

Senate Standing Committee on Economics
ANSWERS TO QUESTIONS ON NOTICE
Innovation, Industry, Science and Research Portfolio
Additional Estimates Hearing 2010-11
23 February 2011

AGENCY/DEPARTMENT: INNOVATION, INDUSTRY, SCIENCE AND RESEARCH

TOPIC: Use of social media

REFERENCE: Question on Notice (Hansard, 23 February 2011, E35)

QUESTION No.: AI-13

Senator BERNARDI—Similarly, you might be able to take on notice—you may be able to provide it now but I doubt it—which Facebook pages, MySpace pages and Twitter accounts have been approved as having an agreed business case for access by your employees and which employees have access to them.....

Senator BERNARDI—I am not sure you are getting my question, so I will try and be even more direct. When a business case is made, tell me that the business case does not simply allow an individual to communicate via their personal Twitter account with their friends or people who follow them? There must be a Twitter account which is required or which assembles a group of people in a particular demographic that is related to the department's business that they can then access. If it is not, it just makes a mockery of the business case.

Mr Pennifold—Perhaps if I can explain it this way: I gave the example of business.gov.au, which is a particular website that contains information. In that case, there is a Twitter account that business.gov.au has, and they send that information out to a number of people who sign up to that Twitter service. So they will sign on to that website.

Senator BERNARDI—Mr Pennifold, fantastic, that is terrific. I want a list of the business cases of the Twitter accounts, the Facebook pages and the MySpace pages that are actually there to designate the communications needs of the department. Because that is what you have told me, that business.gov.au have their own Twitter account; they may have a Facebook account and a MySpace account. Every business case would have had to have been made in the same manner, would it not?

Mr Pennifold—I will take that detail on notice. I do not have the information on all of those individual business cases that have come forward.

ANSWER

The business cases that are put forward address a range of business needs. Some such as business.gov.au identify access to specific sites and have established their own Facebook page and Twitter account. Others, such as communications staff, seek to monitor a range of issues relevant to the Department of Innovation, Industry, Science and Research that are the subject of discussion on twitter, Facebook or MySpace and use their personal accounts. When access is granted to Twitter, Facebook and MySpace, it is not restricted to specific web pages within these sites.