

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: 79

Office of the Children's eSafety Commissioner

Hansard Ref: Page 37, 18/10/2016

Topic: Social media –reach targets

Senator Xenophon, Nick asked:

Senator XENOPHON: On notice—and, again, I ask this question by way of encouragement rather than anything else—can you advise what targets there are in terms of the reach? So likes, of course, are not the only indication but it is an indicating factor. What has the reach been? What are you aiming to get in terms of reach and, given Senator Kakoschke-Moore's questions in respect of what you are doing, have any surveys been undertaken, a basic survey, and are people aware of your role? Can you take that on notice as to whether there are any plans, Minister, given the money that has been put into this which is, I believe, very worthy, to establish how many people actually know about this very valuable service?

The other issue is particularly part of the site refers to empowering eSafety Women. It makes reference there, initially obliquely on the website, where it has Sam's Story and a photo of a young woman and then if you click on it, it is a revenge porn story. Further to my colleague's line of questioning, how do you reconcile the fact that this is not just about children? It is about young adults, young women in particular, who have been the subject of revenge porn. How do you get that message across? I wonder whether there is a problem with the name and whether it confuses some young adults from actually going to your site. Can you see the difficulty there that they may not know that you can provide help and advice on these issues? Minister, is that an issue that you are looking at?

Senator Fifield: It is something that is in my mind. The role of the Office of the eSafety Commissioner is one that has expanded over time, and I think that is a good thing, but I think you raise a pertinent point in terms of how the office is branded and what people might think that means in terms of the range of advice that is available.

Answer:

On 23 November 2016, Minister for Communications Senator the Hon. Mitch Fifield and Minister for Women Senator the Hon. Michaelia Cash announced that the Office of the Children's eSafety Commissioner would be renamed the Office of the eSafety Commissioner. This change reflects the Office's expanded responsibility for online safety issues affecting adults.

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

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

- WA Sexual Health Network
- Women's Legal Service NSW
- Gympie Regional Council