

# Social media survey

FINAL REPORT



# Background

The ACT Government utilises a range of social media channels and pages to connect with the public. These pages range from the ACT Government's own page (which covers a broad range of topics) to more specific pages (e.g., for specific events, directorates, agencies etc.).

Research was needed to inform the most appropriate means for sharing information on social media, including the type of information that is shared and on which pages.

The survey findings will inform CMTEDD's Social Media team on best strategies for posting social media content and communicating to Canberrans.

## Methodological notes:

- All Panel members were invited to participate in the survey.
- Results have been weighted by age, gender and ACT region to reflect relative population proportions based on ABS Census data.
- Significance testing has been conducted where appropriate; results that are significantly high have been marked with a blue upwards arrow (↑), whereas results that are significantly low have been marked with a red downwards arrow (↓).

## Acknowledgement of Country

We acknowledge and pay respects to the past, present, and future Traditional Custodians and Elders of this nation and the continuation of cultural, spiritual, and educational practices of Aboriginal and Torres Strait Islander peoples. We value their contribution to the life of our city and to the Canberra region.



How many?

**1,336**

Who?

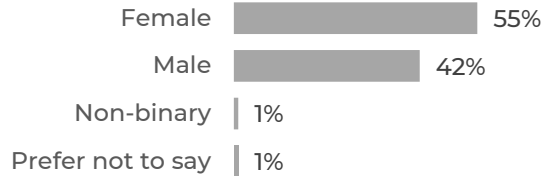
**ACT residents  
18+**

When?

