





## Future social media strategy..? Where's social heading..

Social marketing strategy throughout 2015 will no doubt raise the bar in creativity and authentic engagement. A majority of public sector and Government organisations are on board with social media platforms and strategies although it's getting harder for organisations to shine in social media - where users are in the driving seat and will screen out anything that fails to interest them within seconds. Although with a deeper understanding and application of emerging social technologies companies can become more able to succeed through their social innovations. This two day investigation of social innovation and '3.0' cutting edge strategy will assist in creating pioneering social initiatives. Sustaining a fresh social approach is not possible without clear insight into emerging innovations and their possibilities – this forum will gather those developing the technologies and the cutting edge social marketers who will share their anticipation and insight into future social marketing and web developments. Debate will be focused on:

- The evolving web, understanding the platforms shaping 'web3.0' strategy
- The 2015 social shift – what technologies are emerging – from where- and what's the expectation
- Social innovation – what will it require beyond this year? What should the marketers be anticipating
- Case studies of pioneering social initiatives – why they worked and their future evolution
- Worldwide social advancements – hear from the digital pioneers from the US, Asia and UK – how are they preparing for the next wave of social possibilities
- Getting the 'buy-in' from the board to go further into unknown social territory
- Assessing where next for organisations in the social arena, moving out of social comfort zones and into new areas of potential social success and benefit
- Future directions for Google and Yahoo – what every social marketer should be expecting
- Global social research and technology updates - insights into specific trends and social behaviour to assist in strategy development

## Who you will meet:

This conference, now in its fifth year attracts: Heads of Social Media, Heads of Marketing, Digital Professionals, Market Research executives, Community Managers, Communication Professionals and PR Executives across Government and Public Sector organisations.

# Government Social Media Future 2016

## Investigating the future of social media - public sector

21st-22nd April 2016, Rex Hotel, Canberra



### Day One: 21st April, 2016 (Thursday)

**08.30** Coffee and registration opens**09.00** Opening remarks by the conference chair*Tiffany June, Principal Mentor, How2Social***09.25** A LOCAL GOVERNMENT PERSPECTIVE ON THE CHANGING SOCIAL MEDIA LANDSCAPE

- How to find opportunities to reach audiences within the changing social media landscape
- How councils can empower frontline staff to be active in social media
- What works and what doesn't work from a local government perspective
- Perspectives on the future of government social media from Australia and beyond

*Matt Murray, Principal Adviser Digital Communications, Redland City Council***10.10 – 10.50** SOCIAL ENGAGEMENT: EVOLUTION OR REVOLUTION?

- The power of social media as a catalyst for change
- Influencing the conversation – where and how
- Exploring where next and how to prepare?

*Prem Vasudevan, Director, Corporate Communication, Executive Division, Department of Immigration and Border Protection***10.50 - 11.20** Networking and refreshment break**Case study:****11.20** SOCIAL EVOLUTION AND SUSTAINING INNOVATION THROUGH SOCIAL CAMPAIGNS

- How R U OK's social strategy is shaping up for the future
- Investigating the upcoming leading platforms and where to invest energy
- Staying focused in amongst producing ground breaking content

*Brendan Mayer, CEO, R U OK***12.00** DIGITALLY-ORIENTED APPROACHES TO UNDERSTANDING AND ENGAGING WITH COMMUNITIES

- Applying behavioural economics to citizen-facing government services, to achieve greater uptake of digital channels and other valuable gains for public sector agencies.
- Monitoring and understanding the evolution of online communities, and the participants in them, in a government service context.
- Using big data and social media to get large-scale multi-national insights into how people respond, behave and interact.
- Engaging thought leaders and communities about the challenges and opportunities for citizens in their later lives, including the possibilities for digital technology in increasing self-sufficiency, wellbeing, connectedness and participation.
- Collaboratively creating new generation social media analysis tools with the public and private sector.
- Building packages of social media content in order to capture life and language in contemporary Australia.

*Dr Simon Dunstall, Research Director (Decision Sciences), CSIRO Data61***12.35** INTERACTIVE GROUP DISCUSSION – MORNING WRAP UP**12.45** Lunch and networking**13.30** DIGITAL TRANSFORMATION IN ACTION: PART 1 - BEYOND THE TECH TALK.

Synopsis: A Microsoft report into Australian businesses showed that two of the things that can genuinely make a difference to an organisation are great leadership and the ability to innovate. But the same report also found that 67 per cent of companies "did not have the right culture to drive innovation". Now that Digital Transformation has been propelled to the forefront of our economic consciousness, Strategy Director at ntegrity, Tony Lee unlocks the secret to effective transformation: it's not technological - it's human.

**Digital Transformation in Action: Part 2 - Victorian Responsible Gambling Foundation (Case Study)**

Synopsis: The Victorian Responsible Gambling Foundation's (VRGF) mission is support and equip Victorians with research, treatment and support services for problems related to gambling, whilst also reducing gambling-related harm. Stranded in the wake of a digitally-savvy pro-gambling industry, the team engaged in assistance to amplify their voice. Join VRGF's Strategic Communications Manager, Michelle Byrne, as she shares the story of the organisation's digital awakening - the issues, the successes, and the unforeseen challenges they overcame to empower an organisation from within.

