

# CONSTRAINED OR REFRAINED

Why Australian Government use of social media is all one way

## CONTENT ANALYSIS

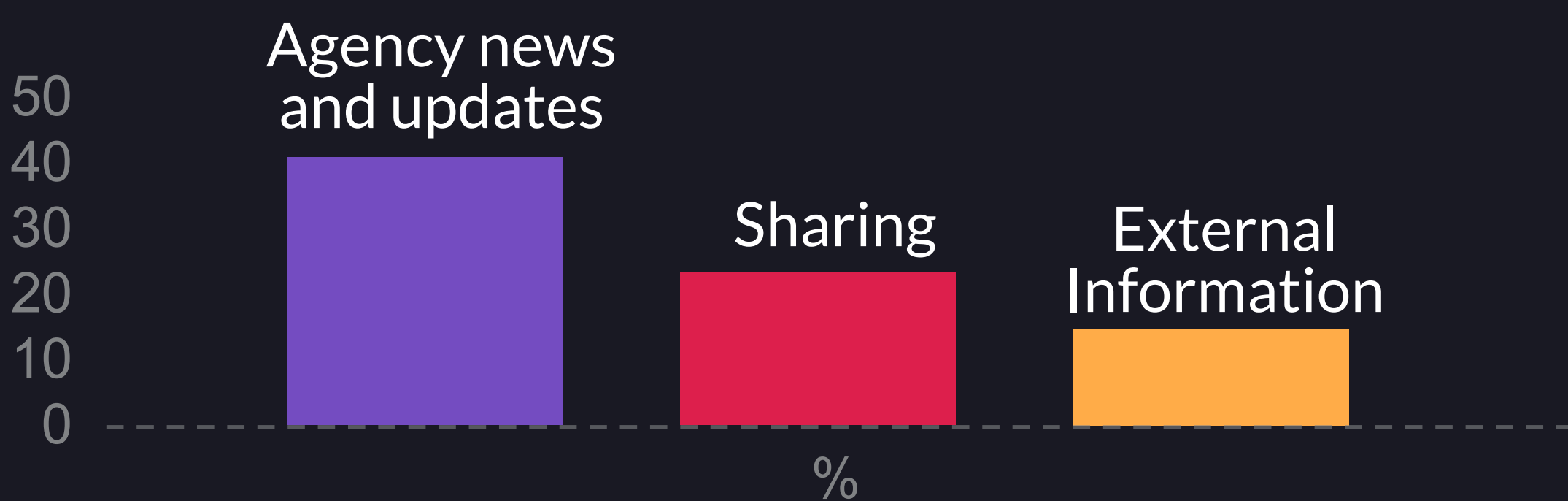
Analysis of 7295 posts from 88 social media pages assessed the function and type of content.

### FUNCTION

97.8% transparency  
2.2% participation  
0.1% collaboration.



### TYPE OF CONTENT



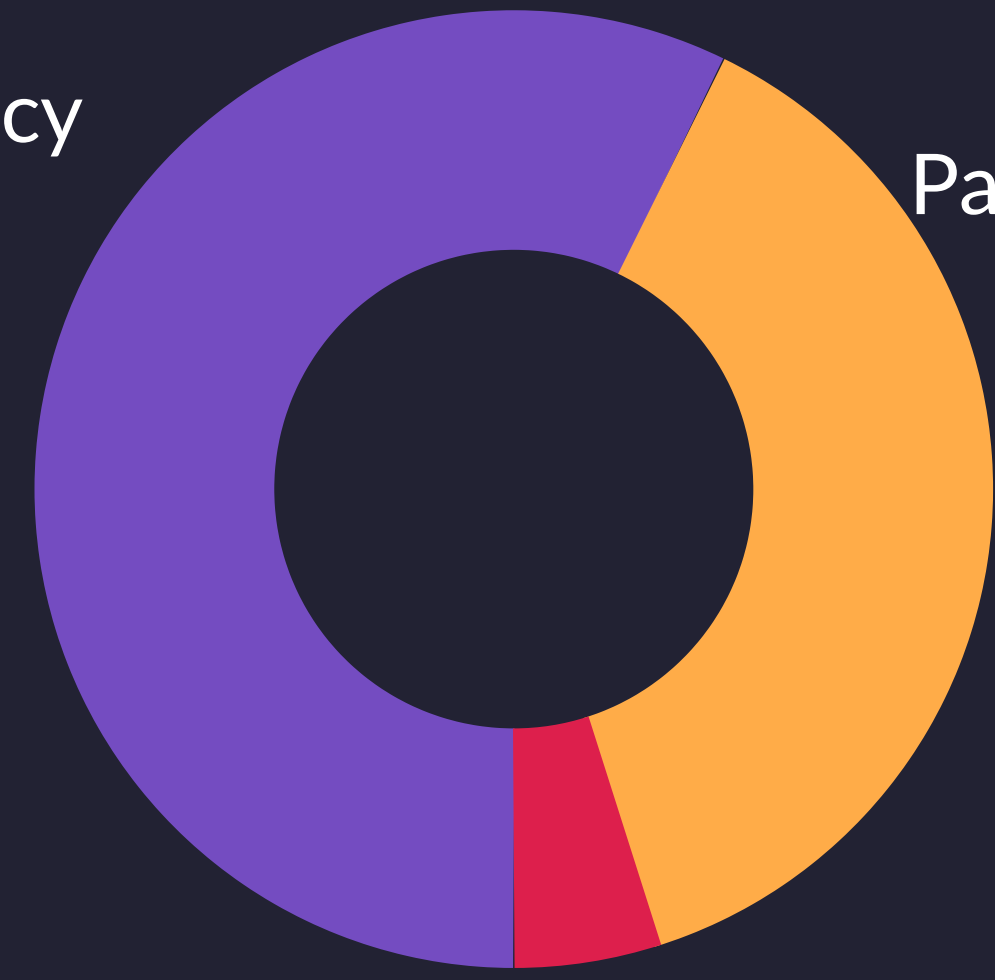
4.8 avg. comments   11.5 avg. shares   31.9 avg. likes