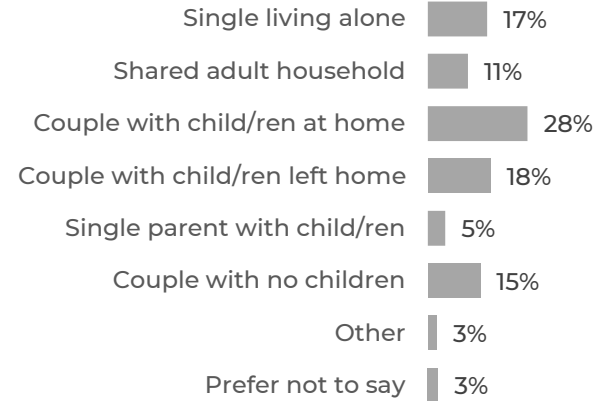
**25 Aug – 2 Sep  
2024**

# Sample profile (n=1,336 unweighted)

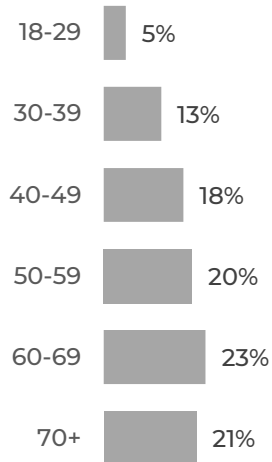
## Gender



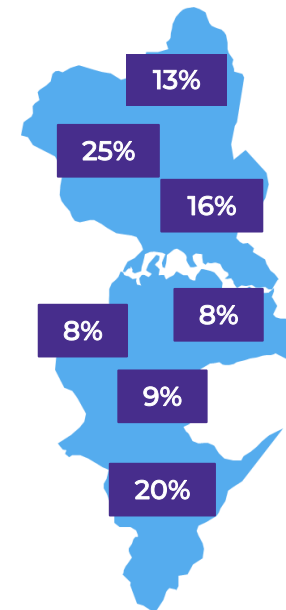
## Household type



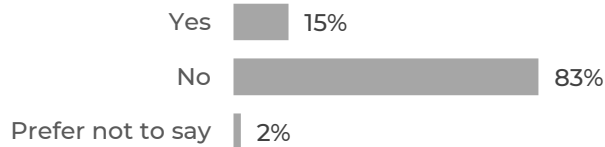
## Age group



## ACT Region



## Speak a language other than English (LOTE) at home

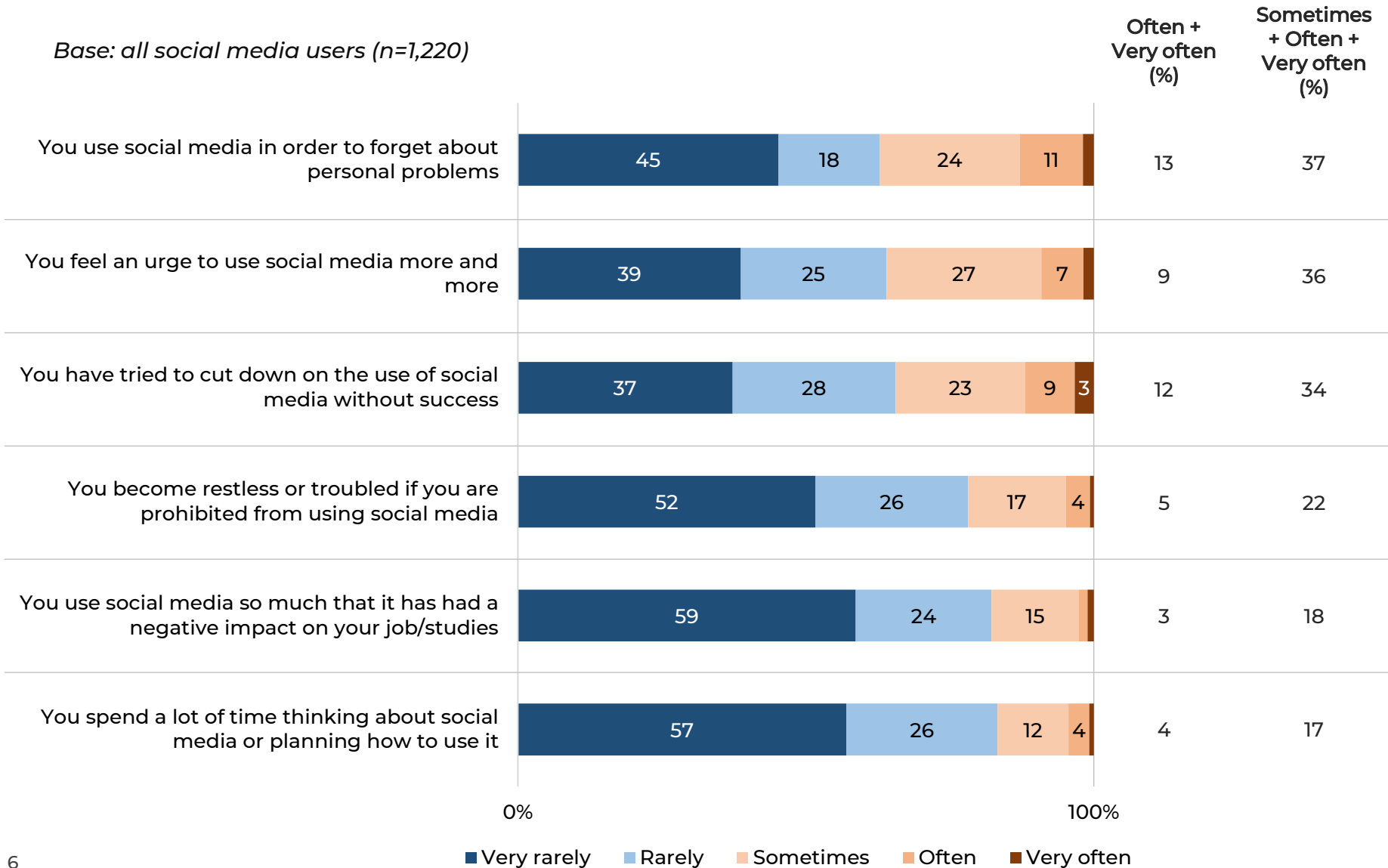


# Social media usage & attitudes



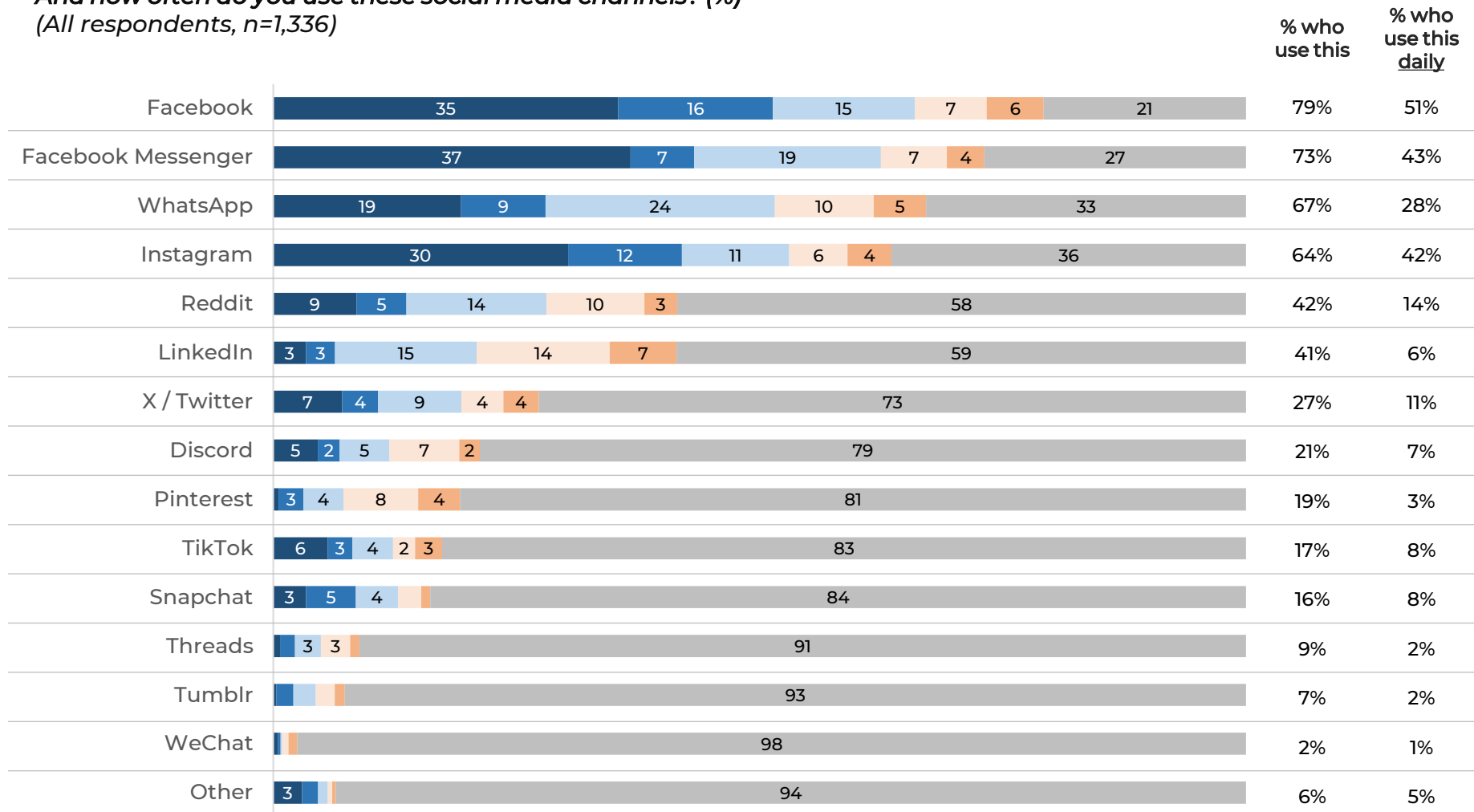
# Most social media users judge themselves as rarely displaying behaviours related to social media addictiveness

Base: all social media users (n=1,220)

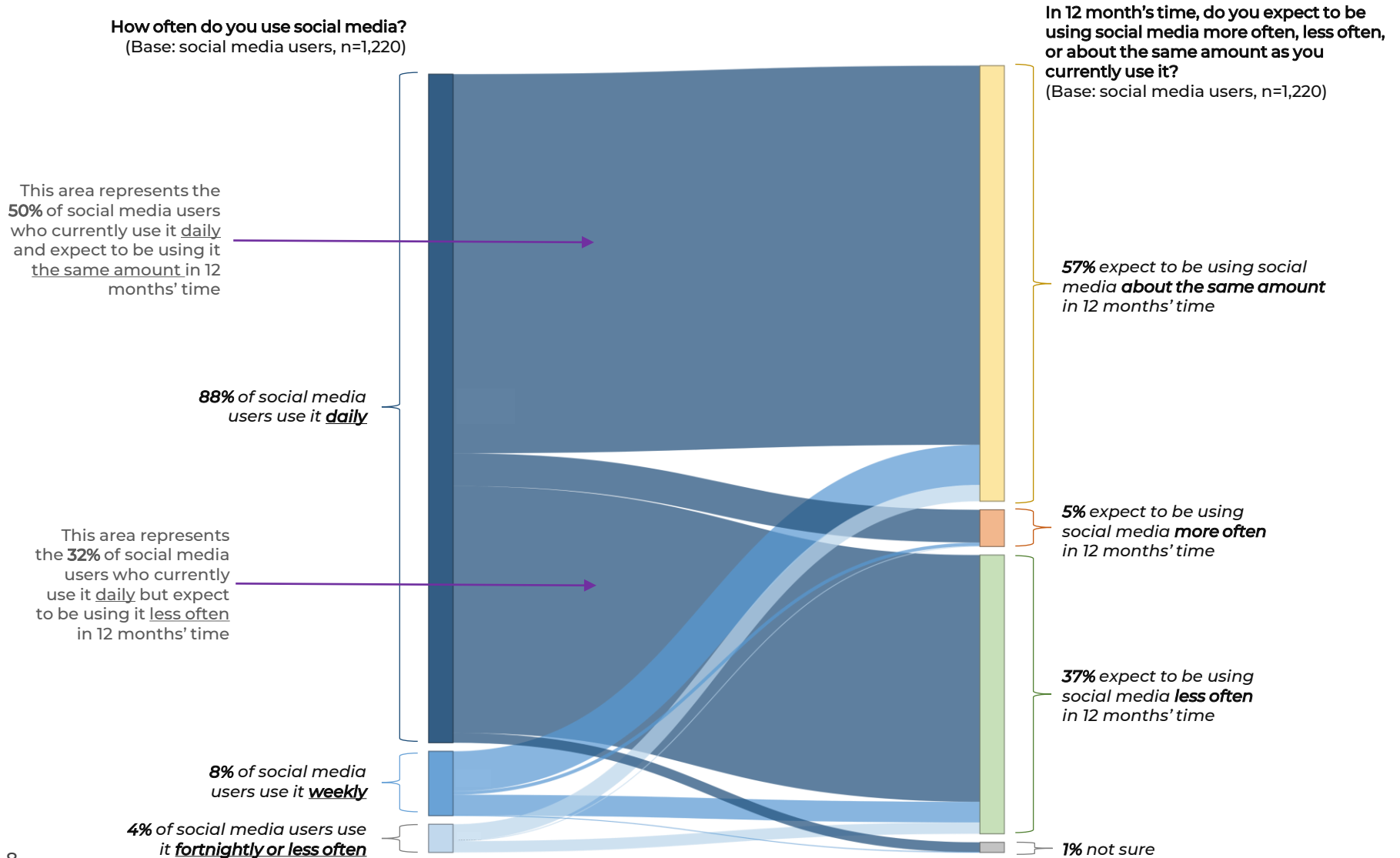


# Respondents use 4.9 different social media channels on average (5.2 among those who use at least one)

**And how often do you use these social media channels? (%)**  
(All respondents, n=1,336)



# Almost a third (32%) use social media daily but expect to be using it less often in 12 months' time



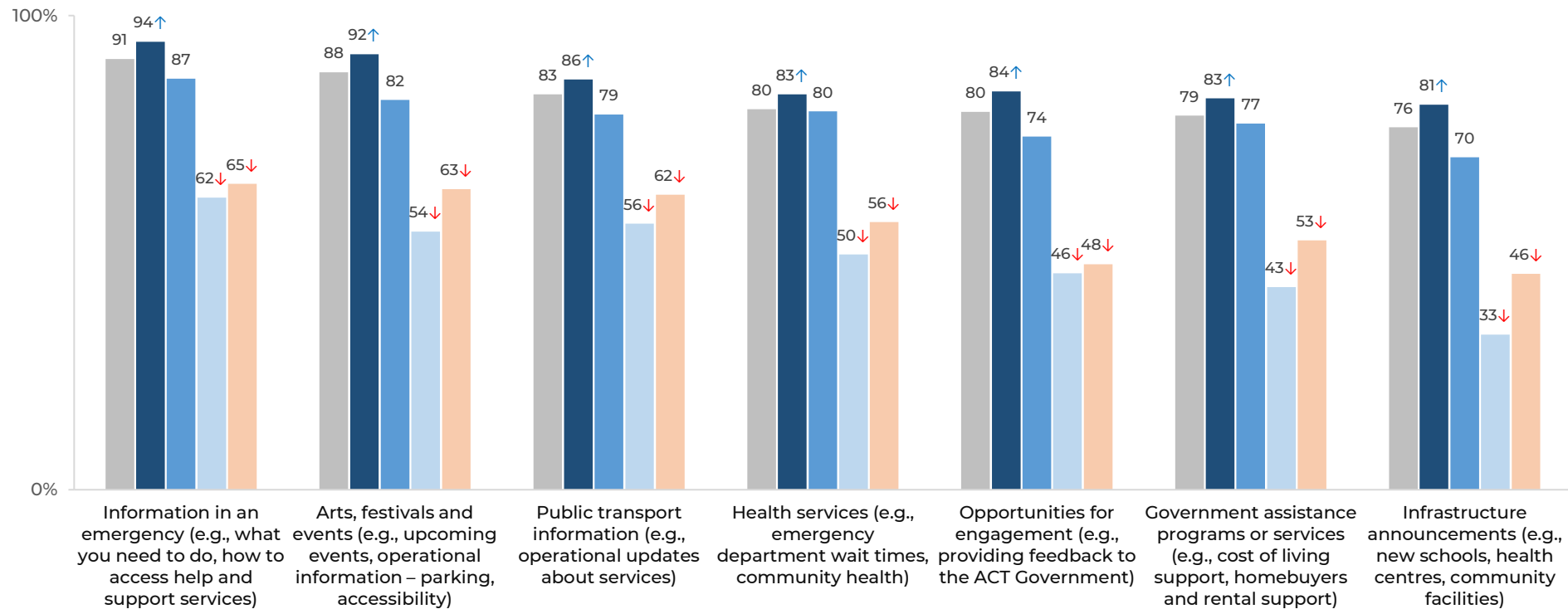
# Information preferences

# Those who use social media regularly (i.e., at least weekly) generally have high interest for a range of topics to be posted by the ACT Government on social media

