How to draft a great social post for NSW SES

Administrators often struggle when formulating posts for Social Media. When in doubt, use this:

Title: The Title of a post is what grabs the attention of your followers. Think puns, catchy headings or simple text that gets a message across in the best and simplest way possible.

Description: This is the body of text that you wish to share to your audience. Best practice would suggest that 1 – 2 paragraphs is more than enough. If you need to elaborate further adding a link to further information is recommended.

Call to Action: A call to action at the end of your post is likely to increase the click through rate to a website or action you want your audience to take. Long web links are so old-fashioned, making use of a good URL shortener to minimize the number of characters in a link is the way to go. Try websites like *Bitly* or *Google URL Shortener*.

Hashtags: Adding keywords relating to your post can help extend the reach of the post to a wider audience.

Image: Adding an image or video to your post will also increase visibility of your post. Images that have the correct branding will make your post look professional and catches your audience's attention. When posting images of volunteers, make sure they are wearing and using the correct PPE and PPC.

Activity 1

Below is an example of a NSW SES Social Media post, match the correct number against the description that defines the content best:
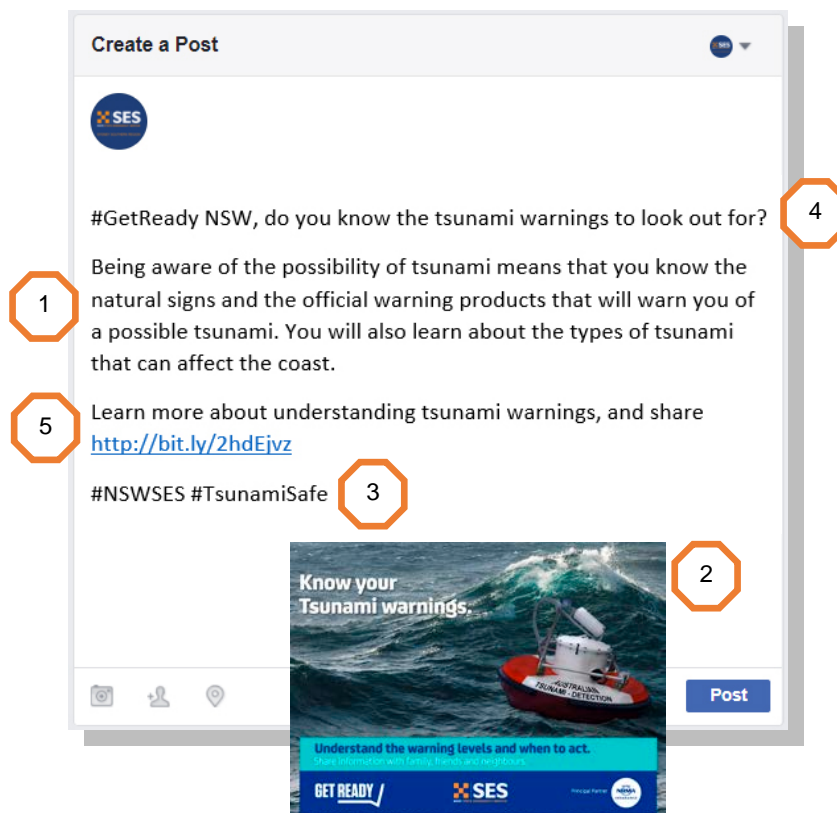
Call to Action _____

Body Text _____

Catchy Title _____

Tags _____

Image _____

Create a Post

#GetReady NSW, do you know the tsunami warnings to look out for?

Being aware of the possibility of tsunami means that you know the natural signs and the official warning products that will warn you of a possible tsunami. You will also learn about the types of tsunami that can affect the coast.

Learn more about understanding tsunami warnings, and share
http://bit.ly/2hdEjvz

#NSWSES #TsunamiSafe

Know your Tsunami warnings.