*Michelle Byrne, Communications Manager, Victorian Responsible Gambling Foundation*  
*Tony Lee, Strategy Director, ntegrity***Case study:****14.30** SOCIAL IS NOT JUST FACEBOOK, INSTAGRAM AND TWITTER – FUTURE PERSPECTIVES.

- How to use social and digital media ingeniously
- Ensure your agency is cutting edge – key considerations
- Emojis, memes and other mediums – the future growth

*Lisa Portolan, Director, Communications High Performance and Commercial Australian Sports Commission***15.10** Break and networking opportunity**15.40** SOCIAL MEDIA 4.0 - THE IMMERSED DIGITAL LANDSCAPE OF TOMORROW.

- Exploring the past and future possibilities of Facebook, Instagram, YouTube
- What are millennials using and how they are changing the digital landscape
- How best to leverage your social channels in the disrupted age
- What is the next big shift in digital and online marketing VR, holographic technology

*Jonathan Forrester, Director and CMO, emmersion***16.15** INTERACTIVE GROUP WRAP UP DISCUSSION. OPEN MIKE DISCUSSION BETWEEN DELEGATES, CONFERENCE CHAIR, JONATHAN FORRESTER AND LISA PORTOLAN**16.45** Delegate drinks reception



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### Day Two: 22nd April, 2016 (Friday)

**08.30** Registration and coffee**09.00** Welcome by the conference chair*Tiffany Junee, How2Social (event supporter)***09.15** JOBS OF THE FUTURE & GOVERNMENT SOCIAL MEDIA CAMPAIGNS

- How Social Media Advisors will replace Government Media Advisors/Managers
- How is a Gov Social Media Advisor more innovative than a traditional media advisor?
- How Gov will influence audiences through Social Media Campaigns in the coming years

*Carrington Brigham, Head of Digital & Social Media | Sefiani Communications Group***Case study:****09.50** MOVING INTO NEW TERRITORY AND THE IMPACT ON SOCIAL MEDIA MANAGEMENT

- Investigating the clearest, yet most compelling path forward for social media initiatives
- Channel management in the future years, how does this look set to change
- Critical next steps for social strategists, what you need to leave behind in order to move forward and strengthen your social impact

*Amanda Dennett, Senior Social Media Adviser, Australian Government Department of Human Services and Director Ausferm***10.25** COMMUNITY ENGAGEMENT ON SOCIAL MEDIA: TOWARDS A COLLABORATIVE FUTURE

- Using social media to have direct influence on government decisions
- How transparency and openness fosters a collaborative culture between government, business and the community
- Why your networks are your greatest marketing tools on social media – and how this looks set to evolve in the future

*Todd Clappis, Strategic Engagement, Department of the Premier and Cabinet***11.10** Refreshments and networking opportunity**11.30** REACHING HARD TO REACH AUDIENCES IN A FAST CHANGING DIGITAL LANDSCAPE

- Engaging with different audiences – and connecting with the hard to reach groups
- Creating compelling content for specific groups
- Using the right platform to reach a focused target group

*Dale Roberts, Corporate Communications Manager, Head Space***12.15** EXPLORING 'CONTENT 3.0' – WHERE IS THIS HEADING AND HOW TO PRODUCE COMPELLING PIECES

- Investigating where our sights should be during content creation
- What to avoid in the coming years – and why
- Pushing the content boundaries within Government, case studies of success

*Jarod Green, Founder, Rad!***13.00** INTERACTIVE DELEGATE DISCUSSION AND FEEDBACK

- Breaking into new realms of social success
- From where is the inspiration emerging and how to we harness the new power of social
- How the role of social marketing looks set to change

**13.30** Lunch and networking**Case study:****14.30** DEPT OF ENVIRONMENT: HOW SOCIAL MEDIA, SOME WELL POSITIONED CONTENT, 3 YEARS AND A FEW HUMPBACK WHALES BEAT THE BEST IN AUSTRALIA!

From May to November each year, thousands of whales make a return trip from the cold waters of Antarctica to breeding grounds in the northern hemisphere. For people lucky enough to see the whales, it truly is a sight to behold.

Exploring how 'Wild About Whales' successfully integrated social media, advertising, PR, a mobile app, print collateral, partnerships, and POS that led to great impact..

The NSW National Parks and Wildlife Service (NPWS) recognizes whale-watching as the perfect hook to encourage visitation to national parks during the non-peak colder months, and is the NSW government agency responsible for the annual Wild About Whales campaign.

By analysing the content needs of the target markets' across the sales funnel, and ensuring this content was syndicated and promoted appropriately, NPWS ensured a steady stream of RITE (relevant, informative, timely and entertaining) content throughout campaign channels.

Not only was the 2014 campaign the most successful to date, but the content marketing approach shows how inbound marketing by a government agency can be used to engage, educate and inspire people for the long-term benefit of our natural world. This is an agency side case study of 3 years work that received the 2015 Australian Marketing Institute awards for best content marketing.

*Todd Wright, Director, Threesides***15.10** Refreshments**15.30** THE FUTURE IN 3 WORDS - IT'S REAL BOLD AND DEFINED

- Audience is King: Real People, Real Time, Real Stories
- Content and Strategy : Be Bold & Unique
- The Power of Data: Defined channels, purpose and measurement

*Craig Mack, Social Media Lead, Diabetes NSW***16.10** CONFERENCE WRAP UP AND GROUP DISCUSSION - ASSESSING KEY TAKE AWAY POINTS**16.30** Conference close

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