

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE  
Additional Estimates 2014 - 2015**

**Outcome: Cross Portfolio - Corporate**

**Department of Education and Training Question No. SQ15-000101**

Senator Rhiannon, Lee provided in writing.

***Campaign's social media outlets***

**Question**

What kind of analysis has the Department undertaken on the feedback metrics that is generated by the campaign's social media outlets, including Facebook? In particular, what has the overall tone of the public responses posted to social media posts, tweets etc, that have been made in response to Department's promotion the campaign and the government's objectives?

**Answer**

The department used the inbuilt analytics provided by Facebook and Twitter to analyse reach and engagement.

Specifically, the department recorded:

- the Facebook page's likes, engagement and reach
- the Twitter account's followers and impressions (a tweet that has been delivered to the Twitter stream of an individual's account).

The department cannot comment on the overall tone of public responses to the campaign.