

PARLIAMENTARY INQUIRY QUESTION ON NOTICE

Department of Health and Aged Care

Senate Community Affairs References Committee

Inquiry into Excess Mortality

13 June 2024

PDR Number:

WHO ongoing program to use Social Listening

Written

Senator: Malcolm Roberts

Question:

16. The World Health Organisation has an ongoing program to use Social Listening to detect social media messages that are critical of vaccination, with the stated intent of increasing demand for vaccines. Has the Australian Department of Health and Aged Care participated in Social Listening, or used data derived from Social Listening conducted by third parties?

Answer:

16. Like many organisations who have social media channels, the Department of Health and Aged Care uses social media management tools to help prepare and schedule social media posts, monitor engagement and moderate comments across our accounts. As part of this, social listening is undertaken to understand audience information needs and inform communication planning and content development across the areas of health, aged care and sport. Similar to monitoring media coverage of relevant issues, social listening, or the process of gathering information and analysing public online discussions, helps identify and understand public concerns on specific topics.