HARNESSING SOCIAL MEDIA

PRESENTATION TO CRCA CONFERENCE BY PAUL BARRATT
DEPUTY CHAIR, CRC ON ADVANCED COMPOSITE STRUCTURES
16 MAY 2013

TWITTER FEED

MD Basin Authority @MD_Basin_Auth 28m
From today, flows at Weir 32 will decrease slowly to the normal winter min flow rate ow.ly/kFfQ3 #MDBasin #water
Expand

The New York Times @nytimes 28m
Prosecutor in Bhutto Killing and Mumbai Attacks Assassinated in Pakistan nyti.ms/1238GVF
View summary

Natalie Sambhi @SecurityScholar 35m
For analysis on Australia's new defence policy, here's series of posts by ASPI colleagues bit.ly/ZDdva2 #ausdef13
Expand

MEDIA & PUBLICATIONS
- Media releases
- Speeches and Transcripts
- MDBA Publications
- Ministerial Council Communiques
- Social Media/Free Flow Blog
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- Archived information

Lower Darling River flow advice: Flows to decrease early at Weir 32

3 May 2013
The timetable to reduce flows at Weir 32 has been brought forward by 2 days. Flows at Weir 32 are now set to gradually decrease from today, Friday 3 May, from about 9,000 ML/day (3.3m), back to the normal winter minimum flow rate of 200 ML/day (1.4 m) by the end of May.

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This is due to further reductions in operational demands on the River Murray as the 2012-13 watering season draws to a close.

Storage levels at Menindee Lakes are currently at 75% and are slowly falling.

NSW Office of Water has indicated the lakes will continue to be managed to maximise the storage in Lakes Wetherell and Pamamaroo (see http://www.water.nsw.gov.au/Water-management/Water-availability/flood-management/default.aspx#menindee default.aspx#menindee).

At Burtundy, the flow is close to the peak at around 7,400 ML/day (4.2m). The flow is expected to remain around this rate for another week, and then start decreasing. The flow is expected to return to the normal minimum of around 200 ML/day later in June.

Landholders and river users, including pumpers, should take into account the changing flow rates along the lower Darling River and make necessary adjustments to their activities.

Forecast flows and Menindee storage volumes are also available on the MDBA website (see http://www.mdba.gov.au/river-data/current-information-forecasts).

This flow forecast is dependent on weather conditions and operational requirements. A further flow advice will be issued if there are any significant variations to these planned releases.

ENDS

For more information contact the MDBA Media office at media@mdba.gov.au or 02 6279 0141. For other information contact MDBA at inquiries@mdba.gov.au or 02 6279 0100.

Follow the MDBA http://twitter.com/MD_Basin_Auth

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Prosecutor in Bhutto Killing and Mumbai Attacks Assassinated in Pakistan

Aamir Qureshi/Agence France-Presse — Getty Images

Pakistani police officials examined the bullet-riddled car of the slain prosecutor Chaudhry Zulfikar Ali after an attack by gunmen in Islamabad on Friday.

By DECLAN WALSH
Published: May 3, 2013

MULTAN, Pakistan – Gunmen killed a court prosecutor working on the murder case of the former prime minister Benazir Bhutto early Friday, casting into turmoil a politically charged case that has also embroiled Pakistan's former military leader, Pervez Musharraf.

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MOST E-MAILED | RECOMMENDED FOR YOU

1. CHARLES M. BLOW
'The Juice,' the Jousting and the Job

A first look at the Defence White Paper 2013

3 May 2013 By Natalie Sambhi

As a first look analysis of the Defence White Paper 2013 (PDF), ASPI will be progressively releasing blog posts over the next couple of hours analysing the paper's key concepts and

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DEFENCE WHITE PAPER 2013

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Paul Barratt
View my profile page

20,336 TWEETS | **436** FOLLOWING | **2,390** FOLLOWERS

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RN - Radio National @Radio...
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- Jeff Hanneman
- Jammu
- UKIP
- #Scandal
- #StopCommonCore
- #swb2013
- #IfIWasJustinBieber
- #tcot
- Defence White Paper
- VIP

