



#3things



SES *Protect what
you love* ♥

NSW STATE EMERGENCY SERVICE

 **SES**

#3Things **2019**

SOCIAL MEDIA
POSTING
STRATEGY



Strategy

The University of New England (UNE) partnered with the New South Wales State Emergency Service (NSW SES) under the Corporate Volunteering program, to create a marketing campaign to raise awareness for Flood Safety and Preparedness. This campaign is called #3things.

Media Launch

- A media release will be sent to all NSW SES and UNE media outlets prior to launch date.
- The media launch will be at UNE on 22 May 2019 at 10am.
- There will be a #3Things branded pull-up banner supplied by NSW SES for the launch, which can be used in the UNE foyer for the duration of the campaign post launch.
- The extended version of the campaign video will be screened to the media & guests during the launch
- All other videos will be available on NSW SES YouTube from May 22
- All campaign material will be available on NSW SES Brand Online

Communications

The campaign will be Social Media based, (Facebook, Instagram & Twitter). There will be an allocated budget for paid social media advertising. All the UNE produced videos will be available via the NSW SES YouTube Channel.

Responsibilities

- **NSW SES Marketing** will be responsible for social media post based on the following Social Media Strategy.
- **NSW SES Members** and **UNE** are encouraged to share the original NSW SES social media post or post their own using the approved artwork, post content and hashtags. They must tag @NSWSES and @UniversityofNewEngland in all posts.
- **NSW SES members** (volunteers & staff) and **UNE** (students & staff) are encouraged to comment, like & share these posts (via their own private accounts and community groups) to help create viral awareness and promote engagements (comments & likes).



Goals

1

Create social media interactions (comments, likes & shares) through posting questions & starting conversations.

2

Create awareness of flood risk, flood planning & flood safety.

3

Link social media followers back to the #3things web page on the NSW SES website.

4

Target flood risk regions throughout NSW with paid Facebook & Instagram posts and stories.

5

Tag University of New England in posts to leverage the NSW SES & UNE partnership in this campaign.



Paid Ads

NSW SES Marketing to arrange Facebook & Instagram Advertising

Target Markets

- General Community in Flood Zones
- University New England (UNE) Students
- NSW SES Members
- Potential Corporate Volunteers (Volunteer Experience)

Locations

1. Hawkesbury Nepean (Penrith, Hawkesbury, Mt Druitt, The Hills)
2. Hunter (Newcastle, Maitland, Cessnock)
3. Richmond Tweed (Lismore, Murwillumbah, Casino, Ballina)
4. Central Coast (Armidale, Coffs Harbour, Nambucca, Kempsey)
5. Illawarra (Wollongong, Sussex Inlet, Shellharbour, St Georges Basin)

Duration

6 week campaign, starting on
campaign launch day:
23 May 2019 - 3 July 2019

Interests and activities

- Pets
- Animals
- Outdoors
- Adventure
- Education
- Hiking
- Sport
- Family



MONDAY

TUESDAY















WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

			23	24	25	26
			 			
27	28	29	30	31	1	2
				 		
3	4	5	6	7	8	9
						

























Facebook Post



Twitter Post



Instagram Post

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
10  	11	12  	13  	14 	15	16
17 	18 	19 	20 	21  	22	23
24 	25	26  	27  	28 	29	30
1 	2 	3 				



Facebook Post



Twitter Post



Instagram Post

May 23 - Thursday 9:15am



Post Type: Linked Facebook Post

Post Link : www.ses.nsw.gov.au

Post Content: Social Byte video 7 with #3Things graphic overlay.

Post Copy: My Phone, My Wallet, My Laptop.
What #3things would you grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3things, #NSWSES, #FloodSafe, #ProtectWhatYouLove,
#KnowYourFloodRisk, #GetReady @UniNewEngland

May 23 - Thursday 12:00pm



Post Type: Standard Twitter Video Post

Post Link : www.ses.nsw.gov.au

Post Content: Social Byte video 7

Post Copy: My Phone, My Wallet, My Laptop.
What #3things would you grab if you had to evacuate your home?
Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au
#3things, #FloodSafe, #Protectwhatyoulove

