

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Supplementary Budget Estimates Hearings October 2016**

**Communications Portfolio**

**Office of the Children's eSafety Commissioner**

**Question No: 77**

**Office of the Children's eSafety Commissioner**

**Hansard Ref: Page 34, 18/10/2016**

**Topic: OCeSC advertising dollars**

**Senator Kakoschke-Moore, Skye asked:**

**Senator KAKOSCHKE-MOORE:** On notice, would you be able to provide me with the advertising dollars that are available to you in your budget. My next question is in relation to social media. What is your reach on social media for advertising and for raising awareness of your website?

**Ms Wright:** I can take that detail on notice. One thing that I would mention is that last week we launched a major initiative—Rewrite Your Story, which is a way of attracting young people to be comfortable to come to us to complain about cyberbullying. We made the decision to do a live Facebook launch and to use a Twitter beam. We have had hundreds of thousands of young people engaged in either viewing the material or being aware of it. So I think that was again a good example of using resources very prudently to reach your target audience. The decision we made is that the heart of the scheme, if you like, that we operate for cyberbullying is to combat cyberbullying through social media sites and services. So it made sense to reach that cohort through social media. Again, the amount of dollars is very small, but, as I said, you can get hundreds of thousands of young people aware. Again, there is another way that I think we have been keen on—we have had a billboard in Melbourne on a corner of Hoddle Street in Collingwood made available to us free of charge for a month and possibly two months because they believe in what we are providing. We know they tell us that I think 380,000 cars will pass that billboard and have the chance to see that program and that family members and young people can come to us about cyberbullying and to report it. So that is another example where we do not have to use very much in the way of a budget because there is such good community buy-in for what we do.

**Answer:**

In 2015/16 the Office of the Children's eSafety Commissioner spent \$440,224 on the promotion of the Office's services. This includes expenditure on online resources, including the Rewrite Your Story program, that promote the Office's cyberbullying complaint scheme in addition to being valuable in their own right.

Promotion is the cornerstone of the Office's social media strategy focussing on facilitating fruitful interactions and engagement between our audiences and our content in order to drive traffic to the website. It therefore follows that the effectiveness of the Office's social media strategy is measured by a range of factors including likes, shares, retweets and comments, as well as traffic to our site - which has had 2,959,567 webpage views in the Office's first year of operation (2015/16).

## **Senate Standing Committee on Environment and Communications**

### **Answers to Senate Estimates Questions on Notice**

#### **Supplementary Budget Estimates Hearings October 2016**

##### **Communications Portfolio**

###### **Office of the Children's eSafety Commissioner**

The more people who interact with the Office's content on social media, the more people the Office will reach. For example, an organic (no paid advertising) Facebook post has reached up to 365,000 people through the use of the Office's networks and key stakeholders to help share messaging. While the Office uses a variety of methods that do not cost money to enhance this organic average, including posting at optimal times, posting about on-trend topics, and using its networks, the Office also invests in Facebook advertising to improve each when necessary. In a recent example, the Office advertised the first video in the Rewrite Your Story youth program—*Connor*—on Facebook. This post reached 446,914 Facebook users aged between 13-17 years, was viewed over 134,000 times, received 2,000 likes and other reactions, was shared 355 times and received 111 comments.

In addition to the main eSafety Office Facebook page, the Office operates a Facebook page aimed at a youth audience, called Rewrite Your Story, and a Facebook page aimed at women, for eSafetyWomen (in operation since May 2016). The Office also operates a distinct eSafetyWomen twitter account. These separate accounts allow the Office to speak to its varied audiences in a way that most resonates with them, and without confusion. The Office sets biannual targets for each of our social media presences, including 'likes' and 'followers', and review these every quarter to check that they are on track, and to reassess where necessary. By 30 June 2016, the end of the Office's first year of operation, it had 16,944 Facebook 'likes' collectively (target was 16,000) and 7,478 followers on Twitter (target was 7,150). As at 10 November 2016, the Office has over 19,000 Facebook 'likes' and 8,351 followers on Twitter. By the end of 2016, the Office's target is to reach 20,500 Facebook 'likes' and 9,500 Twitter 'followers'.

In undertaking its research role, the Office will give consideration to including questions that go to consumer awareness in forthcoming National surveys.

A number of the Office's partners provide direct links to the eSafety website. For example, the following agencies support eSafety Women information and resources, such as non-consensual sharing of intimate images (commonly referred to as 'revenge porn') where the primary demographic is teens and 20s, by linking to the eSafety Women portal:

- Department of Social Services
- Department of Communications and the Arts
- Respect.gov.au
- StaySmartOnline
- Telstra
- Domestic Violence Crisis Centre
- ACORN
- Wesnet
- SeniorAU.com
- Social Futures
- Queensland Government
- Queensland Legal Aid
- WA Sexual Health Network
- Women's Legal Service NSW
- Gympie Regional Council