2021) leading to an increasingly multicultural Australia.

Demographic changes are reshaping government operations, including policymaking, service delivery, and especially engagement and communication. Culturally and Linguistically Diverse communities are no longer seen as ad-hoc groups but are now a central focus of stakeholder engagement for government agencies and organizations.

Communication and Stakeholder Engagement specialists in government recognise the importance of utilising social media platforms to connect with diverse audiences. However, the emphasis has often been on accuracy, protocols, and approval processes, with a perceived failure to create empathetic and people-centered content that builds trust and encourages constructive discussions. Nevertheless, there are government agencies that excel in this area, displaying their unique style that has resulted in significant followings and extensive community involvement.

This course has been developed to prepare and present messaging and channels for the masses online whilst balancing respect for the audience and the internal and external stakeholders with the need for just-in-time approvals and publishing. At the end of the course, participants will have a greater understanding of how to tailor their social media strategies, make informed decisions on which platforms to use, and drive better outcomes through effective online communication.

Who Should Attend

- Social Media Strategists, Analysts and Managers
- Communication Managers
- Digital Media Coordinators
- Digital Engagement Specialists
- Media Relations Specialists
- Public Affairs Specialists
- Public Relations Managers
- Public Engagement Managers
- Marketers and Event Planners
- Web Developers and Designers

Learning Outcomes

- **Understand** the role of social media in government communication
- **Learn** to create engaging, empathetic content that resonates with diverse audiences
- **Develop** strategies to utilise various social media platforms effectively
- **Gain** insight into managing online community engagement while maintaining protocol
- **Cultivate** crisis management strategies for handling negative feedback and misinformation online

Why Attend

- Stay updated with evolving social media trends
- Enhance your social media strategies to build trust and facilitate dialogue with the public
- Strengthen service delivery and policy communication for better outreach and communication initiatives with social media platforms
- Oversee online communities effectively while adhering to government protocol
- Create compelling content that appeals to a wide range of audience

Meet Your Facilitator

DANTE ST JAMES
Trainer and Digital Expert
Clickstarter

Dante St James, a recognised digital expert from Clickstarter, has over a decade of experience helping government agencies, not-for-profits, NGOs and businesses navigate the complexities of digital transformation. He has provided training, coaching, and consulting services to organisations across Australia, helping them to leverage digital tools and social media platforms to engage with their audiences effectively.

Dante is a highly sought-after small business advisor and an accredited Meta Lead Trainer, Community Manager, Media Planning Professional and Digital Marketing Associate. He is also accredited as a LinkedIn Marketing Labs Professional, Twitter Flight School Professional and TikTok Academy-accredited Professional.

Dante has also worked extensively with the Northern Territory Government, the Commonwealth's Digital Solutions, Entrepreneurship Facilitators, BeConnected, Stay Smart Online and Self-Employment Assistance programs. He is also a well-travelled speaker on the topics of social media, search optimisation, public speaking, personal branding and copywriting. His national reach has included work with Business Station in Western Australia & Queensland, events with Advance Queensland and Sunshine Coast Council, campaigns for NSW Health, the Small Business Development Corporation of Western Australia and Workforce Blueprint in South Australia.

Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space
- Current challenges you are facing

Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 28th Jun	Register by 26th Jul	Register by 9th Sep
$795 + GST	$995 + GST	$1,195 + GST
Save $400	Save $200	-

CLICK HERE TO REGISTER

*Group Discounts Available - Contact Registration at

registrations@publicsectornetwork.com or Call on **(02) 9057 9070**

Explore the Agenda

| 10:00am | **Welcome and Introductions** |

Module 1 – Understanding Social Media in Government

10:15am	**The role of social media in government**
	• Historical and current context of social media use in government
	• Evaluating the potential and challenges of social media for government communication

| 11:00am | **Break** |

11:10am	**Creating engaging, empathetic content for diverse audiences**
	• Understanding the diverse Australian social media landscape
	• Identifying audience demographics and tailoring content appropriately

| 11:50am | **Lunch** |

Module 2 – Navigating Platforms and Finding your Voice

12:20pm	**Navigating different social media platforms**
	• Overview of various platforms and their unique features
	• Strategic use of platforms based on audience demographics and content type

01:05pm	**Understanding your themes, values and voice based on your audience and objectives**
	• Understanding what your key themes and topics are
	• Identifying who your internal and external stakeholders are
	• Identifying where the roadblocks are to approvals
	• Forming this into an effective social communications strategy

| 1:50pm | **Break** |

1:55pm	**Activity: Creating a multi-platform content strategy Identifying key stakeholders and addressing bottlenecks**
	• Identify your key themes
	• Identify your key stakeholders
	• Identify your values and voice
	• Where are the bottlenecks and what can be done to work better with them?
	• How does this look as a strategy for your social communications?

| 2:25pm | **Reflections and Closing remarks** |

| 2:30pm | **End of Day 1** |

Explore the Agenda

10:00am	**Welcome and Recap**

Module 3 - Engaging with the Public

10:15am — **Finding a balance: Protocol vs. Openness**
- Balancing openness and protocol in government social media communication
- Strategies for fostering healthy online community engagement

11:00am — **Break**

11:10am — **Crisis Management in Social Media Communication**
- Handling negative feedback and misinformation online
- Strategies for maintaining credibility during crises

11:50am — **Lunch**

Module 4 – Social Media for Improved Service Delivery

12:20pm — **Social Networking vs Creator Media**
- How usage of social media has changed since 2018
- Leaning into how social media is being used now

01:05pm — **Forming a Content Strategy**
- Themes, Values and the Questions to Answer
- Planning evergreen and seasonal content

1:50pm — **Break**

1:55pm — **Group Presentations and peer review of social media campaign strategies**

2:30pm — **Closing Remarks and End of Day 2**

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