

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2012-13 Budget Estimates Hearings

Outcome Number: 6

Question No: 127

Topic: The Line

Hansard Page: Written

Senator Cash asked:

How is the Office or the Department tracking data and results or return on investment for its social media programs, including this one?

Answer:

In line with the Australian Government Guidelines for Information and Advertising Campaigns, the Department's advertising campaigns, including The Line campaign, conduct benchmarking, tracking and evaluation research. This research measures changes in attitudes and behaviours and provides information to assist refinement of communications and measure success of campaigns.

The Line campaign conducts tracking research every six months, which informs the Department on awareness of the campaign by identified target audiences, and changes to attitudes and behaviours as per the campaign objectives.

Website and Facebook statistics, attendance at events, and participation in forums and social media are reviewed on an ongoing basis, to ensure the campaign continues to meet its objectives.