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Tweets

2 new Tweets

realscientists @realscientists 5m
Dinosaurs didnt die out, they evolved. pic.twitter.com/XXRx7mDsFw
Retweeted by Mr Onthemoon
View photo

BBC Breaking News @BBCBreaking 1m
#RBS "ready to privatise next year" after pre-tax profit of £826m bbc.in/16x8L9v
Expand

Gaelic Neilson @Gaelic_Neilson 3m
@antloewenstein Jian Ghomeshi action alert: Shun Israeli occupation cjpme.org/ActionAlert.as...
Retweeted by Antony Loewenstein
Expand

Mark Scott @abcmarkscott 5m
New ABC Arts website - launched this afternoon. bit.ly/ABCArtsLaunch
Retweeted by Emma Alberici
View media

Mark Colvin @Colvinius 2m
@MikeCarlton01 @thetiprat ... worked in the newsroom. Very Conservative - and conservative - place.
View conversation

CNS @CNS_Updates 10h
What recent satellite imagery tells- & doesn't- about #DPRK civil nuclear progress, deciphered by J.Lewis & N.Hansen: bit.ly/12sXyjA
Retweeted by Nautilus Institute
Expand

Mark Colvin @Colvinius 3m
@MikeCarlton01 @thetiprat The idea that it was taken over by lefties is just ridiculous. The woman who handled Evdokia Petrov actually
View conversation

#HASHTAGS

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People

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Act-On Software, Inc @ActO...
Followed by hashtags
Promoted · Follow

alan rusbridger @arusbridger
Followed by Big Ideas and others
Follow

RN - Radio National @Radio...
Followed by Wendy Carlisle and o...
Follow

Trends · Change

The Knicks
#NRA
#tedxsydney
#inners
#aflpiessaints

Results for **#auspol**

Tweets Top / All / People you follow

Ross Gittins @1RossGittins 1h
Costello's costly legacy: a structurally weak budget - my column bit.ly/ZtREhM #ausecon #**auspol** #HSC #VCE
View summary

Christine Assange @AssangeC 1h
WORLD PRESS FREEDOM DAY...FREE JULIAN ASSANGE #wikileaks #assange #anonymous #freebrad #ecuador #occupy #ukpol #svpol #**auspol** #uspol #ows
Expand

ASRC @ASRC1 2h
ASRC investigating reports that number of #asylum seeker women & children on boats has risen by up to 30% due to No Advantage Policy #**auspol**
Expand

Christine Assange @AssangeC 2h
Today is World Press Freedom Day.What a great reason to donate to @Wikileaks --> shop.wikileaks.org/donate #wikileaks #assange #manning #**auspol**
Expand

PW Dorling @Ausflatfish 3h
Softer tone on #China military growth theage.com.au/opinion/politi ... via @theage #defence #**auspol**
View summary

PW Dorling @Ausflatfish 3h
South Korean spies target Australian farm trade firstpost.com/world /south-ko... #Korea #ROK #spying #espionage #**auspol**
View summary

HASHTAG - #MDBASIN

Results for **#MDBasin**

Tweets Top / All / People you follow

MD Basin Authority @MD_Basin_Auth 22h
In today's river ops update, a look back at April + the latest flow advices ow.ly/kFiDD **#MDBasin** #water
Expand

MD Basin Authority @MD_Basin_Auth 3 May
From today, flows at Weir 32 will decrease slowly to the normal winter min flow rate ow.ly/kFfQ3 **#MDBasin** #water
Expand

ABC Environment @ABCenvironment 22 Apr
The last free-flowing rivers of the **#MDBasin** set aside for conservation bit.ly/ZCrAUy #environment
Followed by Roslyn Wells and 2 others
Expand

MD Basin Authority @MD_Basin_Auth 15 Mar
It's that time again... Time for your regular River Murray Ops update! ow.ly/iXOxV **#MDBasin** #water
Expand

MD Basin Authority @MD_Basin_Auth 13 Mar
Gunbower Island Week is next week and @northcentralcma is celebrating! Find out more at ow.ly/iQLQ0 **#MDBasin**
Expand

