

# SEE YOURSELF IN

# ORANGE

## PROMOTIONAL VIDEOS

### WHERE CAN I FIND THE VIDEOS?

- The videos are available on the NSW SES Flickr account
- Go to bottom right hand side of the EOS homepage to find the Flickr link or [Click Here](#)

### WHO CAN SHARE THE VIDEOS?

- All Unit and Regions (including official social media accounts)
- SHQ media Unit (via social media, EOS, Flickr)
- Member personal social media accounts

### PURPOSE OF THE VIDEOS

- To promote what NSW SES volunteers do
- Note: these videos provide an overview of NSW SES and what our core volunteers do, as part of the 'See Yourself in Orange' campaign. Note: The videos are not linked to the volunteering reimagined campaign.

### WHERE CAN I SHARE THE VIDEO?

- Social Media – Facebook, Twitter, Instagram, Youtube, Flickr
- Recruitment/Inductions sessions with potential new members
- Community engagement activities
- For more information on social media and NSW SES branding guidelines go to the NSW SES Brand Online site [here](#)

### SAMPLE SOCIAL MEDIA POST



A screenshot of a Facebook post from the official NSW SES page. The post features a video of a white SES patrol vehicle with orange and white checkered livery, parked in a warehouse. The video player shows a progress bar at 1:06. Below the video, the post text reads: 'WE'RE RECRUITING! Do you live in XXXX and want to give back to our community? No matter what your commitment or background, there's a role for everyone! Complete an application form before the end of XXXX for an XXXX start <https://www.ses.nsw.gov.au/get-involved/volunteer/> and join us in keeping our community safe. We don't just respond to storms and floods, we perform searches for missing people as well as rescue (e.g. vertical, flood and road crash rescue). If that's not your thing, we also have behind the scenes roles such as general administration, logistical support, Incident Management and Community Engagement. #NSWSES #VolunteerExperience'. A list of locations is provided: Wingecarribee Shire Council, Radio 2ST, 97.3 ABC Illawarra, and Southern Highland News. An orange hand-drawn circle highlights this list, with an arrow pointing to a text box on the right that says: 'Don't forget to 'tag' your local media and key community groups'.

For more information contact [media@ses.nsw.gov.au](mailto:media@ses.nsw.gov.au)