Social Media Guide

July 2020

This document is a handy guide to using Facebook and Twitter to ensure greater reach and impact with your posts. It includes some specific information about how you can use social media to support the National Day of Action on July 14.

Objective: National Day of Action

Organisations and individuals flood key social media channels with Raise the Rate for Good messages and images on the National Day of Action (July 14) to demonstrate public support.

Key Messages

- Raise the Rate for Good
- Raise the Rate of the JobSeeker Payment for good
- Don't Turn Back to $40 a day
- We can't turn back to the brutality of people struggling to survive on $40 a day
- We can't turn our backs on those who are at risk of being left behind

Images and Videos

Posts with images or videos are more likely to get liked, shared and retweeted.
To add impact to your tweet or Facebook post – download one of the campaign images or add your own photo. Here are some ideas:

- Supporters are planning to post photos of themselves with canned food, with the message 'Don't Turn Back' to demonstrate why we can't turn back to $40 a day.
- You or a family member (with permission) with an item of clothing, food or another essential that you were able to buy with the COVID supplement, that you couldn't afford on the old $40/day rate.
- You could hold a print out of our 'Raise the Rate for Good' poster. You can download the poster under the Resources section of the campaign website.
- You can also add our National Day of Action frame to your profile pic and/or to a photo you're posting on fb or tweeting. Also available via: Resources.

Keep in mind that when you have a post or tweet that includes both an image and a website link, the platform will automatically display the image associated with the website link, unless you add your photo before the link.

Twitter

Twitter is useful for engaging in real time with external audiences, particularly members of the public, businesses, journalists and politicians. Remember you only get 280 characters in a tweet!

In Twitter we use 'hashtags' and 'handles' to communicate with others and group information. Using these communications devices is popularly referred to as 'tagging'.

Why we use 'hashtags'
- In twitter the best way to track conversations is for everyone posting about a topic to use an agreed hashtag e.g. #RaisetheRateForGood
- It makes it easier for everyone involved to see all the other activities and posts happening at the same time
- It helps us get the message across to the target politicians and media that our Day of Action is generating a lot of activity
- If we pass a threshold of tweets using the same hashtag it will be listed as 'trending', creating higher exposure
- It's a good idea to search for the tags and twitter handles you want to use (and note them down or copy into wordpad or a text doc) before you start to write your tweet.

Hashtags for the National Day of Action:
- #RaisetheRateforGood
- #auspol

Why we use a 'handle'
Adding a twitter (or facebook) handle (i.e. a person or organisations twitter username) means that person will get notified of your tweet. When using the handle of a politican, most likely the politician's communications people will see it, and it will come through in their twitter analytics for the week.

Make sure your post is not offensive, abusive or contains swear words - it may get blocked and will have less chance of being registered. As social media can sometimes be quite negative, it's best to focus on the issue, rather than on the actions of particular people, including politicians.

Tips for using twitter handles
It's acceptable to refer to a person by their tag only in a tweet – you don't have to say Scott Morrison or Prime Minister, just use: @ScottMorrisonMP

You can also use the handles of organisations or people you want to acknowledge.

For the National Day of Action, we suggest using the following tags:
Your local MP
@ScottMorrisonMP
@JoshFrydenberg
@Anne_Ruston

Examples:
I was able to buy my daughter the computer she needs for school, we all eat 3 meals a day – don't cut #JobSeeker and make my children suffer @ScottMorrisonMP @JoshFrydenberg @*localMP* #auspol

Don't force people to go back to the brutality of struggling to exist on $40/day @ScottMorrisonMP @JoshFrydenberg @*localMP* - #RaisetheRateforGood #auspol

We stand with *[tag other orgs or individuals with large followings]* to call for a permanent increase of #JobSeeker - #RaisetheRateforGood

Facebook

Using handles is more important than hashtags in Facebook – it's the best way to notify a person or page that they are being mentioned as it comes up in their notifications list (the bell icon at top right).

The way to use the correct handle is to type an @symbol, then spell out the person's name as it appears on their facebook account (i.e. @scottmorrison4cook) – a drop list of possible facebook pages will appear, you can then select the correct one (highlight dark blue) and it will appear with a pale blue background in your post.

Facebook pages for the National Day of Action:
@scottmorrison4cook
@JoshFrydenbergMP
@AnneRuston