QUICK FACT CHECK

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Tweet to ANSTO: about nuclear
@ANSTO

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realestate.com.au @realesta...
Followed by Mariam Veiszadeh an...
Promoted · Follow

The White House @whitehouse
Followed by Jasmin CHill and oth...
Follow

Andrew Robb @AndrewRobb...
Follow

Trends · Change
The Knicks
#NRA
#tedxsydney
#inners
#aflpiessaints

ANSTO: about nuclear
@ANSTO
This is the official Twitter account of ANSTO. We are the home of Australia's nuclear science expertise. RTs not endorsements.
Lucas Heights, South of Sydney · http://www.ansto.gov.au

229 TWEETS | 121 FOLLOWING | 702 FOLLOWERS | Following

Tweets

ANSTO: about nuclear @ANSTO 19h
Taiwan's NSRRC has taken over operational responsibility for the SIKA cold-neutron 3-axis spectrometer ansto.gov.au/AboutANSTO/New...
Expand

ANSTO: about nuclear @ANSTO 1 May
@ANSTO is one of the sponsors for the Sutherland Shire @RelayForLife event this weekend raising funds for @CancerCouncil. 3 days to go!
Expand

ANSTO: about nuclear @ANSTO 1 May
Sutherland Shire area close to breaking through $4 million mark raising funds for @RelayForLife bit.ly/11Wd9tc via @theleadernew
Expand

ANSTO: about nuclear @ANSTO 30 Apr
Researchers have designed a novel cold finger cooling system for graphitisation of microgram-sized carbon samples bit.ly/100bwrP
Expand

ANSTO: about nuclear @ANSTO 26 Apr
@ANSTO PELICAN time-of-flight spectrometer this week measured its first diffraction pattern with thermal neutrons bit.ly/11p1BOA
Expand

CSIRO
@CSIROnews
Science & research since 1926. We are one of the top 10 applied research organisations in the world. RTs not endorsements.
Australia · http://www.csiro.au/
6,858
TWEETS
1,584
FOLLOWING
16,039
FOLLOWERS
Follow
Tweets All / No replies
CSIRO @CSIROnews 46m
Blog: #MayTheFourth be with our bots ow.ly/kFwLz ^DC
Expand
CSIRO @CSIROnews 2h
Our bushfire simulator had no luck burning Joost's straw bale house ow.ly/1VQFW8 #TEDxSydney ^VH
Expand
CSIRO @CSIROnews 2h
More on our work with the fantastic @greenhousejoost, just mentioned at #TEDxSydney: ow.ly/1VQFQv ^VH
Expand
CSIRO @CSIROnews 2h
Blog: Meet our 'Yoda of robotics' Dr Jonathan Roberts ow.ly/kHiwo #MayTheFourth ^DC
Expand
CSIRO @CSIROnews 4h
We're celebrating #MayTheFourth by releasing details about our next generation of robotics research ow.ly/kFwRc ^DC
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DFAT

Results for **DFAT**

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20 new Tweets

Kevin Rudd @KRuddMP 22h
.@OZinSG Rule 1: throw out **DFAT** twitter manual which I approved or tweets will be dead boring. 2: Get 1 Direction to retweet. Easy :) KRudd
Retweeted 49 times
View conversation

DFAT @dfat 23h
Former PM John Howard on 'Keeping our Great Partnership Contemporary': Australian American Leadership Conversations bit.ly/154NLqP
Expand

DFAT @dfat 3 May
Travelling to Europe? Learn about the entry requirements for countries that are party to the Schengen Convention bit.ly/schngn
Expand

DFAT @dfat 3 May
The Cameleers-#Australia's Muslim Pioneers: Historic photo exhibition @SAMuseum makes its #Pakistan debut in Lahore bit.ly/12u6Bkc
Expand

DFAT @dfat 2 May
Young Aussie writers! Quick! The 2013 Commonwealth Essay Competition closing date has been extended to 3 May bit.ly/YnXDt6
Retweeted by Zoe Daniel
Expand

CHIEF OF THE DEFENCE FORCE

Profile summary

General David Hurley
@DavidHurley_CDF
The Official Twitter account of the Chief of the Defence Force - Australia. All tweets are my words unless otherwise annotated.
Following ≠ endorsement · http://www.defence.gov.au/cdf

148 TWEETS | 15 FOLLOWING | 3,108 FOLLOWERS | Following

Followed by Warren Snowdon, Soldier On , Jenny Brockie and 35 others.

