

*Freedom of Information Schedule of Documents  
 FOI/MCD 13/11-12: documents relating to analysis or discussion around the Twitter Cabinets held by the ACT Executive,  
 Chief Minister's Support & Protocol*

Folio	Item	Date	Release Decision	Exemption claimed	Online release status
1	Ministerial briefing from Louise Bassett, Government Information Office to the Chief Minister regarding Virtual Cabinet on Twitter	27/7/11	Full release	N/a	Yes
2-3	Ministerial briefing from Mick Chisnall, Director, Government Information Office to the Chief Minister regarding final outcomes of Virtual Community Cabinet held 26 July 2011	10/8/11	Full release	N/a	Yes



**ACT**  
Government

Chief Minister and Cabinet



**MINUTE**

Ref: C2263/11

Date 10 August 2011

To Chief Minister

- Director-General
- Deputy Director-General

From Director, Government Information Office

Subject Final Outcomes of Virtual Community Cabinet held 26 July 2011

**Critical date and reason**

As soon as possible to provide a timely public "wrap up" to the ACTVCC event

**Purpose**

To seek your agreement to publicise the attached information.

**Background**

On the 26 July 2011 a successful Virtual Community Cabinet was held using the very popular micro -blogging social network service Twitter.

**Issues**

- It is proposed that a "wrap-up" statement, based on the attached, be published on-line with links from each Minister's website, Canberra Connect and the ACT Government website.
- In addition the link would be publicised on the Community Notice board.

**Media**

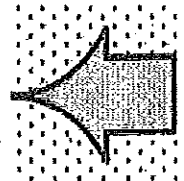
The information could also be used as part of a media release.

**Recommendations**

That you:

- agree to the publication of the attached.

Michael Chisnall  
Ph 62070612



*Katy Gallagher MLA* ..... / /  
**AGREED/NOT AGREED/PLEASE DISCUSS**

- On the 26<sup>th</sup> July the ACT Government ran a virtual community cabinet using Twitter. For one hour, at lunchtime, the ACT Chief Minister, Katy Gallagher MLA and her 3 cabinet colleagues, Andrew Barr MLA, Simon Corbell MLA and Joy Burch MLA, came together to engage with approximately 200 participants.
- Subsequent research on the archived hashtag data at #actvcc showed that approximately 450 tweets were sent and received over the hour long event.
- The actual number of tweets during the event has been reported variously. The variation in numbers relates to the exact search criteria, the timing of the search and the software used. The 450 number is the number actually archived by the Government Information Office, immediately following the event.
- While the theme of the event was "Community engagement; does Twitter work?", Canberrans took the opportunity to discuss a wide range of themes.
- Major themes included:
  - Transport – Light rail, buses, speed limits, bus routes, development of the iPhone app, roadworks
  - Health – positive comments, nurses pay
  - Community Sector – affordable housing, Giralang shops, Gunghalin facilities
  - Education – DET Twitter and Facebook use, Teacher's pay offer
  - Open Government and Gov 2.0 – use of Google + or Facebook and other social networking tools, including access from within the ACT public service.
- There was also a wide range of other topics, included some light hearted suggestion and questions.

Given the nature of the event all questions were not able to be responded to during the event. 33 unanswered questions were identified in the post event analysis. This figure represents only the questions from within the hour. Arrangements have been made through Ministers' Offices to have messages prepared in response and sent from Ministers on Twitter.

- The event overall is considered a successful experiment and first step. The Government will now take on suggestions to consider other formats and topics for future online social media events.



ACT  
Government

22/7/11

## Caveat Brief

To Chief Minister  
From Government Information Office  
Subject Virtual Community Cabinet on Twitter

Cleared by Director GIO [ ]

Copy: Director-General, Chief Minister and Cabinet

- This brief provides a short summary of the key outcomes from Virtual Community Cabinet on Twitter and outlines next steps.
- Our updated data shows in the hour ACTVCC was running that 447 tweet messages were sent and received. 204 unique users were identified during the hour. We know were a number of tweets sent without the #actvcc hashtag but there are not able to be identified or counted.
- The key topics covered are outlined in the one page summary attached.
- There are twitter users posting their own analysis of the event including a variety of different statistics. These cannot be easily verified. Our own data was taken as a snapshot at the conclusion of the event using a third party open source software tool.
- It is important to note any data will be not 100% accurate, given the nature of its means of collection.
- A preliminary analysis of the key themes, unanswered questions, ideas to be investigated in more detail is underway. This will be provided later this week.
- CMCD will attend a debrief meeting on Friday 29 July 2011 with Ministerial staff to provide further detail and confirm next steps.

Louise Bassett  
27 July 2011

Loise,  
This is different to the  
700+ odd msg's we  
talked about after meeting.  
Whats the difference?

Katy