

GOVERNMENT DEPARTMENTS AND AGENCIES — SOCIAL MEDIA USE

1055. Mr M. McGowan to the Minister for Emergency Services; Corrective Services; Small Business; Veterans:

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?

Mr J.M. Francis replied:

Department of Corrective Services

- (a) No.
- (b)–(e) Not applicable.

Department of Fire and Emergency Services

- (a) Yes.
- (b) Twitter and YouTube.
- (c) Twitter — October 2011, YouTube — November 2011
- (d) Social media provides another avenue to keep the community informed about current and developing emergencies

Official alerts and warnings are available through a number of different channels including the DFES website (www.dfes.wa.gov.au), Emergency Information Line (1300 657 209), RSS feeds, apps such as DisasterWatch and Fires Near Me, traditional media/news outlets and Twitter (@dfes_wa).

Additionally the Department of Fire and Emergency Services creates a number of short videos which are uploaded to You Tube for key public safety awareness campaign launches and corporate events.

- (e) In the 2012–13 financial year, approximately \$1,870 for a short-term advertising campaign on social media website Facebook to reach a specific target audience as part of the storm season community safety campaign to raise awareness of the threat of the hazard.

Fire and Emergency Services Superannuation Fund

- (a) No.
- (b)–(e) Not applicable.

Small Business Development Corporation

- (a) Yes.
- (b) Facebook and You Tube
- (c) Facebook — July 2009, You Tube — November 2011.
- (d) Facebook is used to advise small business owners and key stakeholders of the SBDC's services and programs. Other information relating to the small business sector and relevant updates from other government agencies are also provided. It provides a quick, low cost means of engaging with the agency's target audience. Posts are made to the page approximately three times a week.

You Tube was selected as a widely accessible channel to distribute a series of seven videos supporting the small business sector operating regional tourism. The videos provide case studies and factual information on topics including business planning, cash flow management, motivation and marketing. Links from the agency's website to the You Tube channel are still active, however new content has not been added for approximately 12 months.

- (e) In the 2012–13 financial year the Small Business Development Corporation spent no funds on placement and advertising costs to maintain a presence on social media sites.

State Emergency Management Committee

- (a) No.
- (b)–(e) Not applicable.