**Should the ACT Government post about these topics on social media?**

(% Definitely + Probably) \*

- TOTAL (n=1,336)
- Use social media daily (n=1,021)
- Use social media weekly (n=139)
- Use social media fortnightly or less often (n=60)
- Don't use social media (n=116)

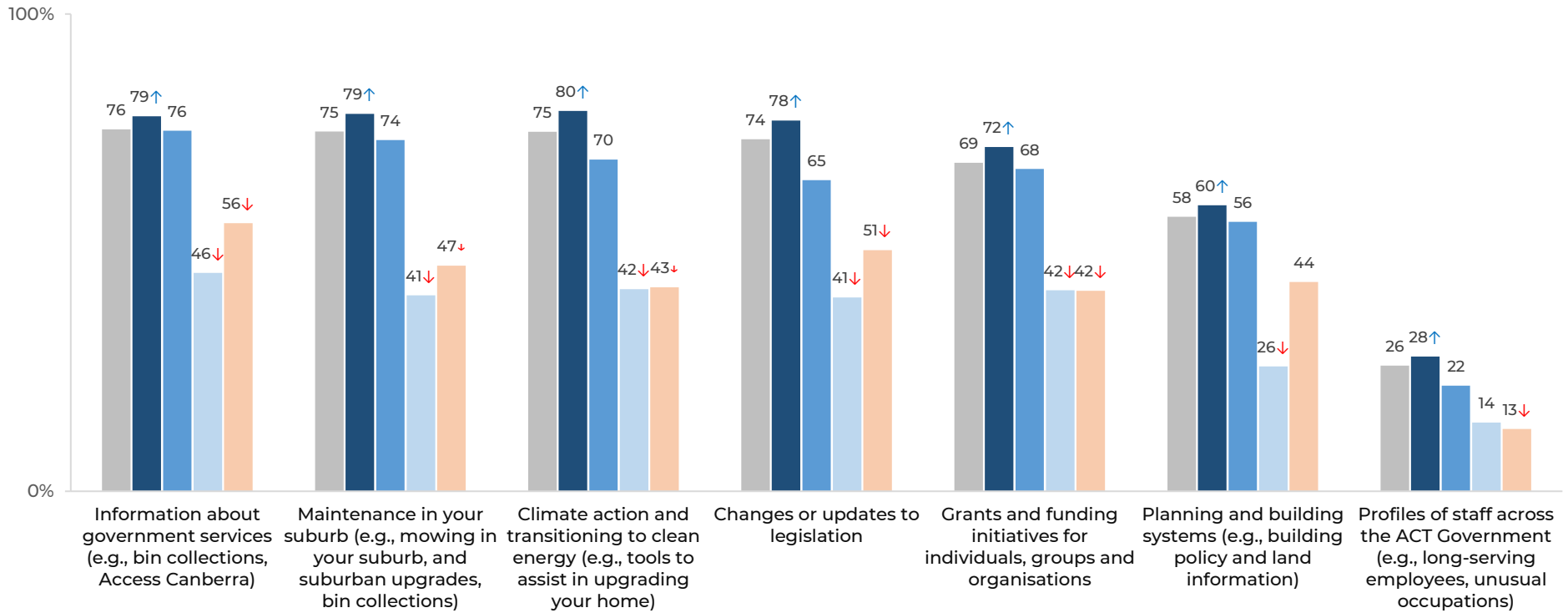


\* Respondents were provided with the following answer options: Definitely, Probably, Probably not, Definitely not, Not sure

# Less interest in social media content being posted about planning and building systems, and profiles of ACT Government staff

**Should the ACT Government post about these topics on social media?**  
 (% Definitely + Probably) \*

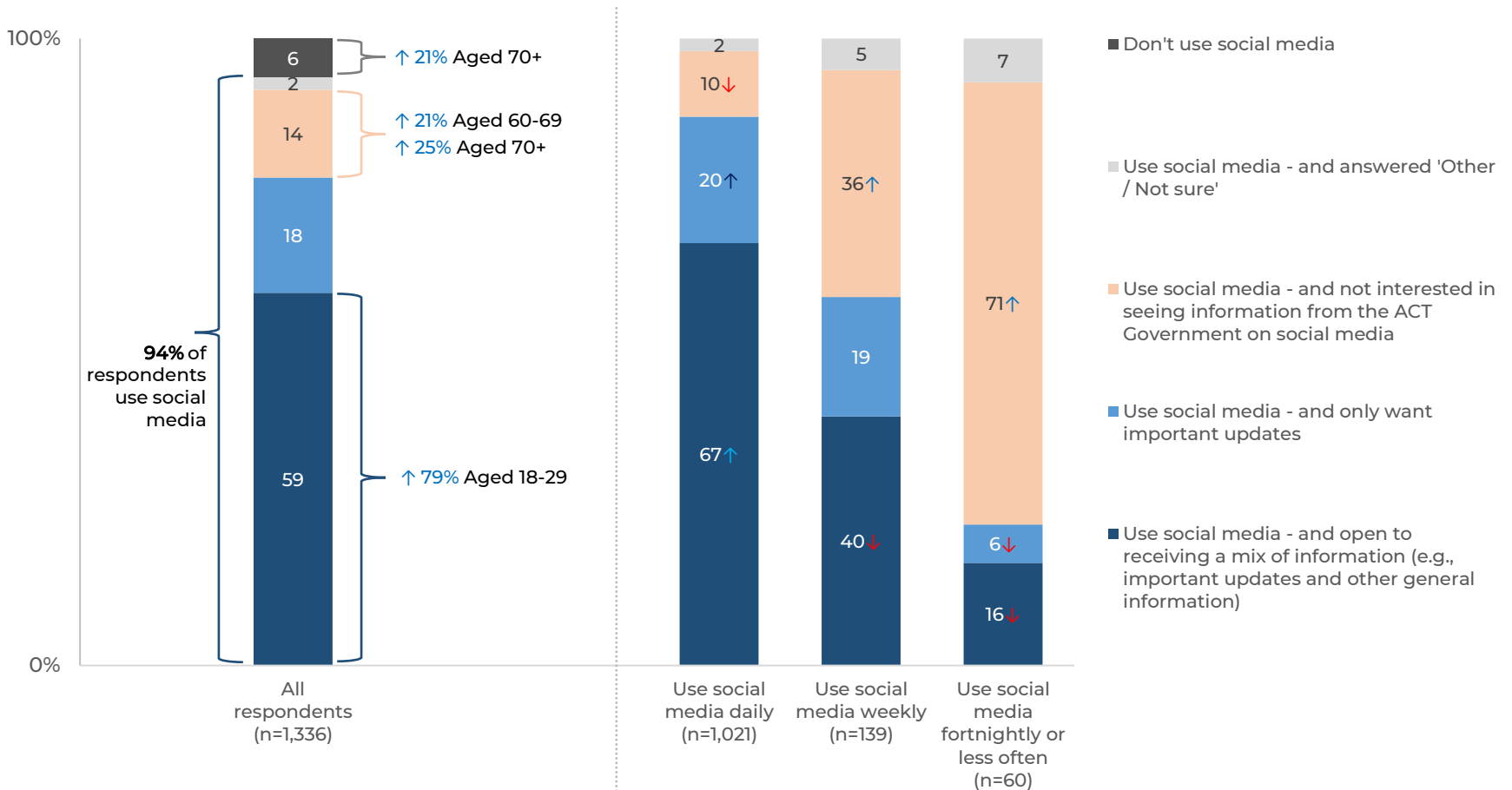
- TOTAL (n=1,336)
- Use social media daily (n=1,021)
- Use social media weekly (n=139)
- Use social media fortnightly or less often (n=60)
- Don't use social media (n=116)



\* Respondents were provided with the following answer options: Definitely, Probably, Probably not, Definitely not, Not sure

# Out of all respondents, 59% are open to receiving a mix of information from the ACT Government on social media; a further 18% only want important updates

*Which of the following best describes how you would like to receive information from the ACT Government on social media?*

