

# Social Media for Local Government

## Social Media: A risk, an opportunity and a disruption

Social media is both a technology and a habit. Across the last decade, technology has improved, and usage habits stemming from individuals, businesses and governments have also matured. It has application across all business industries, and is deeply entrenched in the political and personal spheres.

## In a local government context

Despite the idealistic global theory of social media, in reality, social media is a hub for local communities, where users can contribute to the conversation in a range of multimedia, without barriers for entry and at any time of day.

Social media has simultaneously enabled special/specific interests to co-locate, convene and converse. At the same time, political representatives, parties and advocates have found new space online, where they can engage in an immediate, cost effective and targeted way.

The conversation about local issues, and local government, as well as effective communications by local government and its elected representatives is increasingly digitized and broadened through social media.

## Social Media Risks facing Local Government

Reputational Risks	Operational Risks	Regulatory Risks
<ul style="list-style-type: none"><li>Service Delivery Complaints</li><li>Imposter accounts</li><li>Account Security</li><li>Social Media Account Mismanagement</li><li>Employer-of-choice</li><li>Employee Activity</li><li>Scrutiny of Councillors</li><li>Brand Representation</li></ul>	<ul style="list-style-type: none"><li>Community Activism</li><li>Customer Service</li><li>Online Purchases/Payments</li><li>Communication with residents</li><li>Bullying</li></ul>	<ul style="list-style-type: none"><li>Policy Advocacy</li><li>Unlawful Announcement</li><li>Copyright</li><li>Archiving</li><li>Monitoring</li><li>Councilor Online Behaviour</li></ul>

## Did you know ...

Source: Sensis 2016 Social Media Report of Australian internet users

**35%** of Australian social media users use social media to get information on news and current events

**8%** of Australian social media users use social media to engage with a government representative or department.

## Risk Mitigation Controls



Social Media Program Auditing



Social Media Program Reporting



Social Media Strategy



Third-Party Social Media Activity Monitoring



Social Media Use Policy



Social Media Crisis Management



Social Media Skills Training








Social Media Research

# How Social Media Risk is Mitigated

## Social Media Risk is mitigated through the appropriate and methodical process of establishing risk controls, and examining social media data

KPMG offers a number of social media services that mitigate risk.

Product	Description
 <b>Social Media Program Auditing</b>	Auditing the social media program is vital in ensure ongoing risk-management. The audit will examine the governance of the program, the engagement program's outputs and the public discussion landscape around Council to provide a risk profile and recommendations set.
 <b>Social Media Strategy</b>	The principles and purposes of a Council's social media program, as well as the governance discipline in order to reach them, are provided in The Social Media Strategy. It acts as a constant point of reference for Council staff.
 <b>Social Media Use Policy</b>	The Social Media Use Policy articulates expected behaviors for Council staff when engaging on social media. It includes practical examples, best-practice actions and Council responses to violations.
 <b>Social Media Skills Training</b>	Risk managed and successful social media programs are the product of skilled and confident social media and broader communications staff. Social media skills workshops are instrumental in providing Council staff with the capacity to run effective programs.
 <b>Social Media Program Reporting</b>	Thriving social media programs are regulated. Social media reporting sets ambitious but achievable targets, and tracks those periodically with expert outside advice on improving methods.
 <b>Third-Party Social Media Activity Monitoring</b>	Social media risk can be detected by human analyst backed monitoring programs. Social media monitoring is ideally delivered once-daily for immediate action points, and monthly for trends, insights and over-arching recommendations.
 <b>Social Media Crisis Management</b>	Social media communications are vital in reputational and operational crisis situations, and indeed inaction at these moments can lead to further criticism. Council should have access to leading real-time expert monitoring and advisory in a time of crisis.
 <b>Social Media Research</b>	Social media is a vast data source of unstructured information, often relevant to local and Council issues. Social media can be used to quickly and efficiently provide insight to inform Council decision-making.

# Who we are + Our Clients

## Social Media Intelligence Group

The Social Media Intelligence Group (SMIG) assist clients with social media – coming from the perspectives of risk, governance and intelligence.

When engaging with new council clients, we ask five questions:

### Strategy

Do you have a working social media strategy in place?

### Engagement

What is the customer experience for citizens engaging with council on social media?

### Intelligence

Are you aware of what your citizens are saying about Council and its services?

### Support

Do our staff have the resources, skills and tools to succeed?

### Risk Management

Do independent experts audit your social media program?

### Contact Us

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## Relevant government clients...

**Local Government**  
Social Media Internal Audit



**Local Government**  
Social Media Internal Audit



**Local Government**  
Social Media Internal Audit



**State Government**  
Social Media Research



**State Government**  
Social Media Strategy and Monitoring



**State Government**  
Social Media Research



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