General David Hurley @DavidHurley_CDF 16h
Release of the 2013 Defence White Paper minister.defence.gov.au/2013/05/03/pri...
Details

General David Hurley @DavidHurley_CDF 16h
South Pacific regional exercise framework - POVAI ENDEAVOUR- announced minister.defence.gov.au/2013/05/02/min...
Details

General David Hurley @DavidHurley_CDF 16h
Ceremonial Sunset and Beating of the Retreat at His Majesty's Naval Base Masefield in Tonga on Wednesday. pic.twitter.com/oF9uMDMoa8
Details

General David Hurley @DavidHurley_CDF 25 Apr
Read #MyANZAC Day message at facebook.com/photo.php?fbid... #lestweforget
Details

Go to full profile →

CHIEF OF NAVY

180 TWEETS | 51 FOLLOWING | 413 FOLLOWERS | Follow

Tweets

VADM Ray Griggs @CN_Australia 19h
@captainbrown James, 2038 was mentioned in the context of life extension of COLLINS ie. the last COLLINS would pay off then not first FSM.
View conversation

The Navy / La Marine @RCN_MRC 3 May
Royal Canadian Navy Adopts New Naval Ensign. We have a new flag! #CdnNavalEnsign marketwire.com/press-release/... pic.twitter.com/7QsFnPwHvj
Retweeted by VADM Ray Griggs
View photo

VADM Ray Griggs @CN_Australia 1 May
@CN_Australia Mark, they are very impressive.
View conversation

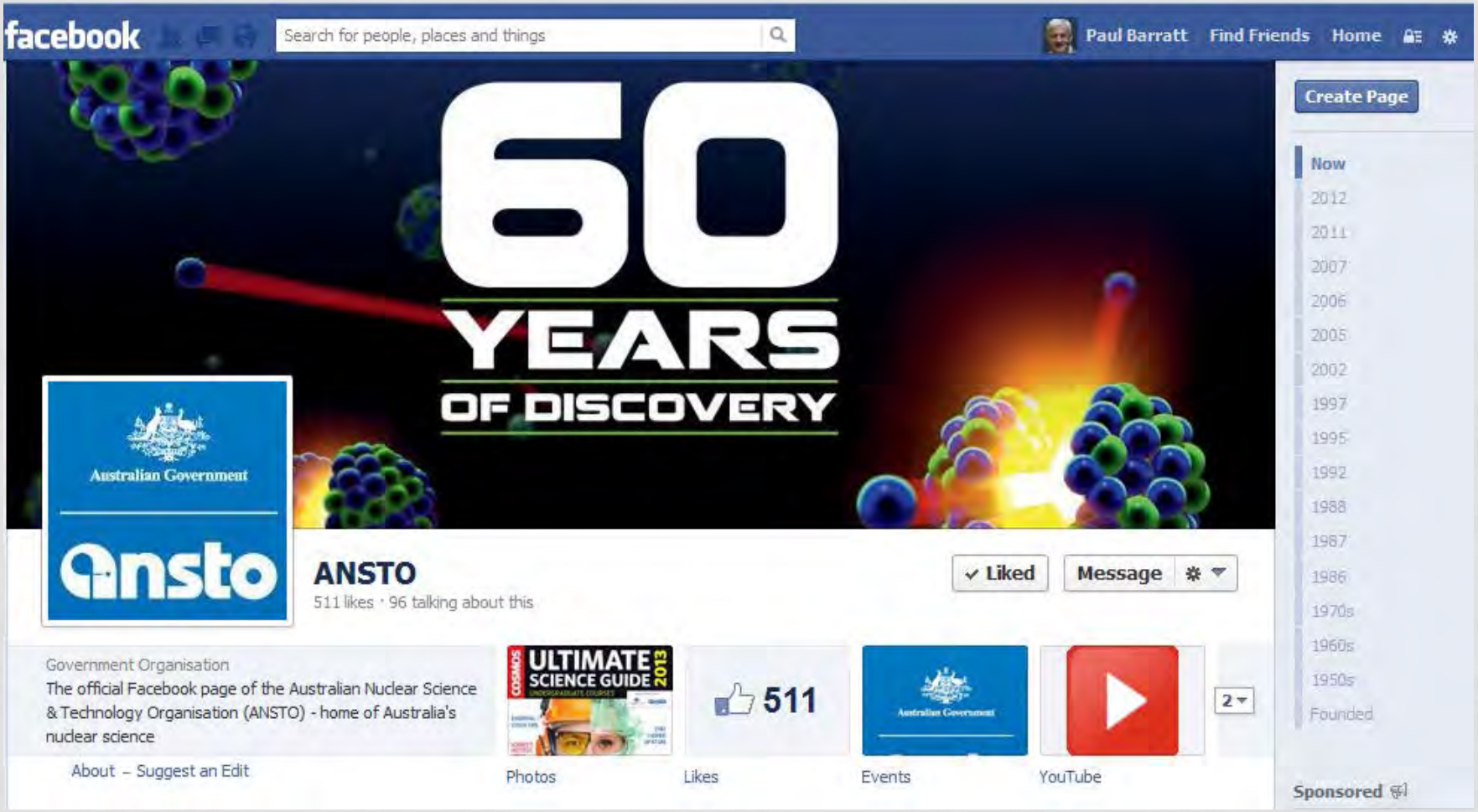
VADM Ray Griggs @CN_Australia 1 May
@pkcarnie Patrick what is remarkable is the salvage operation and the preservation since then - truly an amazing achievement.
View conversation

