

# "If it doesn't spread, it's dead": social media and popular digital platforms

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**Case Study 1: Pest Controller, Shock Absorber on Creativist/Atavist**

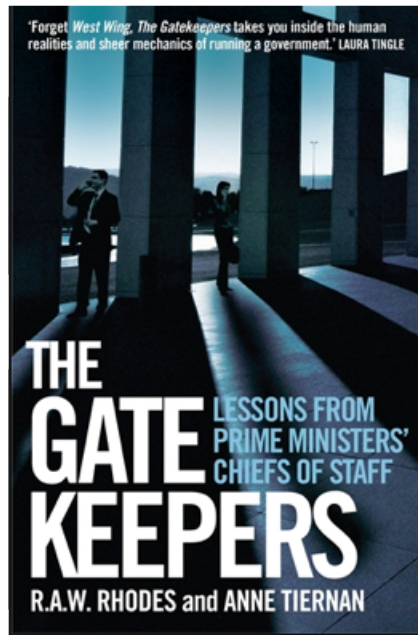
**Case Study 2: The Machinery of Government on Medium**

## Client Brief

Create a useful and interesting digital resource as a companion piece to support the release of 'The Gatekeepers'  
Something that covers the history of the CoS role and those who undertook it.

## Delivery Brief

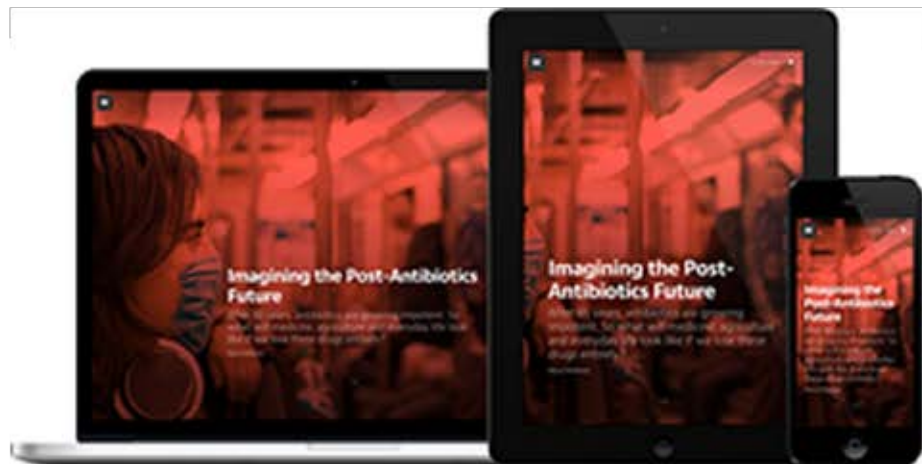
From a delivery standpoint, INS embraced this as a Proof of Concept (PoC).  
An opportunity to investigate the potential to use digital platforms, such as Creativist (now Atavist) to deliver a publishing options for non-peer reviewed research content.



## CREATIVIST

A digital platform which enables practitioners to pursue more compelling narratives across devices and in multiple formats

- multiple media
- high definition graphic elements
- social sharing focused (social media enabled sharing across Facebook, Twitter and LinkedIn), and
- content delivery to web and mobile devices
- eBooks file formats ePub, iBooks, Kindle Kobo, Nook



## More Creativist

Content published on Creativist is frequently aggregated by high traffic distribution networks, like Longform and Longreads as well as by #longform #longreads on Twitter increasing content visibility.



## **Pest Controller, Shock Absorber: 40 years of the Prime Minister's Chiefs of Staff**

The terms 'pest controller and shock absorber' were coined by former Malcolm Fraser Chief of Staff, Dale Budd, to explain the function of the role within the Prime Ministers Office.

### **Pest Controller**

To sympathetically listen to members seeking access to the PM, support for a politically important initiative or some form of preferment.

### **Shock Absorber**

The CoS is the bearer of bad news and also, the person most likely to be on the receiving-end of the PM's displeasure. It requires a degree of resilience.

Text that summarised each Prime Ministers and CoS'era were enhanced by video 'explainers', Creative Commons licensed images, video and audio to mirror an online documentary.



A file was created for each CoS outlining and summarising various elements of their own history.



## CONFIDENTIAL

Name: Dr Don Russell

Dates of Service: 1991 - 93, 1995 - 96.

Number of Staff in PMO: 30-33

Education: BEd (Hons), Flinders; MEd, ANU; PhD, LSE; CFA.

Previous Experience: Public Servant (Treasury); Advisor to the Treasurer and Prime Minister.

