Application: 6352

From Insight to Impact: City of Sydney's Social Media Platform

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Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

City of Sydney

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Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

From Insight to Impact: City of Sydney's Social Media Platform

Category

N06. New Service of the Year - Government Technology

New Service Submission Format

Written Answers

a. Briefly describe the organization that developed the nominated new service: its history and past performance (up to 200 words). Required

The City of Sydney is the Local Government Authority (LGA) for the Sydney CBD and surrounding suburbs, covering 26.15 km². It supports a diverse and growing community of 231,000 residents, 79,000 businesses, and over 600,000 daily workers and visitors. Guided by its vision of a Green, Global and Connected city, the City has long invested in forward-thinking services and infrastructure to meet community needs.

The Social Media Engagement Project at the City of Sydney was born from a deep commitment to community engagement and the recognition of social media's pivotal role in modern communication. It emerged as a strategic response to the evolving digital landscape, emphasising the City's dedication to adaptability and innovation.

The primary strategy of the project was centred around enhancing the City's capabilities in engaging with the community through social media platforms.

The project was developed through a collaborative effort involving internal teams, external vendors, stakeholders, and the community. A dedicated team of approximately 30 professionals from various departments within the City including Marketing Communications, Corporate Communications, and Customer Service, worked together to manage community inquiries and content through existing social media channels.

b. Specify the date on which this nominated service was introduced to the marketplace. Outline the nominated service's features, functions, benefits and novelty (up to 250 words). Required

In February 2023, the City of Sydney piloted its new Social Media Platform (SMP) during Lunar New Year celebrations, followed by a full rollout in September 2023. Developed on Sprinklr's SaaS architecture and integrated with Microsoft Dynamics 365, the SMP is a transformational shift in how the City communicates with the public.

At its core, the platform offers a unified inbox where staff can handle every social interaction from Facebook, Instagram, LinkedIn, and X (formerly Twitter). Each message is intelligently tagged for sentiment, urgency, and topic, streamlining the triage process and ensuring no message is overlooked. Behind the scenes, automation directs inquiries to the most appropriate team based on predefined workflows, accelerating resolution times and improving service quality.

Executive dashboards provide real-time visibility into public sentiment, allowing City leaders to respond proactively to emerging issues. Staff benefit from a self-service advertising module that simplifies campaign delivery while reducing administration overhead.

With secure single sign-on and role-based access control, the SMP supports strong governance and compliance. Integrated case management via Dynamics 365 links feedback directly to service delivery, ensuring that every social conversation can drive improvement.

Since launch, the SMP has halved triage times and boosted first-response rates from 60% to 93%. It has also saved $80,000 annually by consolidating software licenses. One full staff day per week has been reallocated to proactive storytelling and campaign work.

More than a platform, the SMP has redefined what responsive, transparent, and data-led local government interaction with the community can look like.

c. Explain why the nominated service is unique or significant. If possible compare the service to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

The City of Sydney's Social Media Platform is a breakthrough in digital engagement for local government. Unlike traditional models that rely on fragmented tools and manual processes, this solution provides a unified, AI-powered interface that centralises real-time engagement, service delivery and performance analytics.

The platform's sentiment analysis and intelligent routing transform community feedback into actionable insight. During a public transport disruption in January 2024, real-time sentiment tracking alerted staff to growing frustration amongst the public. Communications were updated in real time, defusing concerns within 30 minutes, an outcome previously unachievable. This capacity for live response marks a new benchmark in public service.

The shift has also delivered measurable gains. First-response performance rose from 60% to 93%, while average triage time was cut in half. Content scheduling, campaign delivery, and community storytelling have improved dramatically due to real-time dashboards and self-service tools. The result is not just better service but also a more engaged and informed public.

What sets the SMP apart is its seamless integration of community feedback into City operations. Executives now make decisions based on live sentiment data. Staff collaborate more effectively. Governance and crisis management have strengthened.

Compared to legacy systems, often built around outdated reporting and disjointed tools, the SMP is a forward-looking model of civic engagement. It replaces reactive communication with a proactive, data-led approach grounded in transparency and digital accessibility. In short, it sets a new standard for how local governments can listen, learn, and lead in the digital age.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Supporting documentation includes a visual presentation of the Social Media Platform in action, captured during major events such as Sydney's New Year's Eve and Lunar New Year. These visuals showcase real-time dashboards, keyword tracking, sentiment trends, and real-time case management.

In one example, the platform's analytics dashboard highlights a 93% first-response rate and sentiment shifts across multiple channels. Additional materials show how campaign teams use the advertising module to schedule and optimise posts, reducing delivery time while increasing community reach.

Screenshots also demonstrate integration with Microsoft Dynamics 365, linking social conversations to specific service requests, enabling closed-loop engagement.

Webpage Link

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Would you like to add an additional supporting document?

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