

What is political social media reforms mean to a political activist

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Being a political activist to me meant that I, with a conservative outlook on life would help bring about a new Australian landscape by the integration of many cultures under one flag. To achieve this, one had to lead by example to contribute to the economic security, to its society, well being and longevity. In my own small way I achieved this by integrating my two cultures into one by selecting the best and most desirable aspects of those two cultures, such as family values, respect for young old, fair go, stand up and be counted, support those in need, giving it your best shot, never giving up in the face of adversity to name but a few.

I had decided earlier on in life that the best party to support was one that mirrored my personal values and outlook on life. I chose the Liberal Party who were at the time wooing members from various backgrounds and opening their doors to new ideas and concepts. Very few people would realise that it was the Liberal Party that made the hard decisions to make this country a strong, prosperous and secure.

The Liberal Party struggled over the years to encompass new ideas and concepts that would attract New Australians to their banner, but all that changed with the David Kemp reforms. Changes occurred at such a fast pace that it is now difficult to select which political party has captured the hearts and minds of New Australians and their communities. This is where Social media has much to do with that new awareness.

People like myself had been arguing for years that changes had to occur if political parties were to remain credible and effective. There has been a huge demand for social media and the many that are on the market today are all vying for your attention because it creates jobs, attracts investors, advertisers, brings in money and maintains the facade that all is well

Reflecting back to the past where during the sixties, seventies and eighties, the public perception of the Liberal party was for that they stood for the elite of Australia, big business and not for the man in the street. Yet consistently at the polls we had politicians from various cultures whose origins were not that of an Anglo Saxon background.

The labor Party on the other hand propagated the various ethnic communities that they the Labor party stood for the worker and for their rights. But that scenario captured by the Labor Party post WW2 is now slowly fading with more people became educated, aware of their environment, rights, civil liberties and have more informed.

However with the introduction of the social media in the nineties and in the new millennium, social media changed all of that forever. The public with ready access to the myriad of information stored on the web realised that their perceptions of either party were wrong and based on falsehoods and misconceptions. Other parties came on the scene and if they failed the test of credibility soon found them on the political waste heap.

Post election reports within the Liberal Party have highlighted the importance of social media and its influence upon the swinging voters and those not sure who is best to be supported to form government. Local councils have been doing it for years by supporting and influencing local community news outlets and spreading the word of their good work. Websites are also a

good source of information provided they are maintained and kept up to date with the latest information.

In 2013 for example, major both parties used social media to demonstrate to the Australian people their strengths and the weaknesses of their opponents. However over the past five years the Australian public with particular the youth appear to have lost interest in the political affairs of this country. Whose is at fault? Viewing it from the pavement it is my uneducated guess that the fault lies with faceless men who make decisions in order to remain at all costs in power.

The Liberal Party on one hand who recognised that something drastic was needed to ensure that they remained credible after years of Labor mismanagement and in their wisdom restructured the party. They did this in order to make it more transparent, attract new blood and revitalise the party that was long overdue. The reforms of David Kemp appear to be working and are heading in the right direction but it is still far too early to state whether those reforms are in fact working.

What is working is that the Liberal party has recaptured the New Australians who have made Australia home and by doing so have diluted the Labor Party's platform that it alone represented new migrants to this country. Both sides of the political fence have identified that the youth and young professionals are no longer to be taken for granted and want to see real progress and not just pork barrelling.

Social media is here to stay and whether one likes it or not is a choice everyone can make. It is both informative and interactive. It can be useful for keeping up-to-date and/or to find information that creates a sense of well being. Political parties may play down its usefulness because of the time spent on social media, but don't let that deter you from using it to your advantage.

Social media is in our homes, on our person, at work, in the public eye and only we can decide the credibility of our social media sources. Will political social media assist you on your journey and make it a comfortable one or will it be designed to create instability, indecision and confusion? Difficult to answer but it's worth investing by keeping informed! In conclusion, it appears to me that we as Australians are all heading towards the same goals but using different means of transport to arrive at our destination. Social media and spin doctors are here to stay.



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