

# You can't transform without citizens.

How social media can help drive transformation.

Roger Christie, Managing Director – Propel.



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# E'day, I'm Roger from Australia.

- Founder & Managing Director of Propel.
- We help organisations get more from social media.
- Multi-award winning consultancy.
- Worked with 30+ government agencies in the past seven years.
- Helped surface citizen insights, improve citizen engagement, shape policy, reduce risk.
- Focus on team upskilling, process improvements, embed tools and technology.

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I'm here to talk to you about  
**social media.**



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What do **you** think about  
social media?



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What do **your citizens** think about social media?



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Do you **know**?



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Did you know...



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In the average time it takes to  
process an **Australian tourist visa...**



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...almost **20 billion tweets** will be sent around the world.







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 · May 8  
Replying to   
Why the delay? Was suppose to happen this week!!! Hurry up and take the pressure off  
 1   3 

  
Still cant get through...3 weeks now and even called the after hours service that was just implemented !!

  
This system sucks and contacting  is impossible, so angry with them right now 😡  
Like · Reply · 1w  1

  
my wife just got told she won't be getting anything because i get paid too much a fortnight....what a joke of a system...i barely earn enough to pay the rent and bills on just may average weekly pay  
Like · Reply · 1w  2

  
My son is still waiting for payment to start. It's been over 2 months now 😡  
The only info he gets is sms saying still being processed. Beyond a joke!!

  
the whole problem here is the industry is not REGULATED!!! FIX IT!!! thats why they can do what they do!! DISGUSTING! the four corners program exposed the industry about 4 months ago!  
Like · Reply · 11w  4

**Communication.**  
**Information.**  
**Insight.**  
**Action.**



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# Fix the problems that matter.

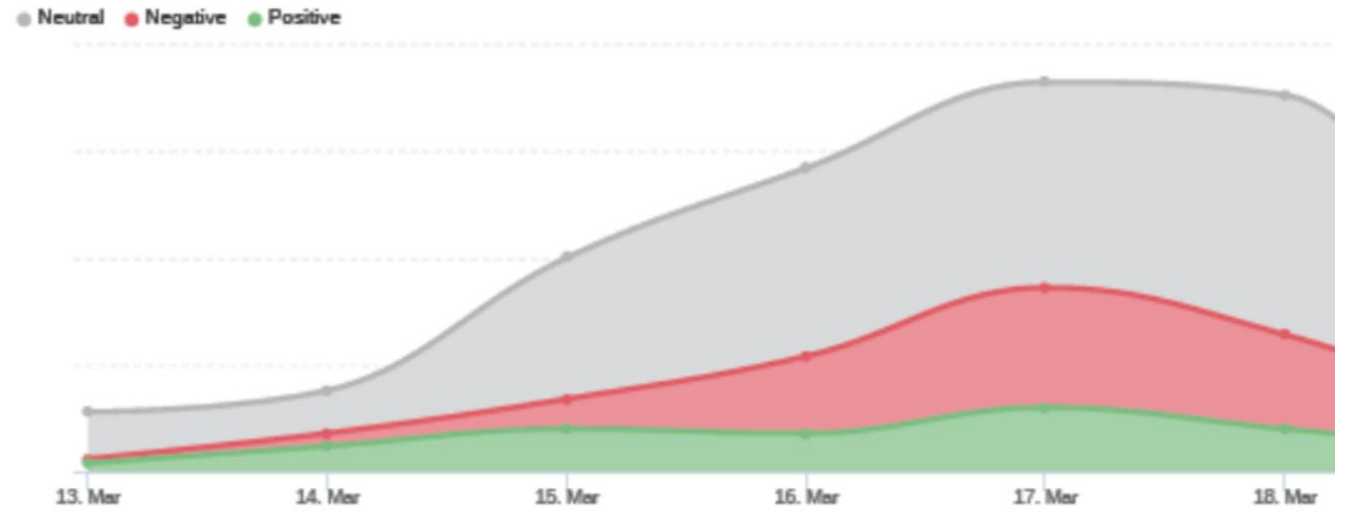
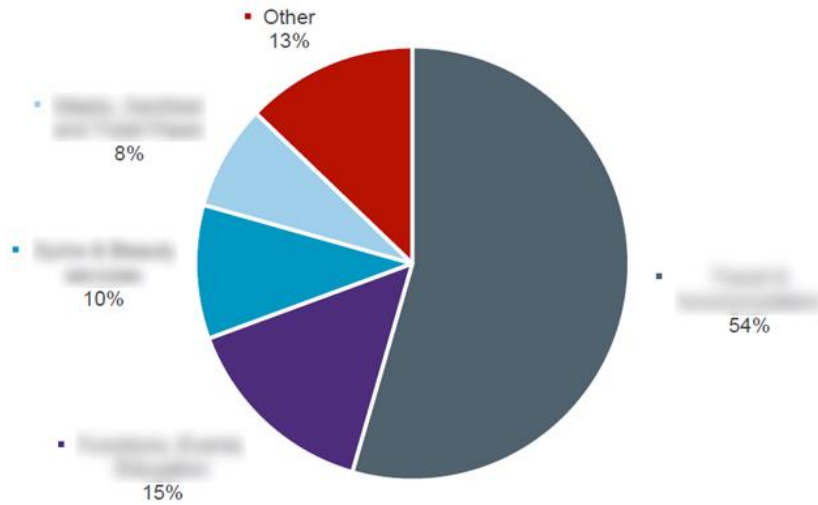
Australian government agency.



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 **Propel**  
200 |  Businesses of  
Tomorrow

Most [redacted]: COVID-19  
1 January - 29 March 2020



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[Redacted]



Replying to [Redacted]

2/2: After 3hr 50min wait, I finally got to talk to someone at [Redacted] and he cancelled the [Redacted] no problem. Said that I couldn't cancel them online as the cancel request was still in limbo in the system due to the increased demand.