May 24 - Friday 11:00am



Post Type: Instagram Gallery Post Photo + Video

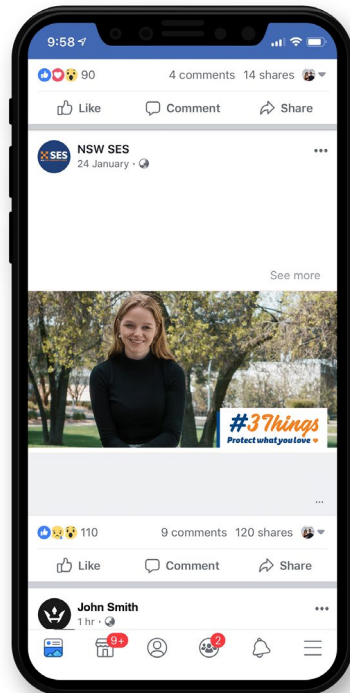
Post Content: Social Byte video 7, #3Things graphic overlay and icons based around what they have said.

Post Copy: My Phone, My Wallet and My Laptop.
What #3things would you grab if you had to evacuate your home?

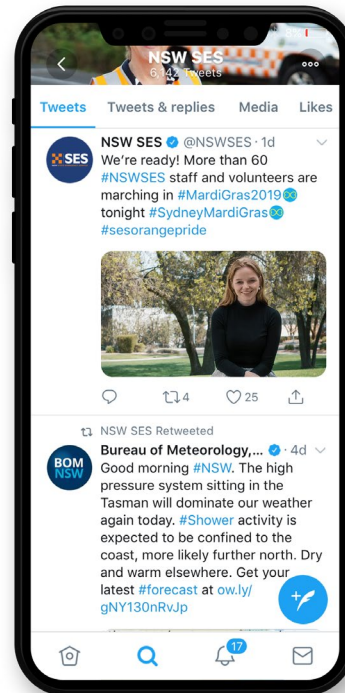
Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3things, #NSWSES, #FloodSafe, #Protectwhatyoulove,
#Knowyourfloodrisk, #GetReady @uninewengland

Rough Mockup: Note #3things graphic will be updated to the approved.



Rough Mockup:



Rough Mockup: Note #3things graphic will be updated to the approved.



Note: Icons in bubbles only for example and may/can be changed

May 27 - Monday 1:00pm



Post Type: Instagram Gallery Post Photo + Video

Post Content: Social Byte video 3, graphic overlay and icons based around what they have said.

Post Copy: A watch, a notebook and a photo of me and mum. How Cute! What #3things would you grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove, #Knowyourfloodrisk, #GetReady @uninewengland

May 28 - Tuesday 5:00pm



Post Type: Standard Twitter Video Post

Post Link : www.ses.nsw.gov.au

Post Content: Social Byte video 2

Post Copy: My Dog Oscar, My 80s CDs and my Travel Diary. What #3things you would grab if you had to evacuate your home? Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au #Protectwhatyoulove

May 29 - Wednesday 12:00pm



Post Type: Standard Facebook Photo Post (Can be boosted)