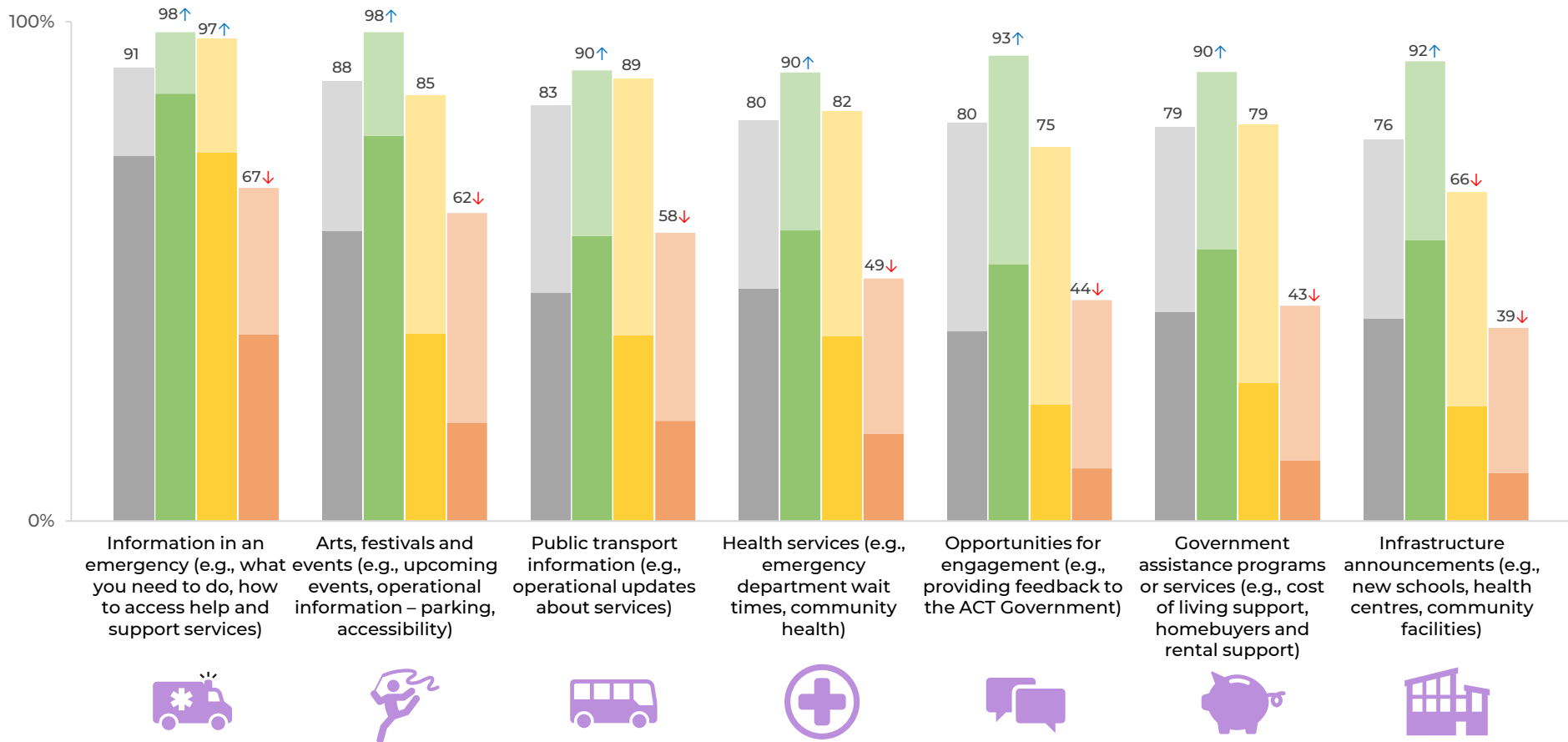


# Those who only want important updates prioritise emergency information and are less interested in infrastructure announcements

**Should the ACT Government post about these topics on social media?**

(% Definitely + Probably; darker shaded areas in the chart represent 'Definitely') \*

- All respondents (n=1,336)
- I'm open to receiving a mix of information (e.g., important updates & other general info) (n=687)
- I only want important updates (n=246)
- I'm not interested in seeing information from the ACT Government on social media (n=241)



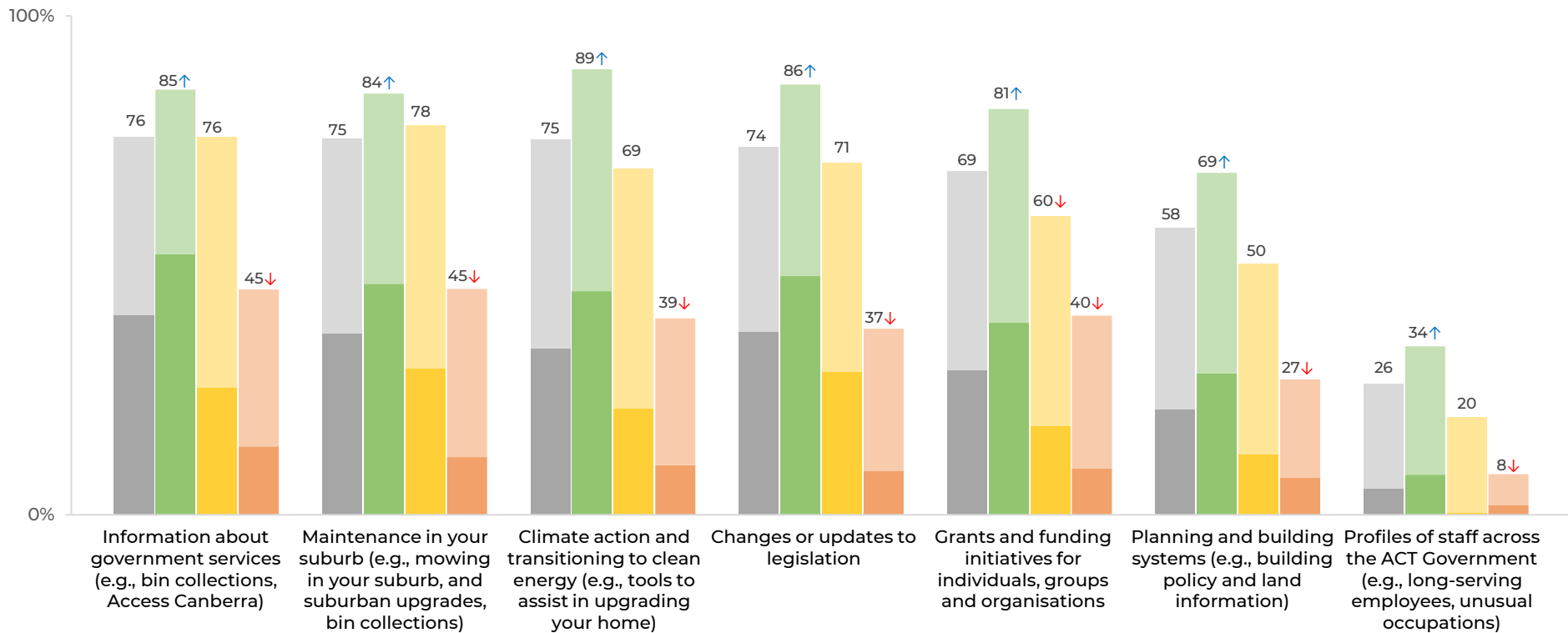
\* Respondents were provided with the following answer options: Definitely, Probably, Probably not, Definitely not, Not sure

# Interest also drops in social content concerning grants and funding initiatives for those only wanting important updates

**Should the ACT Government post about these topics on social media?**

(% Definitely + Probably; darker shaded areas in the chart represent 'Definitely') \*

