

*Freedom of Information Schedule of Documents
FOI CMCD 13/11-12: documents relating to analysis or discussion around the Twitter Cabinets held by the ACT Executive,
Communications and Engagement*

Folio	Item	Date	Release Decision	Exemption claimed	Online release status
1-10	IPAA Powerpoint Presentation	Dec 2011	Release		Release

Simon Kinamore
Chief Minister and Cabinet Directorate

Social Media in Emergency Communications

The media release is dead!

**Queensland Floods and Cyclone
Yasi comms dealt the killer blow!**

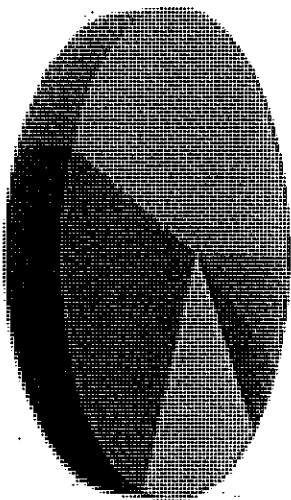
Social Media in Emergency Communications

Mitchell Fire

Communications and lessons learned

Virtual Community Cabinet

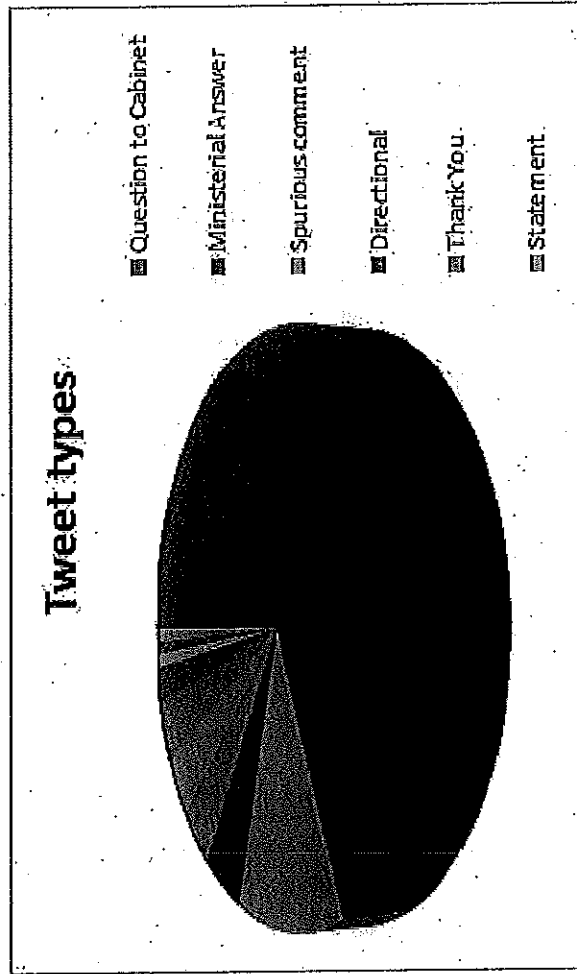
Tweet topic breakdown (top 5)



- Governance
- Health
- Open Gov / Gov2
- Transport
- (blank)

abarrmla act action **actvcc** agreee
 birth bus connect carberre centre co community considered
 some going gov some surveillance happy health housing http
 issue **katygmmla** http for mobile open park people plan
 princesski' prisoner provide **public** rd rt sector services
simoncorbell regulation talks ceremonial
thanks traffic trib twitter website work year

Virtual Community Cabinet



Virtual Community Cabinet

XXX number of participants for

Twitter Cabinet 1

XXX numbers of tweets for

Twitter Cabinet 1

Virtual Community Cabinet

XXX number of participants for

Twitter Cabinet 2

XXX numbers of tweets for

Twitter Cabinet 2

Virtual Community Cabinet

Lessons learned

#Hastags

Good equipment and support

Contingency plans

Follow up

Blocking antagonists

Social Media in the ACT

Government

Directorates getting in on the act

A consistent look /branding

Effective guidelines

Part of a multi channelled

approach in

communicating/engaging

Social Media in the ACT

Government

Questions?

Comments?