ARMY

Army
The Australian Army
@AustralianArmy
Official Australian Army Twitter: news, images from army.gov.au
(Following does not = Army Endorsement.)
Canberra, Australia · http://www.army.gov.au
2,136
TWEETS
28
FOLLOWING
8,361
FOLLOWERS
Follow
Tweets
The Australian Army @AustralianArmy 2 May
Corporal Dan Keighran, VC and Army Reservist spoke at the employer support awards on 30 April: army.gov.au/Our-work/News-...
Expand
The Australian Army @AustralianArmy 29 Apr
The Army Adventure Camp for 20 young women from schools in South Queensland commended today to showcase Army careers pic.twitter.com/MxBv4P1oiu
View photo
The Australian Army @AustralianArmy 25 Apr
Imagery from Anzac Day commemorations from around the world will be available throughout the day at defence.gov.au /anzacday/2013/...
Expand
The Australian Army @AustralianArmy 25 Apr
ADF members will carry the Anzac spirit today as they pause to remember their forebears and reflect on their own contribution for Australia.
Expand
General David Hurley @DavidHurley_CDF 22 Apr
Op SOLACE Somalia 20 year reunion 10-12 May in Townsville. Details paul.vonkurtz@baesystems.com pic.twitter.com/Omg9Ga3OJ6
Retweeted by The Australian Army

ARTS ORGANISATIONS

ANSTO FACEBOOK PAGE



ANSTO FACEBOOK POST

ANSTO
Wednesday

Semiconductor gamma-ray and X-ray detectors are being used increasingly in medicine, industry, astronomy and national security. Conventional semiconductor detectors are manufactured from germanium and silicon.

Such materials have become less useful in many emerging applications due to their physical limitations such as low detection efficiency or their need to operate at cryogenic temperatures.

Researchers from ANSTO and Brookhaven National Laboratory have been investigating novel compound semiconductors that could provide the next generation technology. Learn more. http://bit.ly/10rpz9E

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7 people like this.

Write a comment...

