



## A social media first for one of our biggest departments



# CASE STUDY

### THE CHALLENGE

Pull together hundreds of social media accounts—branded across multiple child agencies— into a cohesive database and underpinned by a department-wide social media strategy.

### THE SOLUTION

An extensive social media audit, capturing a clear snapshot of 'current state', followed by a suite of recommendations. All recommendations were adopted, resulting in the first ever holistic social media strategy for one of Australia's largest government departments.

### THE RESULTS

- Removal of 722 surplus, fake or non-active social media profiles related to the department.
- Established a Social Media Hub for the department, hiring a dedicated team of eight.
- Social media monitoring and management tools Talkwalker, Hootsuite and Asana implemented.