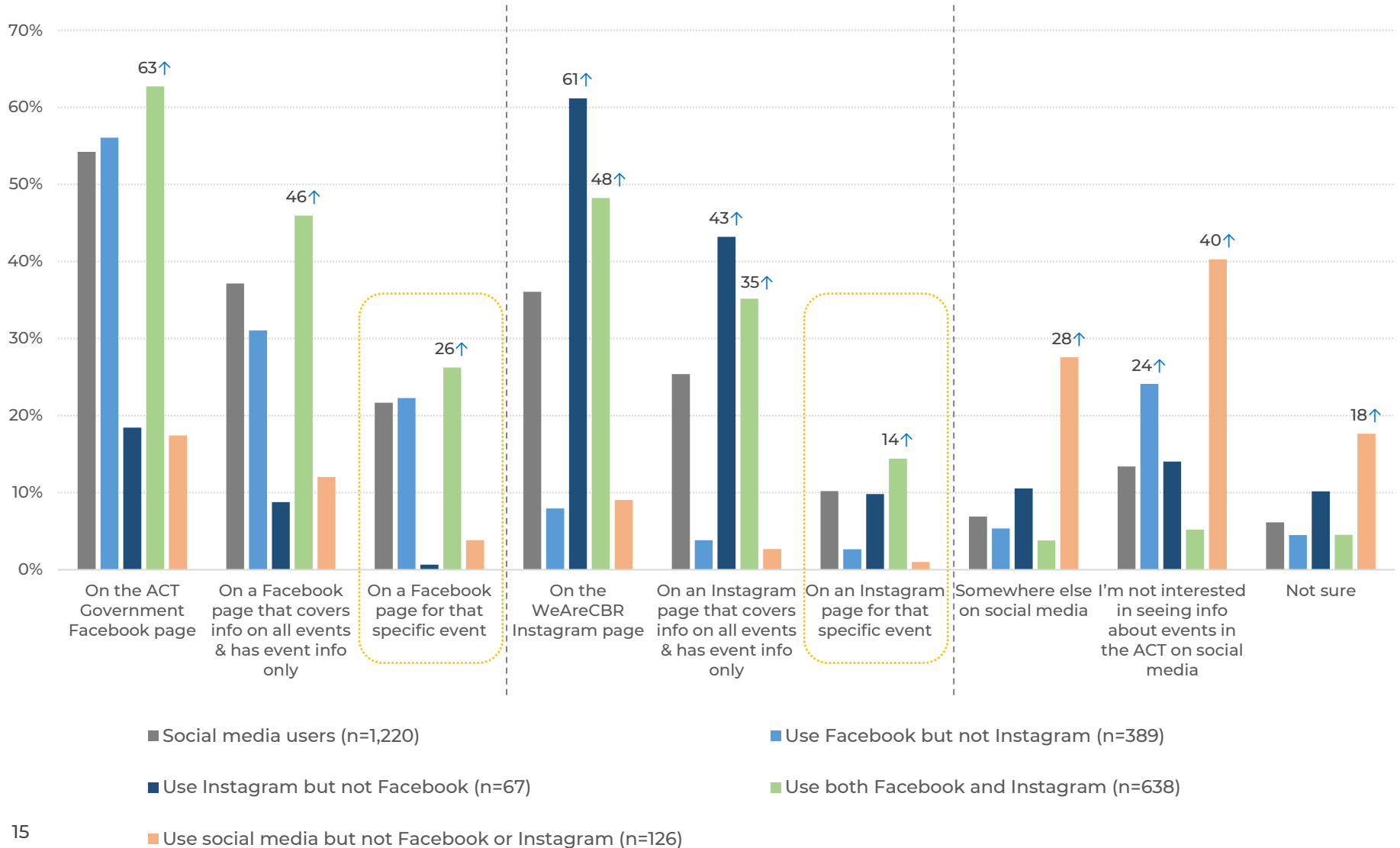
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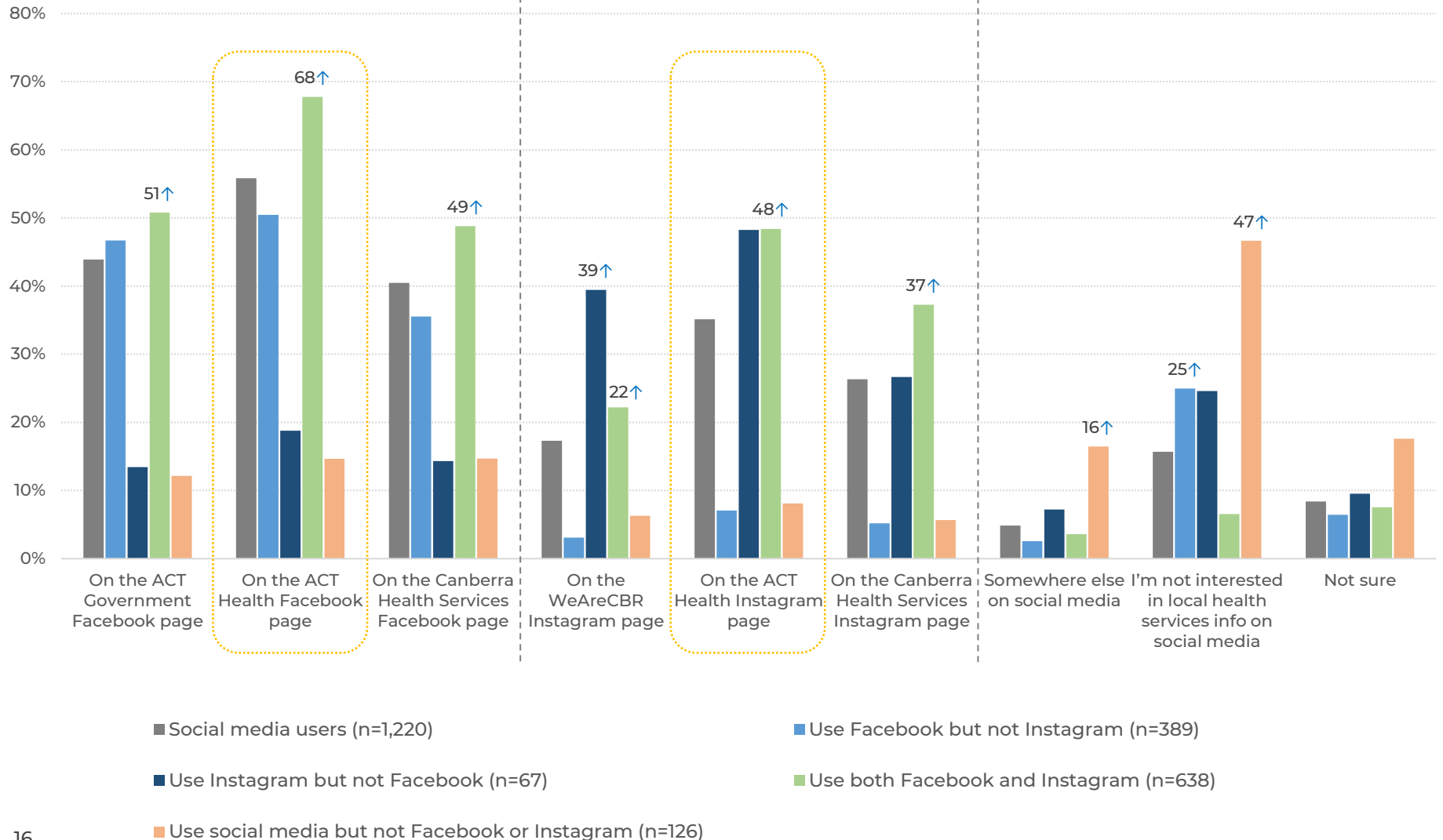
# Comparatively lower interest was recorded for separate events having separate pages (particularly for Instagram)

Where would you like to see information about events in the ACT on social media? Multiple response



# ACT Health is generally the most popular source for local health services information on both Facebook and Instagram

Where would you like to see information about local health services on social media? Multiple response