## SURVEY RESPONSES

44 practitioners working in the public service responded to the survey.

Transparency  
57%

Participation  
38%



Collaboration 5%

### TYPE OF CONTENT

88%

Agency news

62%

Event participation

55%

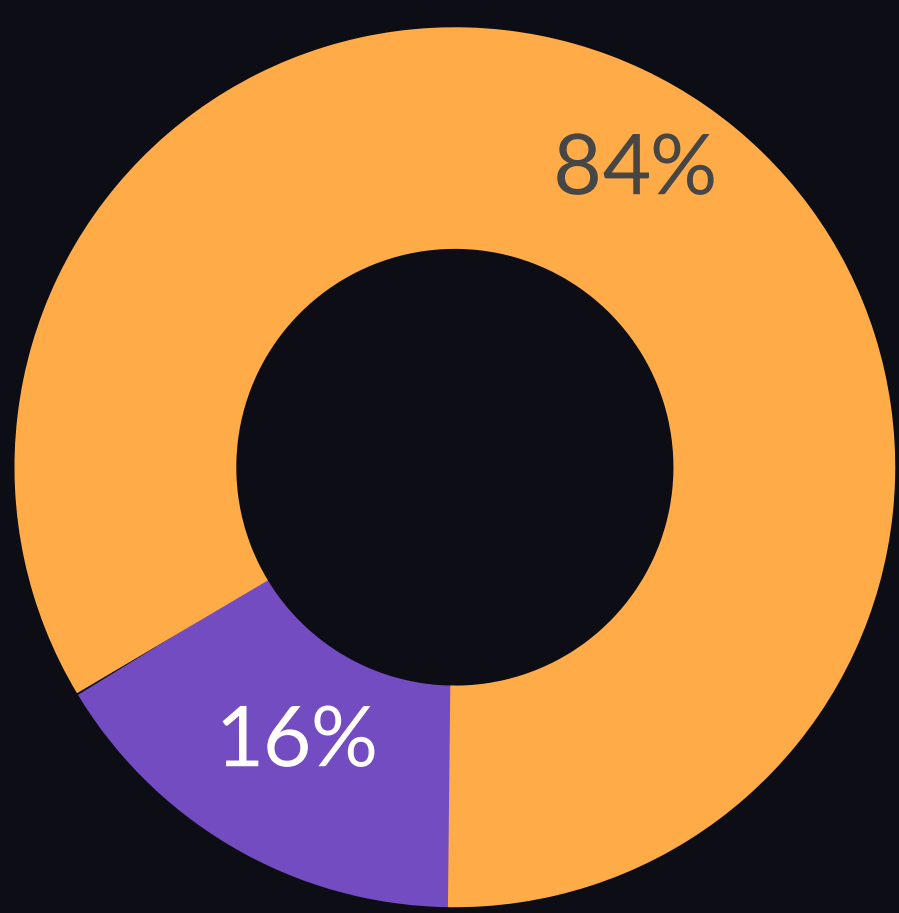
Ministerial announcement

## HOW ARE PUBLIC AFFAIRS PRACTITIONERS IMPLEMENTING SOCIAL MEDIA IN THEIR AGENCY?

**70%** are responsible for posting to the agencies' social media channels

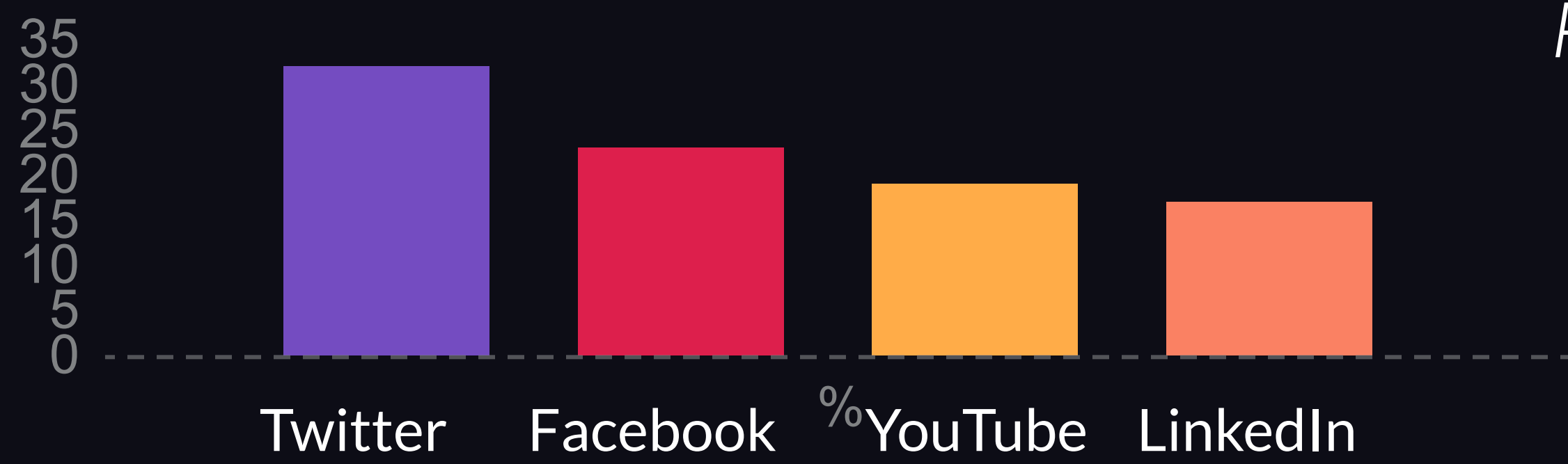
**90%** believe they have the knowledge to run social media effectively