CDF FACEBOOK PAGE

CDF FACEBOOK POST

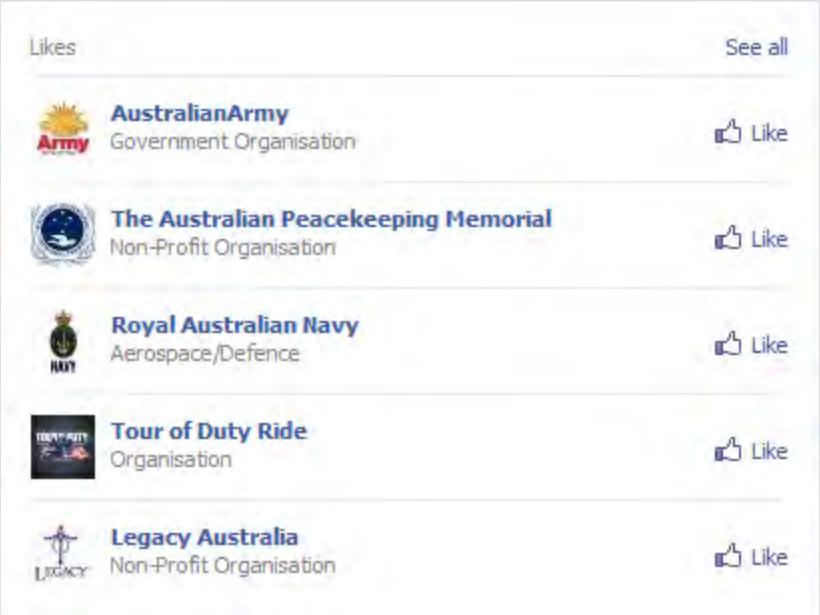
General David Hurley
Yesterday

Prime Minister of Australia, the Honourable Julia Gillard MP, Minister for Defence Stephen Smith MP and Chief of Defence Force General David Hurley, AC, DSC arrive at Fairbairn for the launch of the Defence White Paper.
http://www.defence.gov.au/WhitePaper2013/index.htm

Like · Comment · Share 4

56 people like this.

CDF "LIKES"


Likes
See all
AustralianArmy
Government Organisation
Like
The Australian Peacekeeping Memorial
Non-Profit Organisation
Like
Royal Australian Navy
Aerospace/Defence
Like
Tour of Duty Ride
Organisation
Like
Legacy Australia
Non-Profit Organisation
Like

AUSTRALIAN BRANDENBURG ORCHESTRA

AUSTRALIAN BALLET

FROM AUSTRALIA21 FB PAGE

Australia21 shared a link.
26 April

Voluntary Euthanasia Report Released: The right to choose an assisted death: Time for legislation?

Follow this link to download it:
http://australia21.org.au/publications/media_centre_1.php?id=9#a

, Please click here to download this report. - Australia 21 | Shaping the Future
australia21.org.au

> Policy on Illicit Drugs> Australians in Society> Australians in the Landscape> Australia in the World> Building Australia's Resilience> The Next Big Question

Like · Comment · Share 3

FROM AUSTRALIA21 FB PAGE

Australia21 shared a link.
10 April

Many might be surprised to know that Margaret Thatcher introduced a needle exchange program in the UK as part of the national response to the emergence of HIV/AIDS:

http://shapingaustraliasfuture.blogspot.com.au/2013/04/political-support-for-pragmatic-drug.html

Shaping Australia's Future: Political support for pragmatic drug policies
shapingaustraliasfuture.blogspot.com.au

COMMUNITY PAGE: PHYSICS IS AWESOME

PHYSICS IS AWESOME - POST

TWEET OF THE YEAR (IMHO) 2010

Pollytics Possum Comitatus
We should all be very thankful that the ALP didn't invent the wheel. They would have failed to sell its usefulness #QT

CONCLUSIONS

- Social media are here today and here to stay
- They are not just platforms for the exchange of trivia – they are in daily use by very serious organisations both to monitor and disseminate information
- Consider all the main media – different platforms have different audiences
- Consider how you can cross-link them for maximum impact