# InTransition

**Episode 21**

Richard Spencer, Head of Agency, iSentia Two Social

**iTunes description:**

Our guest today, Richard Spencer leads the largest media monitoring agency in Australia. With extensive experience working in social media our conversation delves into the issue of trust amongst government agencies in using social media.

**Bio:**

Richard Spencer is Head of Digital for Isentia and Head of Agency for Isentia Two Social, Isentia’s specialist Social Media agency. The Social Media landscape is changing and developing exponentially, and Richard advises organisations on how to maximise their opportunities in this exciting channel. Richard is also a regular media commentator on Social Media channels.

Prior to founding iSentia Two Social, Richard was Senior Vice President, Global Marketing and Interactive with TMP Worldwide and has been working in digital communications and the internet since 1996.

Richard holds a Bachelor of Arts (BA Hons) in Business and a postgraduate Diploma in Marketing (CIM). Richard is a member of the Australian Institute of Company Directors.

Links:

@ABSCensus - 12:28

[Australian Bureau of Statistics](http://www.abs.gov.au/) - 12:33

[House Rules](https://au.tv.yahoo.com/house-rules/) - 12:50