

# ACMA engages online audiences through Facebook, Twitter and iTunes

The ACMA launched Facebook, Twitter and iTunes accounts in March to further drive its involvement in the Gov2.0 strategy, which began in February with the appointment of former Sydney Morning Herald Executive Editor Tom Burton.

Gov2.0 is the use of new media applications such as Facebook, wikis, blogs, social media apps like YouTube and Flickr, and instant messaging tools including Twitter, to give users more open access to government information and processes. The ACMA is employing these tools to better communicate with Australians in an increasingly digital society.

'Getting the ACMA onto the big social networking platforms is a basic first step, but means we now can reach out to these networks with our messages and engage them around media and communications issues,' said Mr Burton.

'These tools are also particularly useful for consultation and we have been using them to elicit feedback for the review of the commercial radio standards. We have also used them to amplify the re-registration campaign for the Do Not Call service.'

'These small but important first steps have helped build our understanding of the major groups we are reaching out to.'

You can follow the ACMA on Twitter at [www.twitter.com/acmadotgov](http://www.twitter.com/acmadotgov) and become a fan of the ACMA on Facebook at [www.facebook.com](http://www.facebook.com) (search for acmadotgov).