Post Content: Social Byte video 3 with #3Things graphic overlay

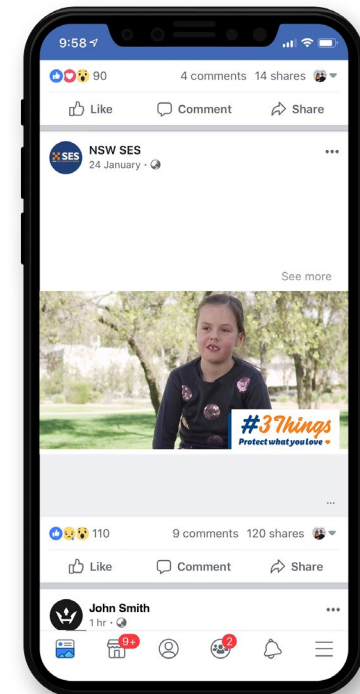
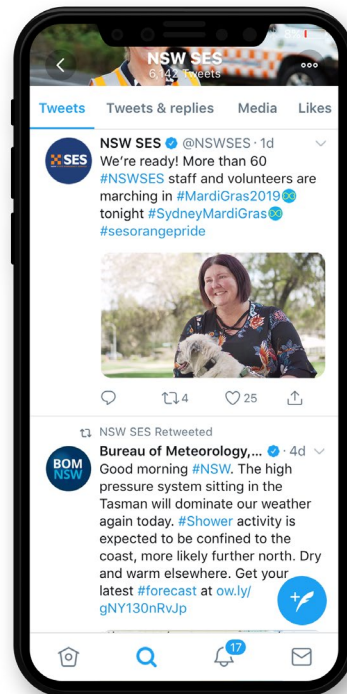
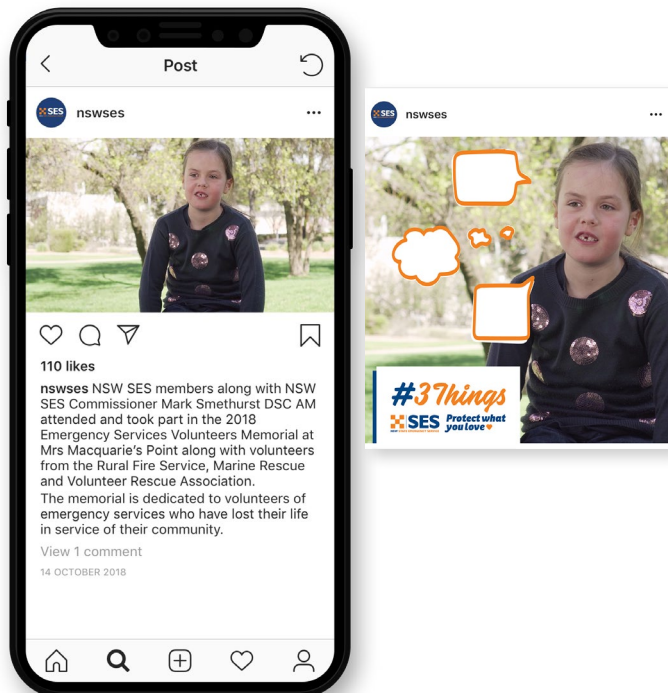
Post Copy: A watch, a notebook and a photo of me and mum. How Cute! What #3things would you grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove, #Knowyourfloodrisk, #GetReady @UniNewEngland

Rough Mockup: Note #3things graphic will be updated to the approved.

Rough Mockup: Note #3things graphic will be updated to the approved.



Note: Icons relevant to what is said to be added in bubbles

May 30 - Thursday 11:00am

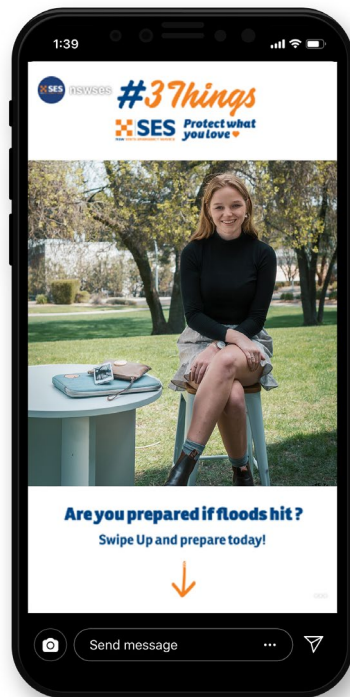


Post Type: Promoted Linked Instagram Story

Post Link : www.ses.nsw.gov.au

Post Content: Social Byte video 7 with #3Things graphic frame.

Rough Mockup: Note #3things graphic will be updated to the approved.



May 31 - Friday 9:00am

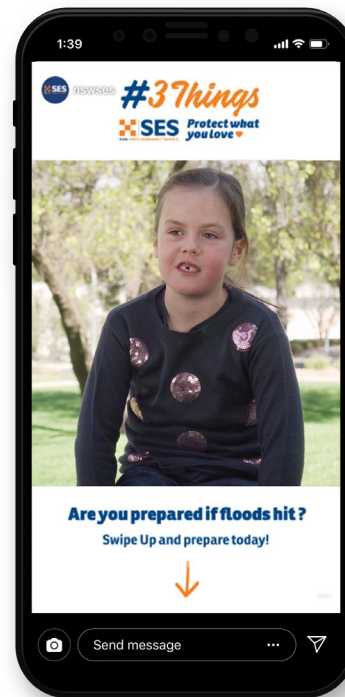


Post Type: Promoted Linked Instagram Story

Post Link : www.ses.nsw.gov.au

Post Content: Social Byte video 3 with #3Things graphic frame.

Rough Mockup: Note #3things graphic will be updated to the approved.