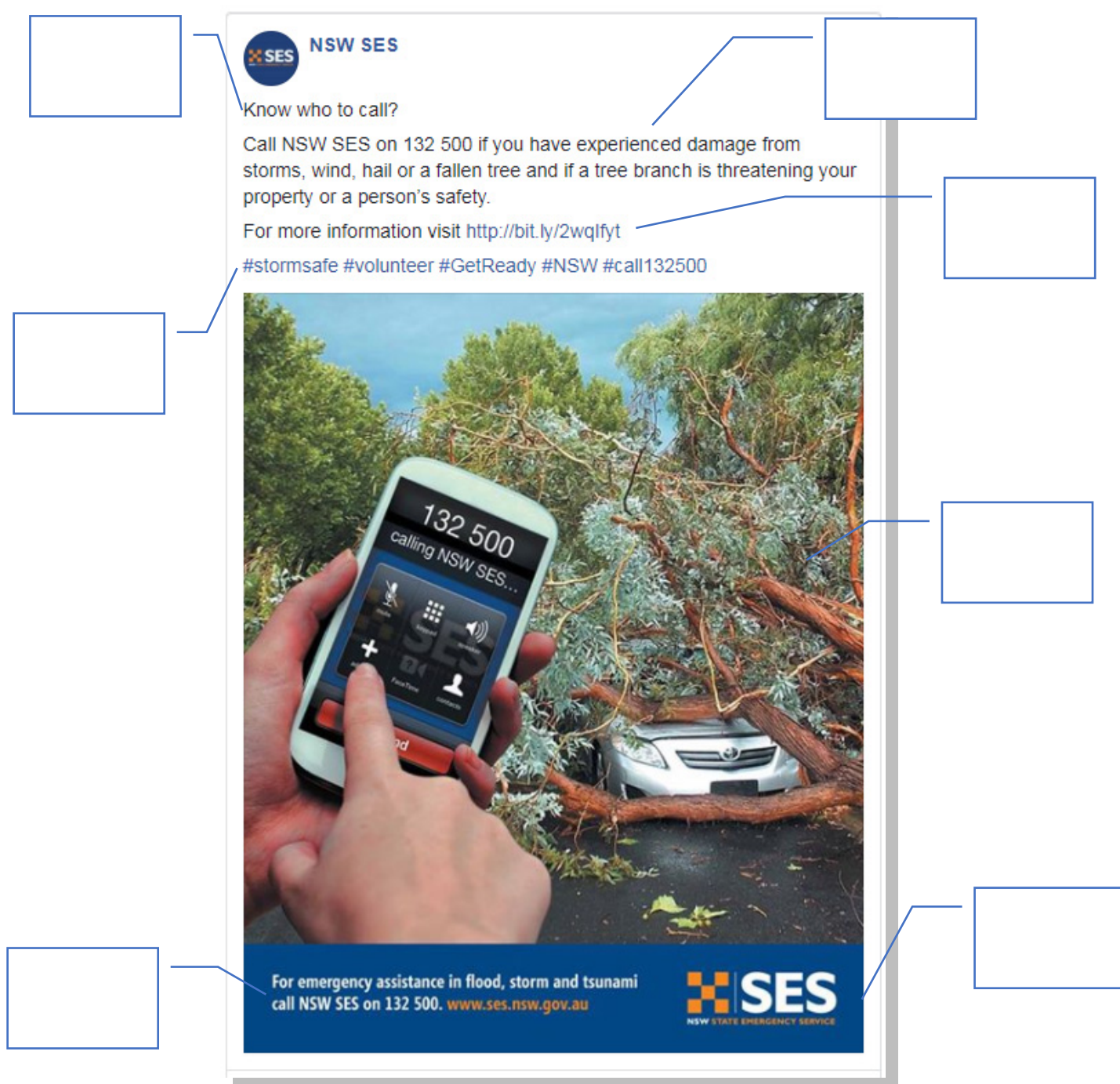Understand the warning levels and when to act.

GET READY / SES

Post

Activity 2

Below is an example of another NSW SES Social Media post, match the correct number against the correct elements on the image:

1. Call to Action   2. Correct Branding   3. Heading   4. Call to Action
5. Body Text   6. Tags   7. Image

NSW SES

Know who to call?

Call NSW SES on 132 500 if you have experienced damage from storms, wind, hail or a fallen tree and if a tree branch is threatening your property or a person's safety.

For more information visit http://bit.ly/2wqlfyt

#stormsafe #volunteer #GetReady #NSW #call132500

132 500
calling NSW SES...

For emergency assistance in flood, storm and tsunami call NSW SES on 132 500. www.ses.nsw.gov.au