SOCIAL GUIDELINES

USE THESE GUIDELINES TO CRAFT CONTENT TO ENGAGE YOUR AUDIENCE!

"I FOUND THE MENTAL HEALTH ASPECTS OF THE 715 SO VALUABLE."
ROD SMITH

YOUR HEALTH IS IN YOUR HANDS.
WWW.HEALTH.GOV.AU/715-HEALTH-CHECK

WRITE ENGAGING COPY

USE HASHTAGS

#715healthcheck

CAPTION EXAMPLE:

For born and bred Newcastle local, Rod Smith, the 715 health check has helped him look after his mental health – "Like many Aboriginal men, I grew up thinking that men don't cry – that men have to be tough. I'd always been a happy go lucky person but as I got older I experienced a few hurdles in life. I got to a point one day where I started thinking negative. But I got my 715 health check and its really helped," says Rod. Your health is in your hands, book your **#715healthcheck** today. For more info visit: health.gov.au/internet/main/publishing.nsf/Content/health-checks-atsi-australians

WRITING ENGAGING COPY

"Copy" is the term used to describe content that is designed to promote your service. It is the writing used in advertisements, or on social media posts.

A key to boosting your social media and audience engagement is writing engaging copy. This means getting a little creative with the way you go about communicating your messages. Try to make your copy personal, friendly, and warm.

It helps if you can begin by creating a **particular voice and style** for all of your copy, and then keep that tone and style consistent throughout all of your posts.

Asking questions is a good way to prompt your followers to engage with your posts and also involves them in your posts and messaging.

Use **headings** to catch people's attention and communicate key information.

Keep in mind the fact that people don't generally spend a lot of time viewing any one post on social media. The **heading and post image might be the only content they see**.

Keep your post copy as brief as you can, the less people need to click to read more of the post the better.

Include specific **local info** to engage your community, this also communicates that you are part of the community too.

USING HASHTAGS

Using **hashtags** is an important way to **group your content** with other relevant and similar information and also to get your content seen by more people.

Hashtags work like content indexes and will allow people with a particular interest in something to find your content and page.

Rather than just making up hashtags, have a look at what **other hashtags related to your post** or content already exist and use those.

In some instances you may need to create a new hashtag for your post. If, so, try to choose something that is short and easy for others to type and read.

We suggest using **#715healthcheck** for all of your posts along with other hashtags were relevant (for example: #NAIDOCweek).

If you are using multiple hashtags, be selective. **Don't overuse hashtags** as including too many can have an adverse affect on your post reach.

WHEN TO POST

Posting at the right time, and thinking about when you post is really important for your post engagement.

Plan and space your posts out. If you have three things to post in a week, don't post them all in one day unless it is absolutely necessary.

In terms of what days and times to post, **check your social platforms analytics** to find out when your audience is mostly online. Each social media platform will have a different way to go about checking analytics. You can search your specific platforms help section to find out how, or, try a Google search. Most platforms will provide access to analytics in their page setting menu.

You can also check the engagement and popularity of your previous post to find any patterns that emerge concerning maximum post engagement and reach.

You can also **pre-schedule posts to be made at certain times and days in advance**. This can help you to plan your social posting strategically. Each social media platform will have a different way to go about scheduling, or you can use third part apps and platforms. Check your platforms help section for more information on scheduling posts.

GROWING YOUR NETWORK: TAGGING ORGANISATIONS AND POSTING IN COMMUNITY GROUP PAGES AND NOTICE BOARDS

Grow your network and increase your post reach by tagging appropriate organisations with your posts and by following key organisations, local organisations and peak bodies within your sector.

By posting in **community noticeboards and community groups** you can also reach more people and enhance the awareness of your brand and services. Search for your local area on social media platforms like Facebook, to see what groups are in your area that might be relevant to your community members.

Sharing posts from other organisations that speak or relate to your key audience is another way to maximise your audience.

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