May 31 - Friday 12:00pm



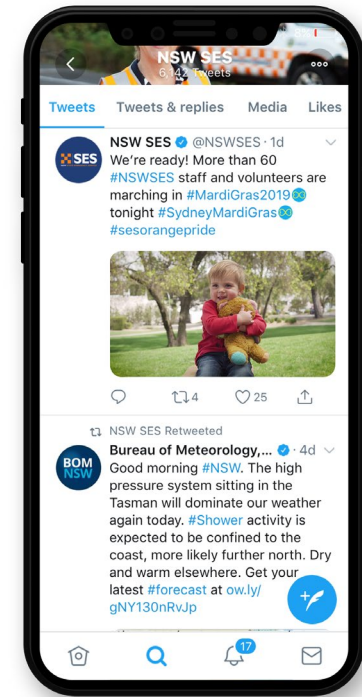
Post Type: Standard Twitter Video Post

Post Link : www.ses.nsw.gov.au

Post Content: Social Byte video 9

Post Copy: This little one knows what he would grab but do you know what #3things you would take if you had to evacuate your home? Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au #Protectwhatyoulove

Rough Mockup:



June 3 - Monday 4pm



Post Type: Linked Facebook Post

Post Link : www.ses.nsw.gov.au

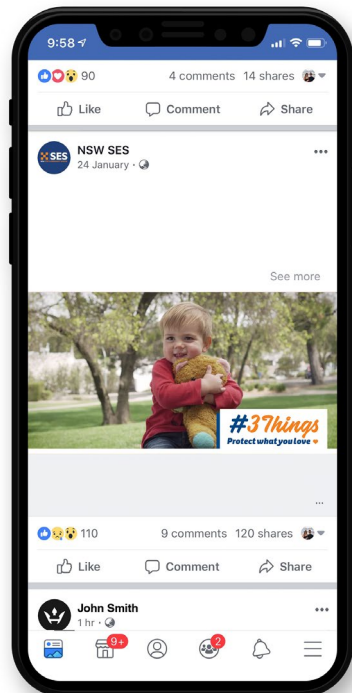
Post Content: Social Byte video 9 with #3Things graphic overlay.

Post Copy: Aww! These little ones know what they would grab but do you know what #3things you would grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove,
#Knowyourfloodrisk, #GetReady
@UniNewEngland

Rough Mockup: Note #3things graphic will be updated to the approved.



June 4 - Tuesday 6:00pm



Post Type: Standard Twitter Text Post

Post Link : www.ses.nsw.gov.au

Post Copy: How prepared are you if flood waters hit your home? Are there any plans you have in place? Start the conversation and protect what you love. Learn how you can better plan and prepare for floods today at www.ses.nsw.gov.au #3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove

June 5 - Wednesday 12:00pm



Post Type: Instagram Gallery Post Photo + Video

Post Content: Social Byte video 9 Screen clipping with #3Things graphic overlay and icons based around what they have said.

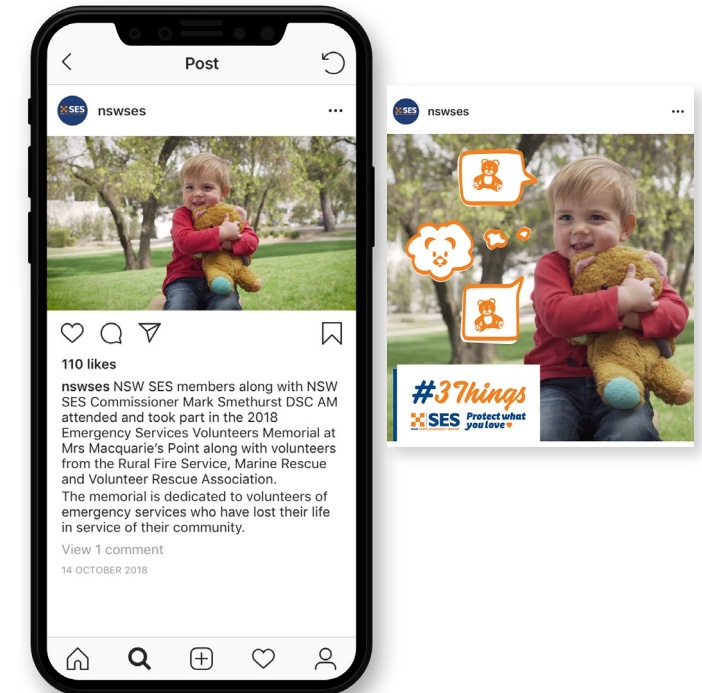
Post Copy: Aww! This little one knows what he would grab but do you know what #3things you would grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove,
#Knowyourfloodrisk, #GetReady
@uninewengland

Rough Mockup: Note #3things graphic will be updated to the approved.