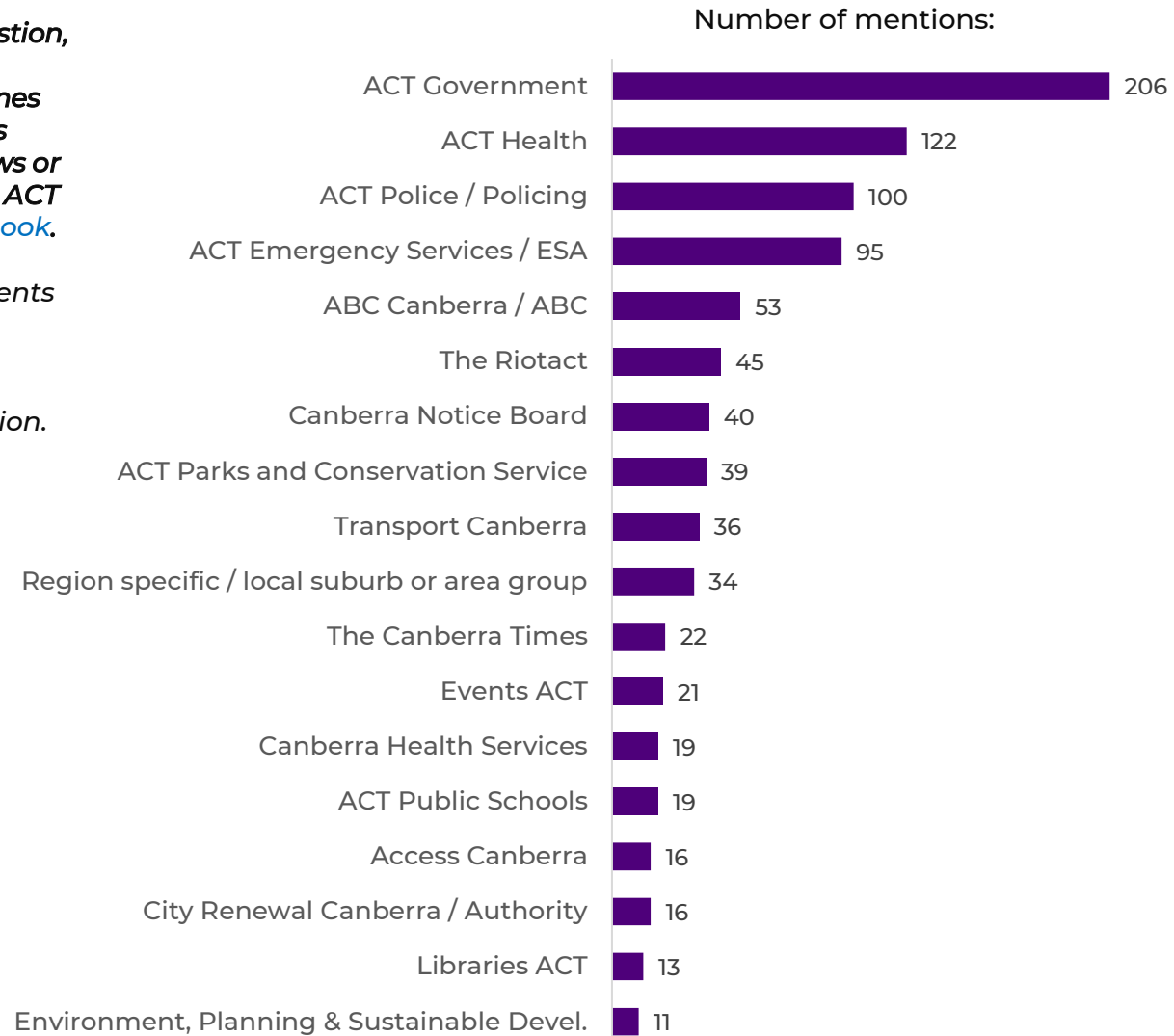


# Facebook

# The 'ACT Government' Facebook page is the leading source for news or information about the ACT Government on Facebook

*In an open-ended question, Facebook users were asked to write the names of any pages or groups they use to receive news or information about the ACT Government on Facebook.*

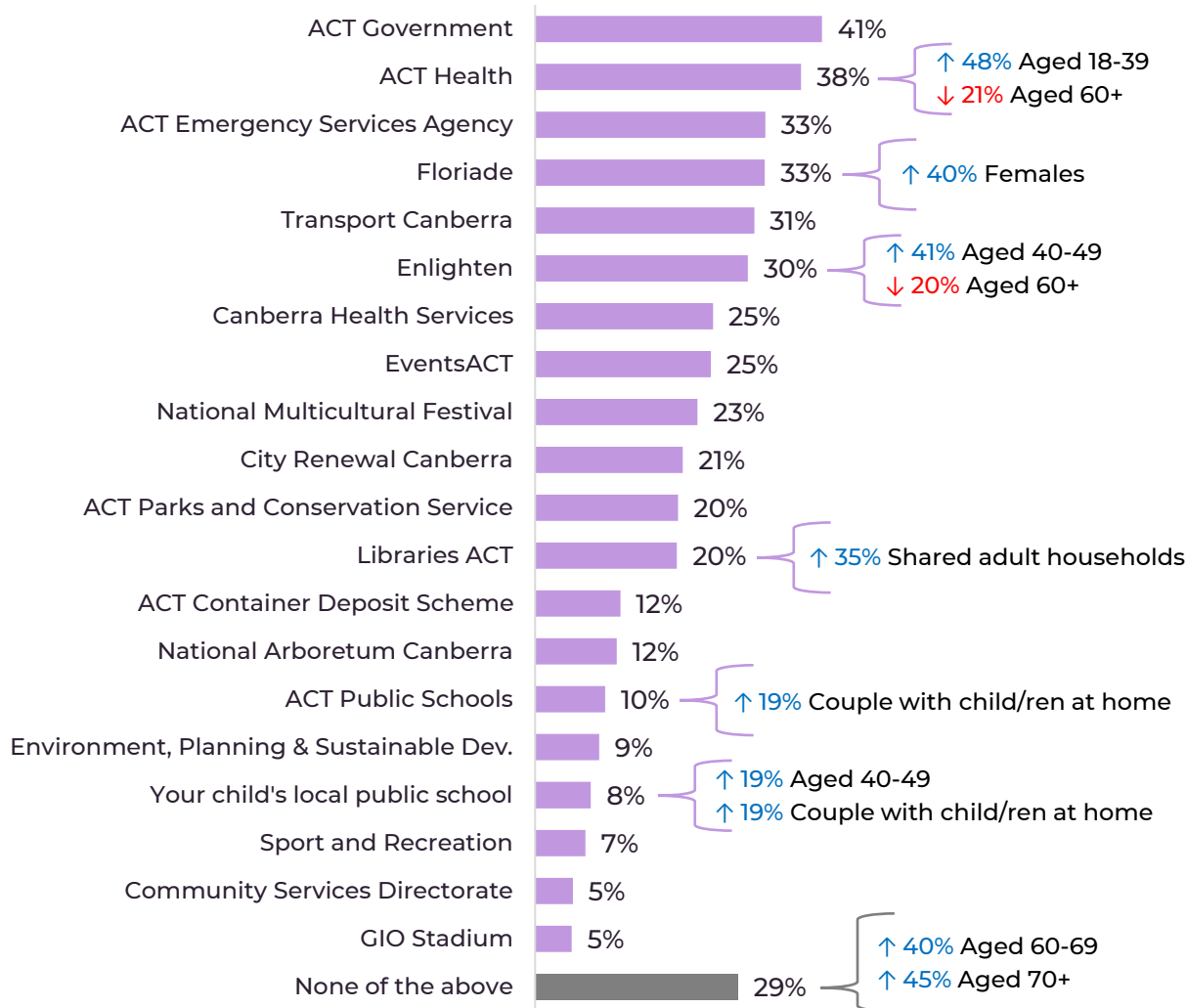
*Note: 453 valid comments were recorded; respondents were not required to provide a response to this question.*



# Around 4 in 10 Facebook users have seen a post from the 'ACT Government' page on Facebook

Do you see posts on Facebook from any of the following pages? (Select all that apply)

Base: Facebook users (n=1,027)