[Redacted]

[Redacted] how can I cancel my subscription??? Can't do it on the app ??

12:45 AM · Mar 31, 2020 · [Twitter for iPhone](#)

1 Like



[Redacted]



Replying to [Redacted]

Hi! Please DELETE YOUR TWEET and use a DM (a Private Direct Message) to [Redacted] for security sensitive information such as a [Redacted] Confirmation Code. The ScamGang operating on/via [Redacted] often reuse genuine [Redacted] to delay detection of some of their scams.

12:17 PM · Mar 31, 2020 · [Echofon](#)



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Align more closely with industry.

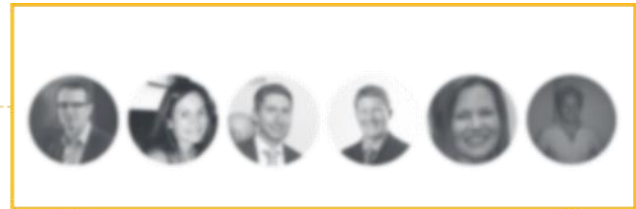
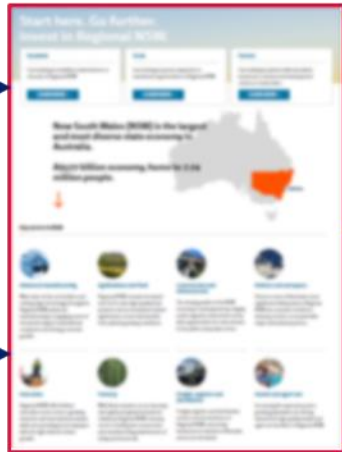
Australian government agency.



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Tomorrow



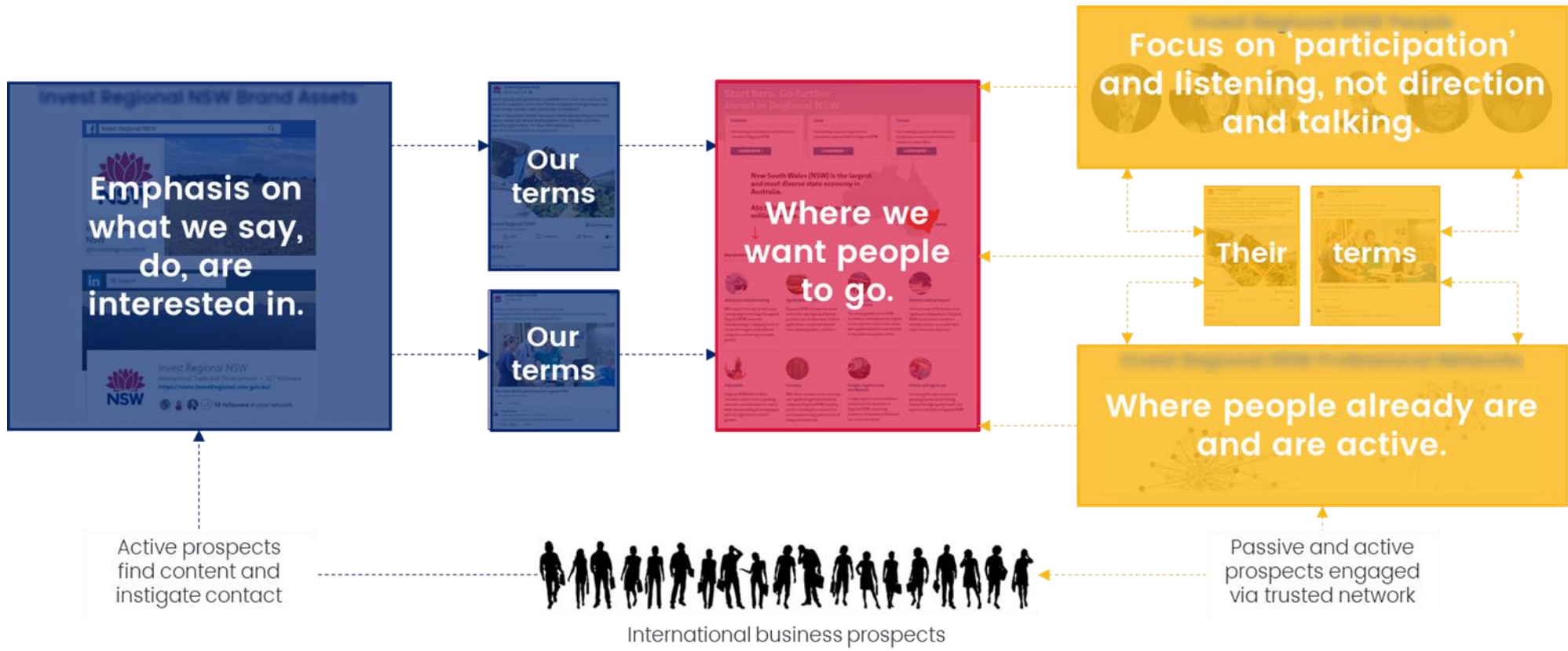


Active prospects find content and instigate contact



Passive and active prospects engaged via trusted network

International business prospects



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Giant leaps start with **small steps.**



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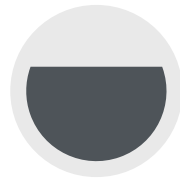
What can you do **now**?



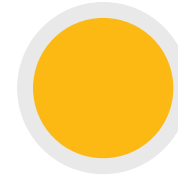
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**Start  
listening**



**Start  
training**



**Start  
participating**



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**Contact us.**

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