

GOVERNMENT DEPARTMENTS AND AGENCIES — SOCIAL MEDIA USE

1045. Mr M. McGowan to the Minister for Police; Tourism; Road Safety; Women's Interests:

In relation to all agencies, departments and government-trading enterprises within the Minister's portfolio of responsibilities, I ask:

- (a) does the agency, department or government-trading enterprise maintain a social media presence;
- (b) what is the social media site or sites which the organisation regularly uses;
- (c) when did the organization commence using the social media site or sites;
- (d) what is the general nature of the organisation's use of the social media site or sites; and
- (e) what is the total cost, if any, of the organisation's presence on social media sites?

Mrs L.M. Harvey replied:

Western Australia Police

- (a) Yes
- (b) Western Australia Police currently maintains corporate Facebook, Twitter and YouTube accounts (one in each category). In addition, WA Police has between June and August 2013, trialled devolved social media at police stations for operational benefit. The trial has involved the creation of Twitter accounts for seven stations in the North-West Metropolitan District and two stations in the South-West District (Busselton and Australind), as well as one North-West Metropolitan District Facebook page. The trial concluded on 1 September 2013 and will now enter a review phase.
- (c) WA Police social media (corporate accounts):
 - Twitter — June 2010
 - Facebook — August 2011
 - YouTube — September 2011
- (d) To share timely and accurate information with the public about policing matters, to assist with crime resolution, crime prevention, community engagement and delivery of emergency public information during emergencies.
- (e) Nil.

Tourism WA

- (a) Yes
- (b) Facebook, Twitter, YouTube and Weibo in China.
- (c) Twitter — December 2008
Facebook — January 2011
YouTube — January 2011
Weibo — February 2013
- (d) The role of social media is to drive consideration for Western Australia as a holiday destination, to engage with our social media community and to support campaign messaging.
- (e) \$81 607 (excl. GST) in the 2012–2013 financial year.

Rottneest Island Authority

- (a) Yes
- (b) Facebook and Twitter.
- (c) Facebook — 8 January 2008
Twitter — 24 December 2012
- (d) Community engagement and promotion of Rottneest Island. Social media is a low cost platform to engage with a key target market (younger generation).
- (e) \$28 080 (excl. GST) in the 2012–13 financial year.

Office of Road Safety

The Office of Road Safety is administratively supported as part of Main Roads WA and as such the response will be included in the Main Roads WA response under the Minister for Transport.

Women's Interests

Women's Interests is administratively supported as part of the Department of Local Government and Communities and as such, the response will be included in the Department of Local Government and Communities response under the Minister for Local Government; Community Services; Seniors and Volunteering; Youth.
