



MEDIA RELEASE

SENATOR THE HON NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation
Minister Assisting on Tourism

business.gov.au HITS TWITTER AND FACEBOOK

Small business can now connect with government information on the go by using business.gov.au's range of social media services, including an iPhone application, Twitter and Facebook.

Minister for Small Business, Senator Nick Sherry, said today the new social media services allow small businesses to access important information such as the ABN Lookup tool, checklists and forms and participate in discussions anytime, anywhere.

"For a long time, the award-winning business.gov.au has been the hub of government information for small business. Businesses are already saving time and money by using business.gov.au, but we recognise it's not enough to be only a website," Senator Sherry said.

"The Gillard Government is engaging with small businesses through social media and using Twitter, Facebook and the like to spread information to a wider audience."

"The free iPhone application, one of the first for an Australian Government website, has already proved a hit, with more than 1,000 users downloading the application in its first month."

"The Twitter page provides a forum for businesses to get involved in conversations via threads and stay updated with the latest business.gov.au news and features. Users can post comments and questions on the website's Facebook wall and participate in polls."

"Connecting with Australian business through social media means we are able to communicate more widely and respond to feedback."

As business.gov.au's social media develops, feedback will be sought to improve and expand the services.

"The use of social media is continuously evolving and as such we're constantly looking to improve our services. We're looking forward to working with our businesses to make business.gov.au's resources even more helpful to small business," Senator Sherry said.

The full range of business.gov.au's social media services can be found at business.gov.au/socialmedia

CANBERRA

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