

Why does NSW SES use Social Media?

NSW State Emergency Service has a legislative requirement to warn the communities of NSW before, during and after flood, storm and tsunami emergencies.

One of the ways we do this is with the assistance of our various NSW SES Social Media channels.

Creating a NSW SES Page means you are creating a NSW [Government Social Media](#) channel.

This Page is NOT your Page but that of the NSW Government. And with great power comes great responsibility.

Role of a Social Media Officer

When performing the Social Media Officer role you will be required to publish Public Information on behalf of the Service, there are a few things you should be aware of.

The role of Social Media in NSW SES and the expectations.

NSW SES understands that volunteers like to interact and build trust with the local communities they protect. This is why many Units have set up Social Media channels to connect with the community and use the channel to promote resilience. For this reason it is important that all NSW SES online channels are branded correctly, have the right logo and 132 500 key messaging. All branding requirements, resources and campaigns can be found on the [Brand Online](#) website.

Using Social Media as an Community Engagement Tool

Once a Unit has established a Social channel, the main focus after the branding would be to create content for the local community the Unit covers. Take the time to understand the audience, consider the purpose of the posts and the times the audience are most active using Facebook Insights. Consider crafting some posts that take into consideration language barriers, minority groups and diverse cultural backgrounds based on the targeted demographic.

The variety of information you should post:

- NSW SES key messaging and preparedness information. See [Storm](#), [Flood](#) and [Tsunami](#) webpages for content.
- Local SES jobs and activity
- Statewide campaigns such as [WOW Day](#) and [Get Ready](#)
- [Videos and high quality pictures](#)
- Local achievements and [Member profiles](#)
- Community Events and SES participation
- [Brand awareness](#)
- Recruitment opportunities

Using Social Media in an Operational Public Information Capacity

The variety of information you should post:

- Key messaging and preparedness information
- SES Warning, All Clear and Evacuation information
- Flood guides and factsheets
- Local SES job updates
- [Videos and high quality pictures](#)
- Recovery information
- BoM notifications and weather information
- Unit/Region/State statistics

Warning posts

- Post BoM or SES notifications
- Post key messages ie. Never enter floodwater
- Post critical contact numbers like [132 500](#) and triple zero 000
- What should your audience do now that they have received this information?
- Do we need to include a call to action? Do they need to read more about the warning?
- Send them to either the [BoM website](#) or [NSW SES website](#) to find out more.

Recovery posts

- Post important numbers
- Post council and public health information
- Post local land and environment information
- Post an update on what your Unit or team is still doing to help
- Post preparedness information relevant to the event that just happened
- Make sure posts are sensitive during times of emergencies or trauma, ie. The hashtag #floodwit will not work after devastating circumstances.
- Post links to the [NSW SES Recovery Guide](#)

Social Media Policy Breakdown

If you create a Social Media channel on behalf of the Service, you should:

- Include a both a Region representative and the Web and Social Media Coordinator as an admin on your account. This redundancy measure is to ensure the Page is still serviceable if no one is able to post on your channel or if they are away on leave. Not to take over the account!
- Make sure the channel is branded correctly and does not bring the Service into disrepute
- Not publish confidential information to the public domain
- Not engage in bullying or trolling online
- Not post information that is your personal opinion or show bias in any way.

To read in full the current Social Media policies, visit EOS > Documents > Policy KDI > [Policy by Topic](#) > Media and Communications

Content you should avoid publishing:

- Blurry photos or photos with low light
- Photos of members without correct [PPE](#) or PPC
- Videos that are too long and have no sound
- Offensive content and sexual innuendos
- Information not related to the NSW SES and its support roles
- Fundraising and donation requests
- Internal content targeted to other members of the service, this should not be displayed on any public domain and is stated in the Social Media Policies.

Ways you can be creative online:

- Relevant memes and photos
- Posting short relevant videos
- Including a *call to action* and sending the users back to the NSW SES website for further information
- Images of pets and animals
- Puns and funny jokes
- Relevant hashtags
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Online Strategy for State Headquarters, Region and Unit Channels

Online Strategy for All: To fulfill our legislative requirement by warning the communities of NSW before, during and after flood, storm and tsunami emergencies.

State-wide: General state-wide operational, preparedness and recovery information. Brand awareness, volunteer stories and awards, warnings and alerts, state-wide campaigns.

Region: Regional and state-wide information, brand awareness, warnings and notifications specific to your location, local community engagement events and state-wide campaigns. The unique selling point of Region Pages is the audience will receive localised information that they may not access from the state-wide Page.

Unit: Team jobs and photos, community stories, preparedness information, Unit recruitment opportunities, local community engagement events and stories and state-wide campaigns.

The more LOCALISED information the BETTER!