**64%** have had no formal social media training



Only 16% have social media as their main responsibility

### WHAT SOCIAL MEDIA ARE THEY USING?

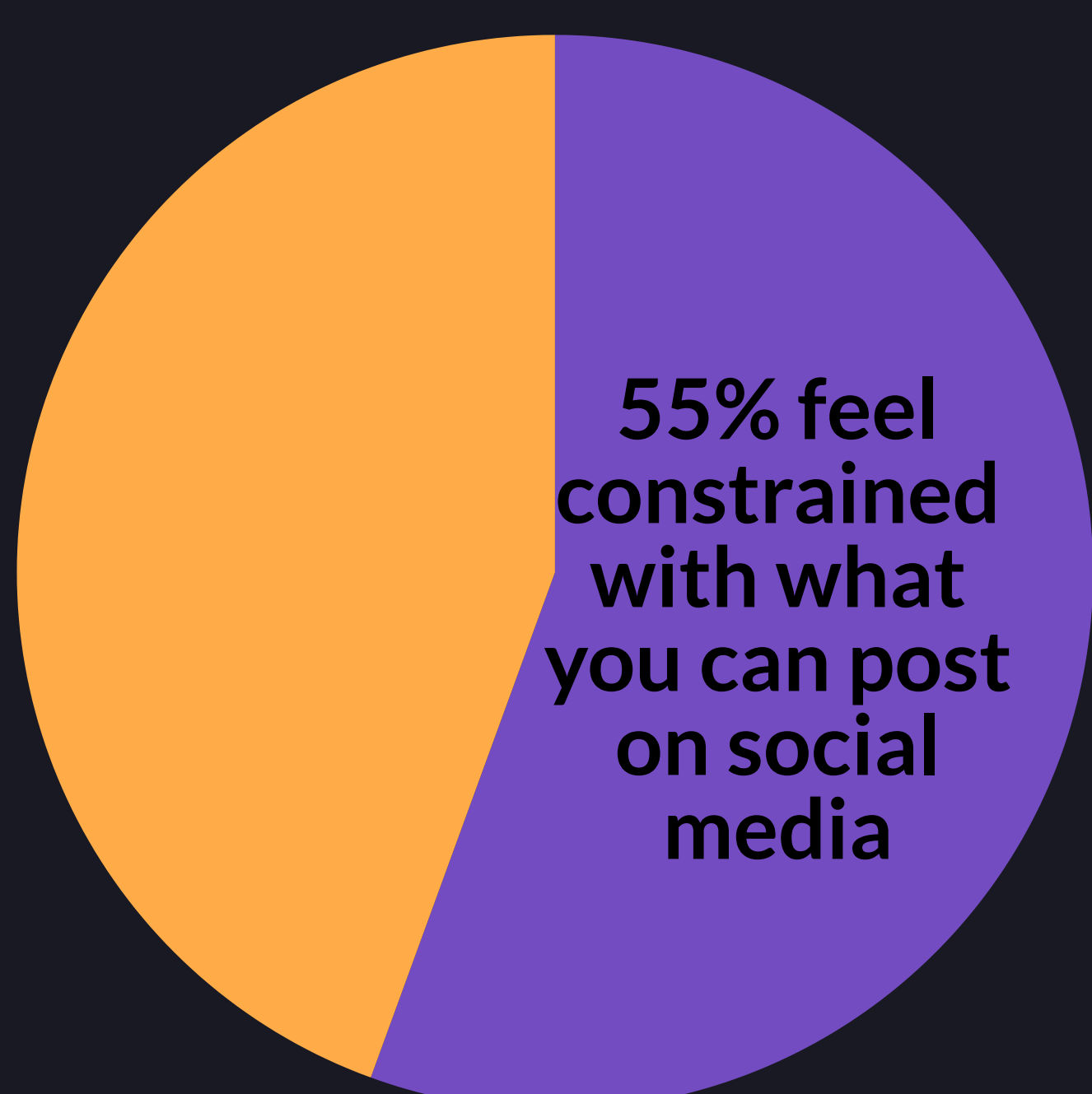
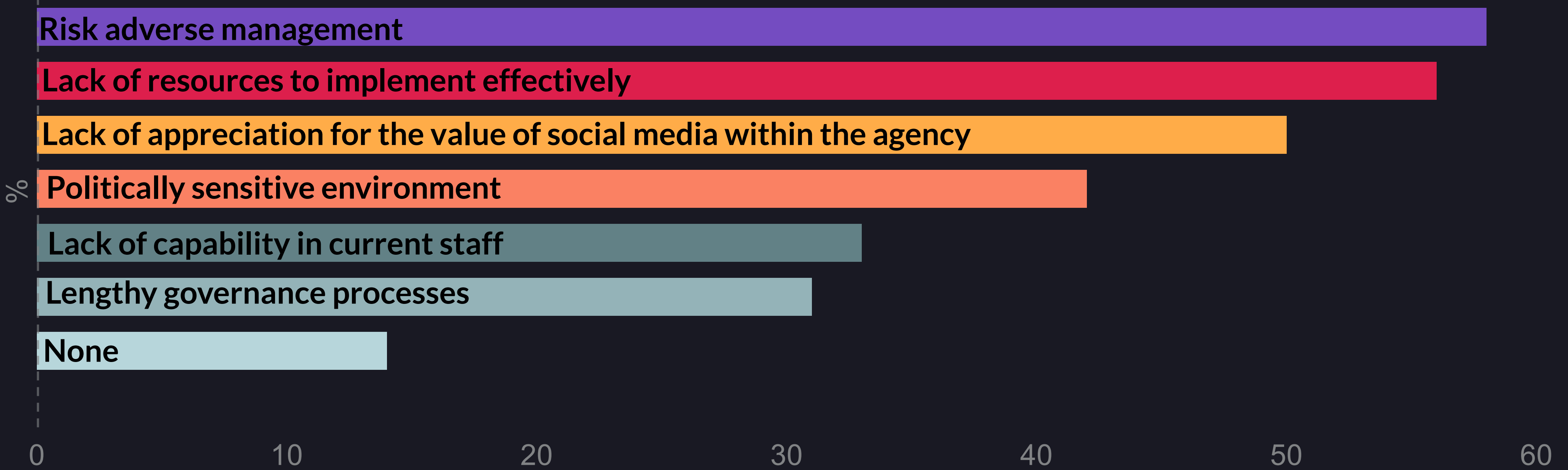


*MOST BELIEVE FACEBOOK IS THE MOST EFFECTIVE CHANNEL*

**80%** of agencies have a formal social media strategy in place

**42%** of practitioners are doing weekly reporting

## WHAT CHALLENGES ARE PRACTITIONERS FACING?



55% feel constrained with what you can post on social media

## WHAT WOULD YOU CHANGE?

**35%** would publish different content to social media that is more interesting, timely and appealing for the audience

**29%** extra staff would allow them to be more effective

**6%** would increase engagement