

In the modern digital world, communication has become faster, more mobile and more complicated. It is in this digital realm that the opinions of real people shape your reputation.

Today, everyone can write, publish and editorialise. Every day. And from any location.

BBS' Digital Communication team uses social networking platforms, online news portals and strong links with the blogging community to communicate corporate key messages in what's commonly considered to be an 'anti-corporate' medium.

BBS has created social media strategies for national clients in health, property and retail, integrating social media with overall corporate objectives to achieve results.

We develop and implement campaigns for product launches, public education and awareness programs, and traffic generation campaigns.

Our capability

- Social media staff usage policies
- Social media strategies
- Social media campaigns
- Blogger communication and engagement
- Online issues management
- Monitoring and trends analysis



Training

- Social media 101 (beginners)
- Social media strategy workshop
- Online engagement
- Tailored training programs

About BBS

BBS Communications Group is a national consultancy working across Australasia since 1989.

With expertise in media, marketing, public relations, international relations, change management and commerce, we are problem-solvers who apply critical thinking and a fresh perspective to our clients' challenges.

insightful, creative, passionate

corporate communication | stakeholder engagement | media relations | digital communication | investor relations