



Upskilling a team to deliver best-in-class social



Australian Government
Department of the Environment and Energy

CASE STUDY

THE CHALLENGE

Methods of digital communication become more powerful, versatile and streamlined every year. In 2016, the Department of Environment and Energy realised its social media strategy was increasingly dated, lacked innovation and failed to keep pace with the ever-changing environment of digital communication. Unable to effectively reach its target audiences, the department approached us for assistance.

THE SOLUTION

The department identified two objectives aimed at working to better reach its target audience:

- Upskilling staff in digital communication skills.
- Injecting innovation, testing and analytics into its digital presence.

To customise training for the department, RD Consulting met with key stakeholders to understand pain points, objectives and the current status of digital communication platforms. We created and presented a four-part workshop over five days, tailored to the department's subject matter and its target audiences.

THE RESULTS

At the conclusion of the five days, a team of 12 were upskilled and trained in digital communication. Now, each can launch their own analytics function and analytics capabilities. The department has since uplifted its Facebook presence with the launch of a department profile and has integrated Twitter into its communication strategy.

FUTURE PROOFING

Equipped with new knowledge and skills, the department is now well prepared to keep pace with rapidly-emerging digital platforms.