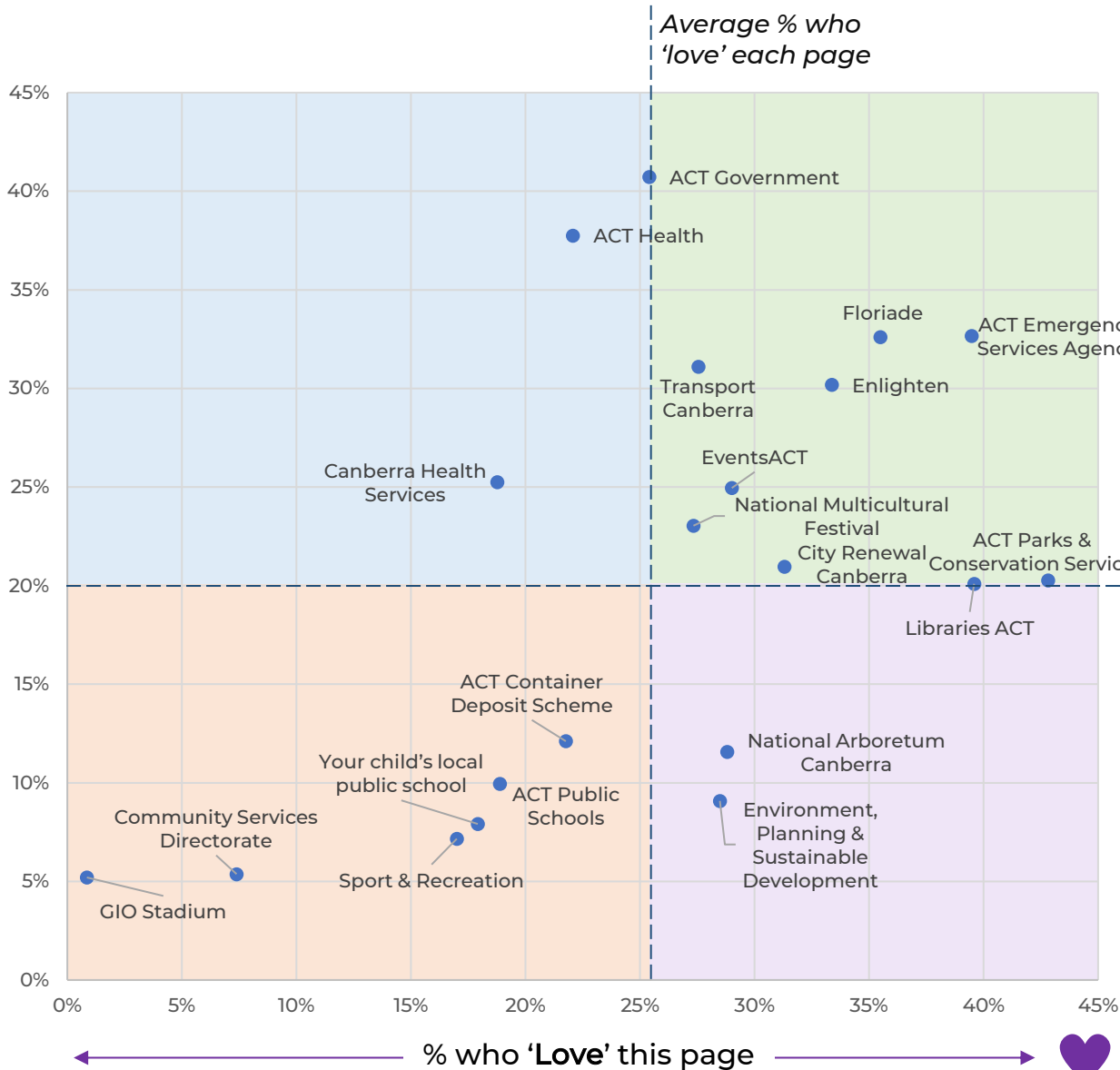
Average number of pages seen = 4.1

Average number of pages seen (by those who have seen at least one page) = 5.7

# ACT ESA, Floriade and Enlighten are some of the pages recording above average 'visibility' and 'love'



% who have seen this page



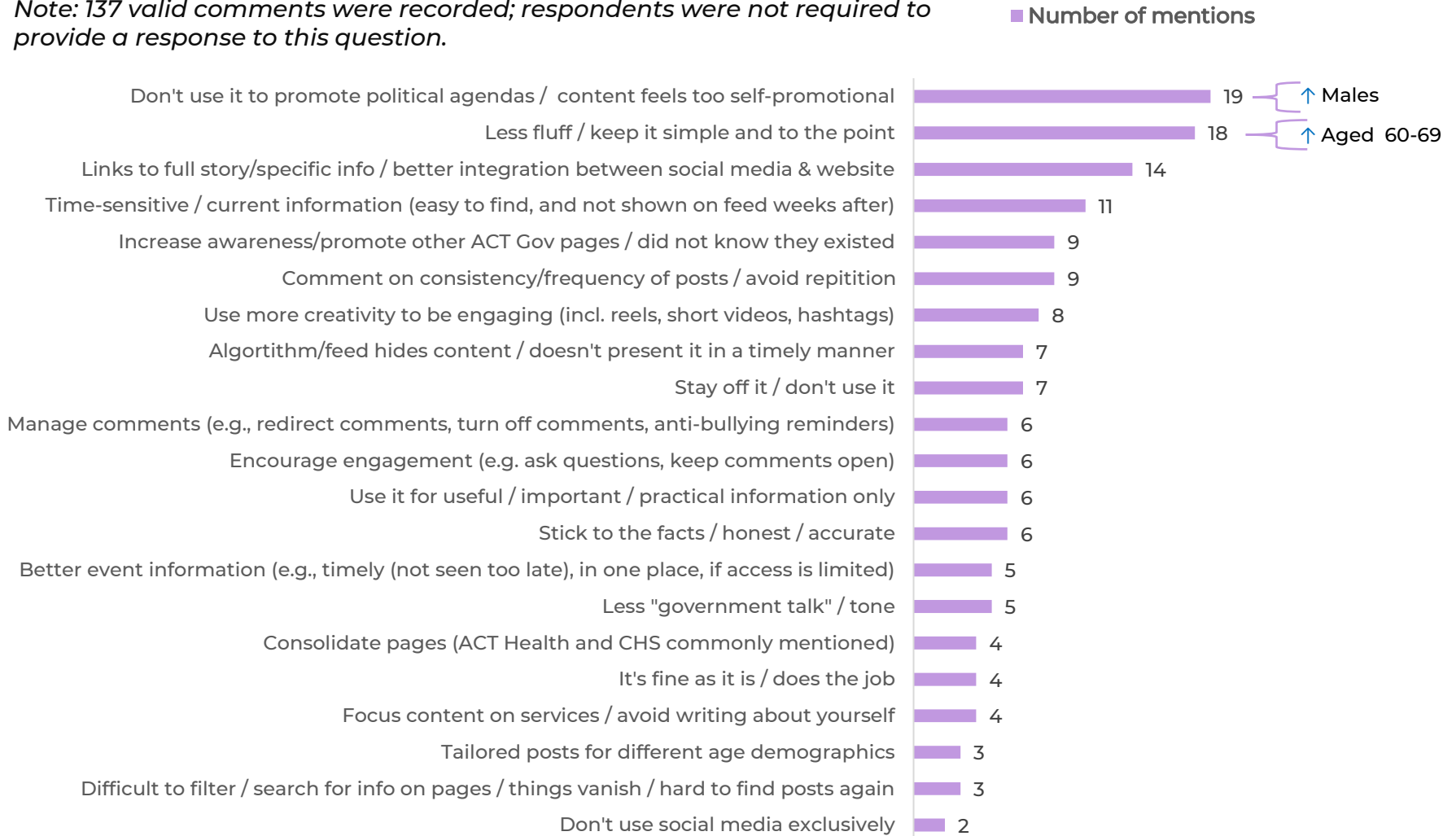
- High love  
High seen  
→ IDEAL
- Low love  
High seen  
→ FUNCTIONAL
- High love  
Low seen  
→ NICHE
- Low love  
Low seen  
→ CONCERN



# Improvements to ACT Government Facebook content ranged from ease of finding information, increasing awareness of other pages, and directions to the website for more specific information

*In an open-ended question, Facebook users were asked to provide suggestions for how the content on ACT Government Facebook pages could be improved.*

*Note: 137 valid comments were recorded; respondents were not required to provide a response to this question.*

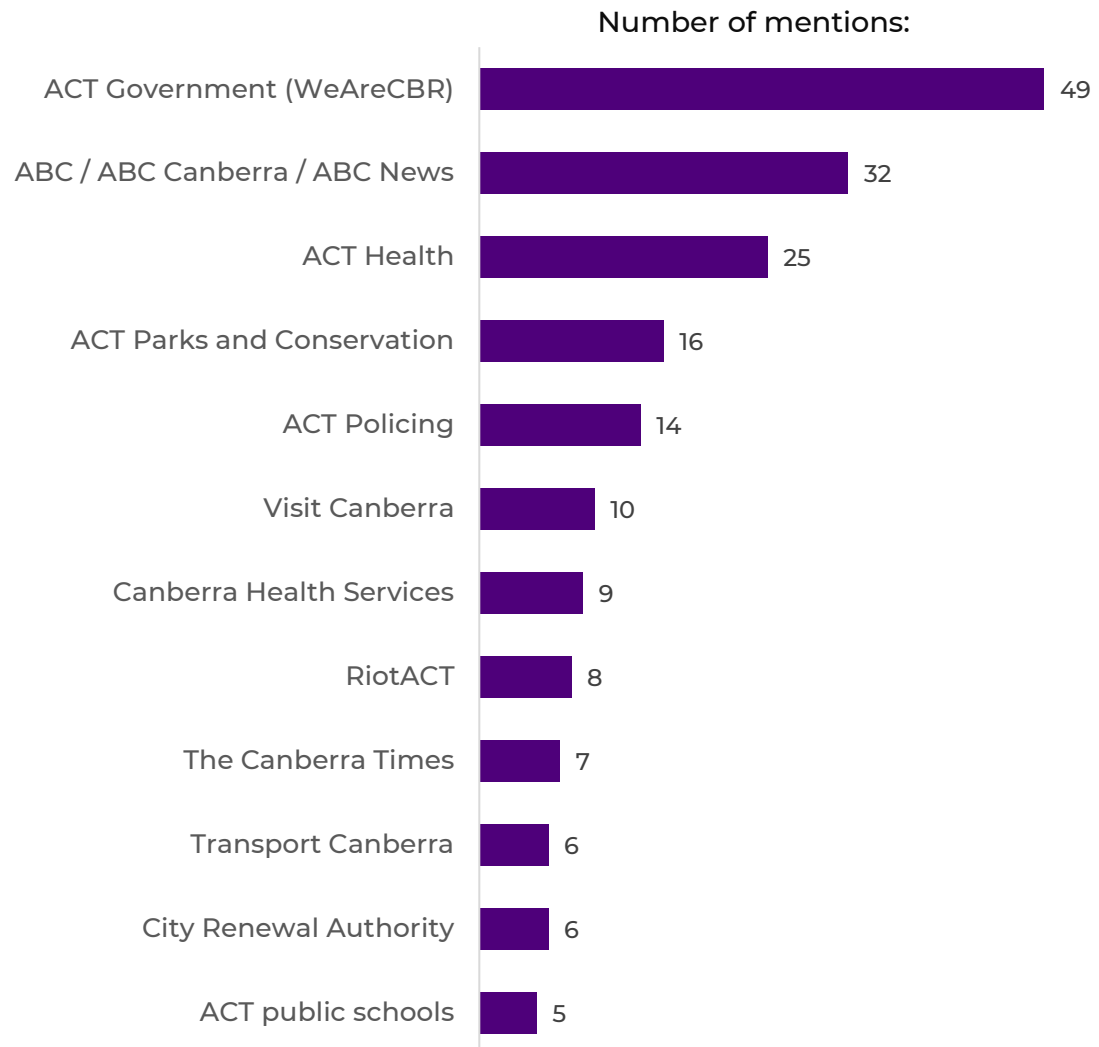


# Instagram

# ACT Government sources and the ABC feature as common sources of information about the government on Instagram

*In an open-ended question, Instagram users were asked to write the names of any profiles they use to receive news or information about the ACT Government on Instagram.*