Post CoS Career: Ambassador to Washington; Global Asset Management/Investment Strategist; Departmental Secretary (DIISRTE).



An interactive desk enhanced each section with additional resources/stories communicated by clicking or tapping on each respective icon.



## Digital Storytelling

**Snowfall: Avalanche at Tunnel Creek (NY Times, 2013 Pulitzer Prize for Feature Writing),  
The Ballad of Geeshie and Elvie (NY Times),  
NSA Files Decoded (The Guardian UK rumoured to cost \$150,000 GBP just for video).**

**UC Berkeley Graduate School of Journalism,  
New Scientist  
Harvard University,  
The Metropolitan Museum of Art,  
TED Books,  
The Paris Review and  
The Wall Street Journal.**

## Made With Love, Made for...

Magazines

Social Good

Education

Storytellers

Media

Corporate

International



Harvard



New Scientist



The Metropolitan Museum of Art

## What role did social play?

“Pest Controller” provided an opportunity to try an approach that would attempt to gain the attention of journalists who covered the politics and general users with an interest in Australian politics.

Social sharing integration build into Creativist - this also includes their magazine app - at the time called Atavist - that would aggregate and promote interesting material published on the platform. “Pest Controller” was the featured story in the Documentary section for four weeks.

The product was shared primarily across Facebook, Twitter and LinkedIn. Hashtags #auspol #qldpol #polisci and #insiders helped locate the product amongst conversations around politics.



**Muckrack** is a niche/paid social network for journalists.  
Multiple verification requirements for inclusion.

Laura Tingle (AFR) tweeted her 45,000 followers about Pest Controller - the tweet was picked up and shared by Muckrack generating **5388 shares of the product across Facebook, Twitter and LinkedIn** alone.

## Laura Tingle, Political Editor



Laura Tingle writes on News specialising in Politics, Policy, Economy. Based in our Canberra newsroom, Laura has over 30 years experience as a reporter covering markets, economics and politics. Laura has won two Walkley awards and the Paul Lyneham award for Excellence in Press Gallery Journalism. She has been highly commended by the Walkley judges for investigative reporting.

# The Machinery of Government

<https://medium.com/the-machinery-of-government>

The Medium logo, consisting of a white capital letter "M" centered within a solid black square.

## Why choose Medium?

Great social sharing options

Created by Twitter

Extremely easy to use

Good treatment of multiple media

Options for creating multiple publications

A sizable audience convenes around the platform

A large, bold, white serif letter 'M' centered on a solid black rectangular background.

The 2015 Queensland State Election in February provided a unique opportunity to directly engage with whom ever would form government.

This required a very quick pivot.

The government would benefit from the applied research of the School of Government and International Relations.





## Dear Premier Series influenced policy

Dear Premier, An Open Letter to the 44th  
Premier of Queensland

Crime and Justice

Education

Social Inclusion

Open Data

Supported by a media roundtable from  
Queensland based NewsCorp, Fairfax,  
ABC Radio and APN (Regional)



## AUDIENCES

Media



Academic



Public Service



The Engaged  
Citizen



## CONTENT PUBLISHED



■ Original Articles ■ The Conversation ■ Griffith REVIEW

Total: 24

## CONTENT THEMES

QUEENSLAND ELECTION 2015  
FUTURE FEDERATION  
CARETAKER CONVENTIONS  
ECONOMICS, INCLUSIVE COMMUNITIES, LAW & JUSTICE  
VOTING AND IDENTITY  
CRISIS and DISASTER MANAGEMENT

## HASHTAGS UTILISED

#qldvotes #polisci  
#qldpol #insiders  
#auspol

## HASHTAG STRATEGY

USING THE LISTED HASHTAGS PERMITTED THE PLACEMENT OF MACHINERY OF GOVERNMENT CONTENT IN ESTABLISHED CONVERSATIONS AND AMONG INTERESTED AUDIENCES CONVENING ON TWITTER

The Dear Premier Series was republished by Fairfax, APN (Regional) with multiple radio interviews of the primary author, Professor Anne Tiernan, across ABC Brisbane, Regional and National.

To date, the series has generated \$155,394 of 'value'\*\* to the institution.

Discounting collaborations, grants and consultancies that are currently moving into place

\*\* based on institutional formula

## TAKEAWAYS

Don't fall for the new shiny: take a critical view of popular platforms

Be prepared to tweak things like CSS over time

Bigger isn't always better on social media: look to generate genuine influence

Thanks

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