

Social Media Posting Frequency in Operations

Use this guide to help with publishing public information when you are rostered in the SOC at State Headquarters.

Is this operation a small, medium or large weather event?

| EVENT TYPE | SMALL EVENT | MEDIUM EVENT | LARGE EVENT |
|---|--|---|--|
| Tasks | (few days storm event) | (week long storm/flood event) | (1 > weeks storm/flood event with multiple areas effected) |
| Publish web article and share on social media. The information received via email from <i>Situational Awareness</i> can be used to draft a news article to publish to the website. | 1 > per day | 1-2 per day (morning & afternoon update) | 1-3 per day (morning, noon & late afternoon update) |
| Facebook before, during and after posts | 1-2 per day | 2-3 per day | 3 > per day |
| Twitter before, during and after posts | 1-2 per day | 2-3 per day | 3 > per day |
| Answer Facebook inbox enquiries | As required | | |
| Gather photos and share online from media app . Request photos from volunteers via Facebook groups. Social Media Communications Group | As required in conjunction with social media posts | | |
| Share and retweet social media posts from BoM, Live Traffic and other GOV sites. | 1 > | 3 > | 4 > |
| Post recovery effort and information – after storm | If required | 1 > | 2 > |
| Make sure <i>Flood Bulletins</i> and SES warnings are published to the website, then share via social media. SOI: Uploading SES Warning Products to Public Website | As required | As required | As required |
| Share Severe Thunderstorm Warnings | Significant warnings only | | |
| Share Severe Weather Warnings | Every time | Every time | Every time |
| Detailed Severe Weather Warnings | Every time | Every time | Every time |
| Share Evacuation Order, All Clear and Flood Bulletins | Every time | Every time | Every time |
| Video content and update for example: 1 preparedness reminder video 1 event wrap-up video | If required | 1 > | 2 > |

Web and Social Checklist

1. Throughout the day check the BoM warnings and share to Facebook and Twitter. Use safety messaging found on the NSW SES website.
2. Create a web story based on the information from handovers, weather warnings and the daily executive brief sent to the media@ses.nsw.gov.au email. Once the web article is published share to Facebook.

Click here to access the [NSW SES website backend](#). Ideally one article should be created in the morning and one in the afternoon or refer to the table above.
3. Upload SES bulletins to website: follow this [SOI](#) or read the printed copies located in the media studio.
4. Resources: most resources for social media [warning tiles](#) and the website are available on [Brand Online](#)
5. For social account passwords and access, please ask the Media team for assistance.

Table of authorised social media platforms in NSW SES.

| Social Media Platform | State | Zone | Units |
|--|-------|------|-------|
| Facebook | Y | Y | Y |
| Twitter | Y | Y | Y |
| YouTube | Y | - | - |
| Snapchat | - | - | - |
| Instagram | Y | A | A |
| Other | Y | A | A |
| X = Yes A = requires approval - = No | | | |

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