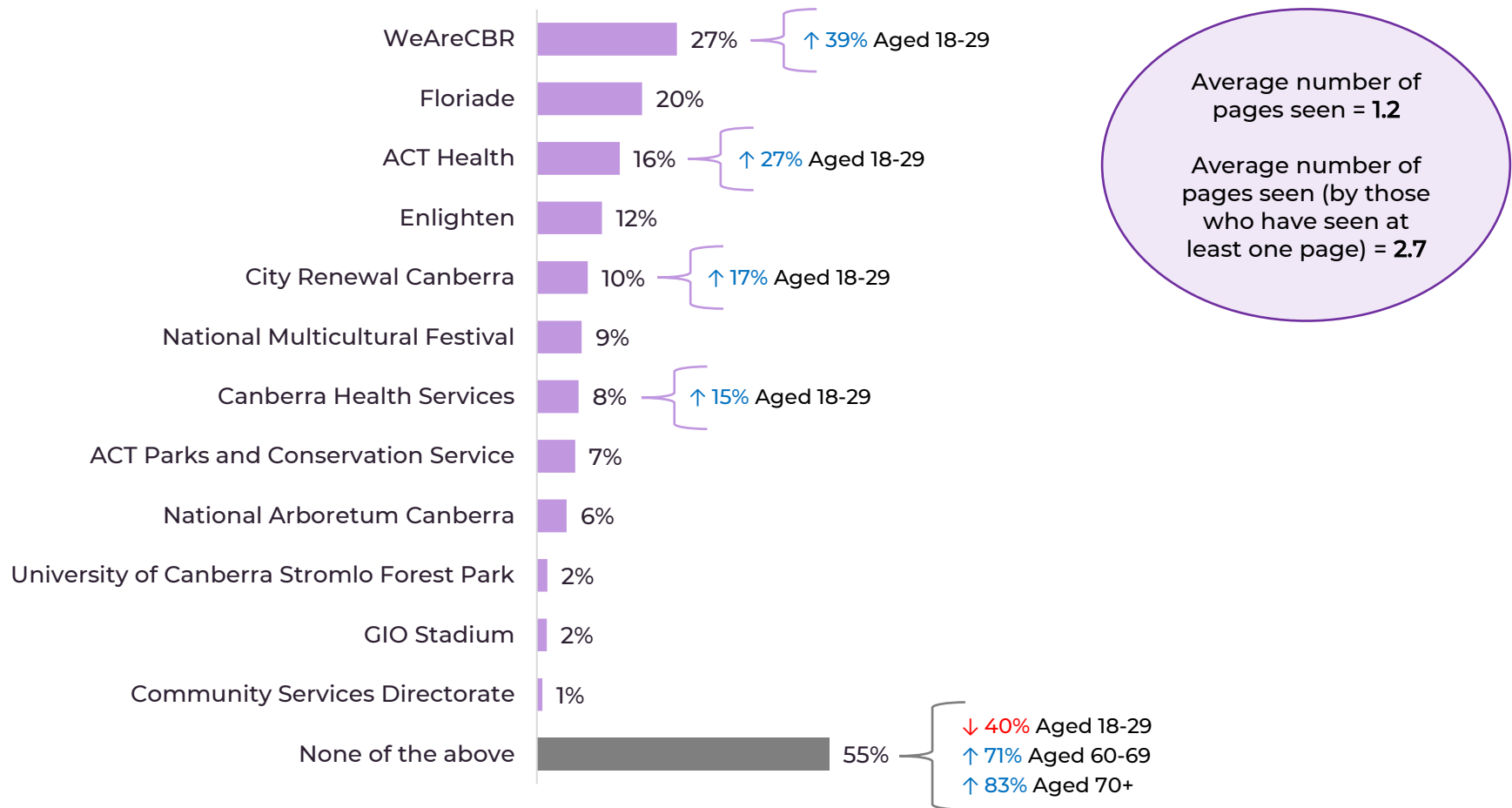
*Note: 155 valid comments were recorded; respondents were not required to provide a response to this question.*



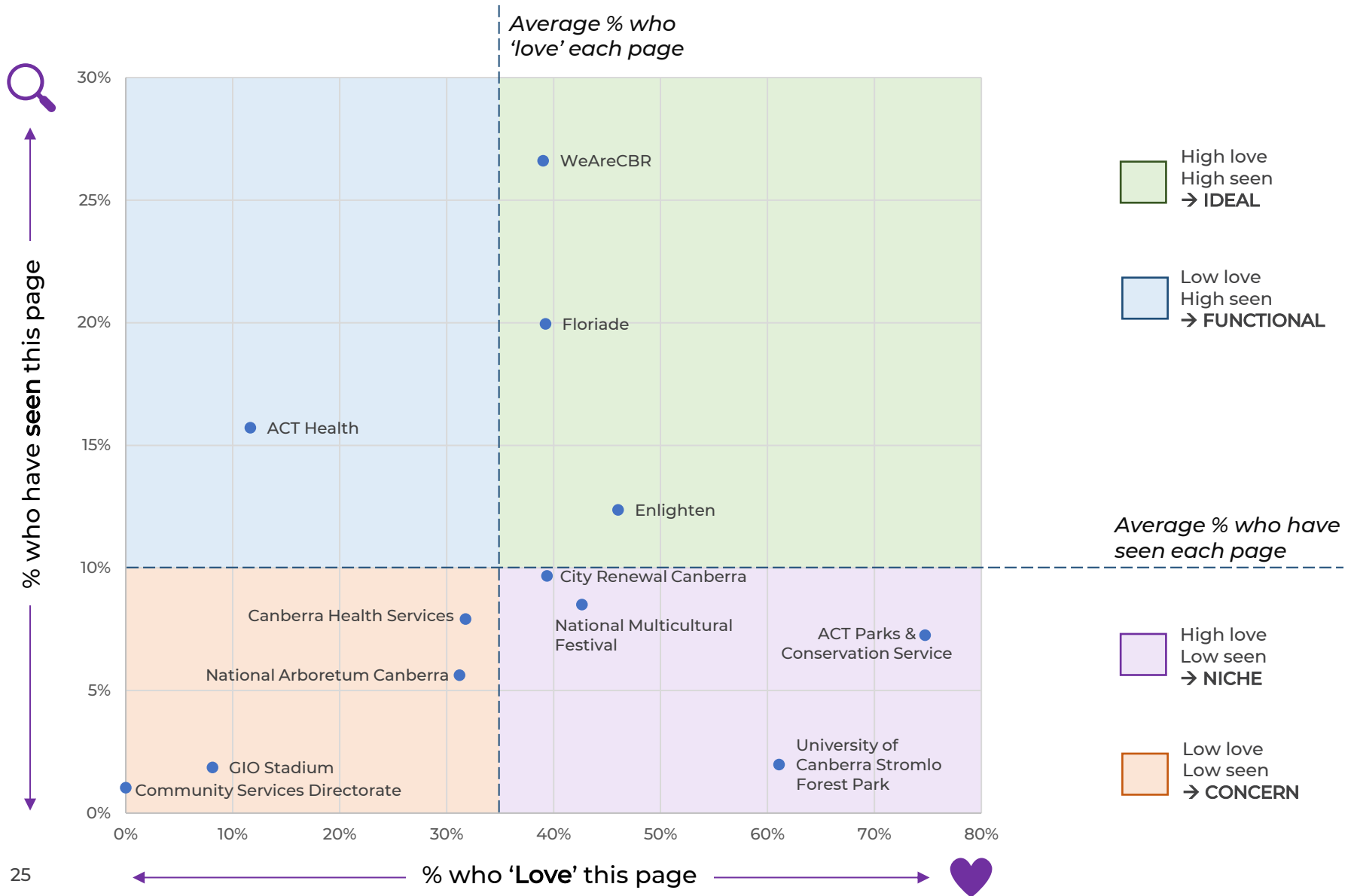
# Around 1 in 4 Instagram users have seen posts from WeAreCBR

Do you see posts on Instagram from any of the following pages? (Select all that apply)

Base: Instagram users (n=704)



# WeAreCBR, Floriade and Enlighten Instagram pages all recorded relatively higher levels of both 'visibility' and 'love'



## A range of improvements to ACT Government Instagram content were identified

*Ensure information is timely, useful, relevant*

*Ensure high image quality*

*Keep up the good work*

*Posts should include links to the website for more information*

*Mixed feedback on managing comments (e.g., monitoring comments, blocking trolls, replying to comments, allowing people to leave comments, block comments and redirect feedback to website)*

***Please write any suggestions for how the content on ACT Government [Instagram](#) pages could be improved.***

*Note: 40 valid comments were recorded by Instagram users; respondents were not required to provide a response to this question. Speech bubbles reflect themes, not verbatim.*

*Difficult to find/see what may be of interest to me*

*Hard to find various ACT Government pages – have them listed somewhere / or advertise them*

*Less likely to read long captions*

*Content targeted for specific demographics*

*Avoid 'dry/boring' content (instead post unusual/interesting things about ACT, highlight local businesses, promote local artists)*



**ACT**  
Government

**YOUR SAY**  
PANEL