Note: Icons in bubbles only for example and may/can be changed



June 6 - Thursday 1pm



Post Type: Standard Facebook Photo Post

Post Content: Simple reactions 'survey' post to engage post reactions with 3 things graphic included.

Post Copy: How prepared are you if floodwaters hit your home? Do you have any plans in place?

Start the conversation and protect what you love. Learn how you can better plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove, #Knowyourfloodrisk, #GetReady @UniNewEngland

June 7 - Friday 11:00am



Post Type: Promoted Linked Instagram Story

Post Link : www.ses.nsw.gov.au

Post Content: Social Byte video 9 with #3Things graphic frame.

June 10 - Monday 9:00am



Post Type: Standard Facebook Photo Post (Can Be Boosted)

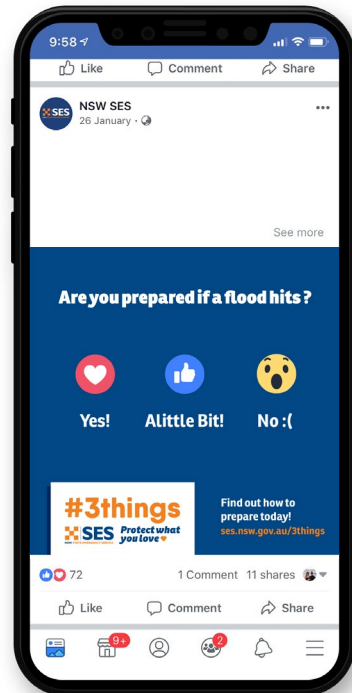
Post Content: Social Byte video 2

Post Copy: My Dog Oscar, My 80s CDs and my Travel Diary. What #3things you would grab if you had to evacuate your home?

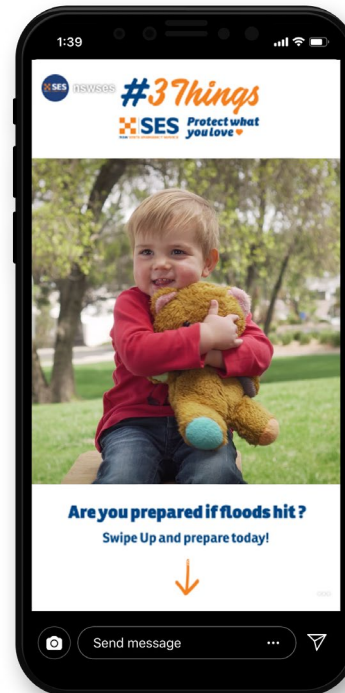
Start the conversation and protect what you love. Don't be a fool, learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove, #Knowyourfloodrisk, #GetReady @UniNewEngland

Rough Mockup:

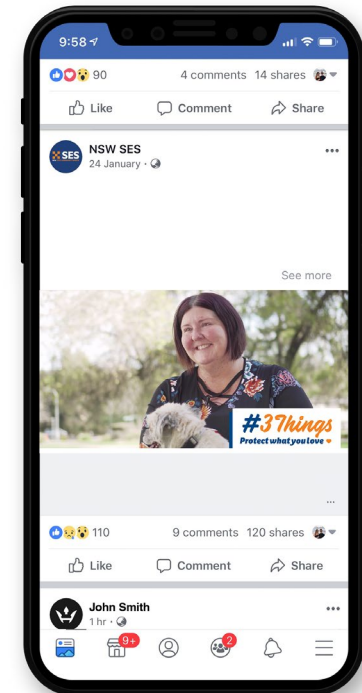


Rough Mockup: Note #3things graphic will be updated to the approved.



Rough Mockup: Note #3things graphic will be updated to the approved.

Note: Icons in bubbles only for example and may/can be changed



June 10 - Monday 5:00pm



Post Type: Standard Twitter text Post

Post Link : www.ses.nsw.gov.au

Post Copy: What #3things would you grab if you had to evacuate your home? Let us know using only emojis!
Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au/3things
#3Things, #Protectwhatyoulove

June 12 - Wednesday 12:00pm



Post Type: Standard Instagram Photo Post

Post Content: Simple engagement post asking people to comment in emojis there #3things.

Post Copy: What #3things would you grab if you had to evacuate your home? Let us know in the comments below using only emojis!

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove,
#Knowyourfloodrisk, #GetReady
@UniNewEngland

June 12 - Wednesday 12:00pm



Post Type: Standard Twitter Video Post

Post Link : www.ses.nsw.gov.au

Post Content: Social Byte video 4

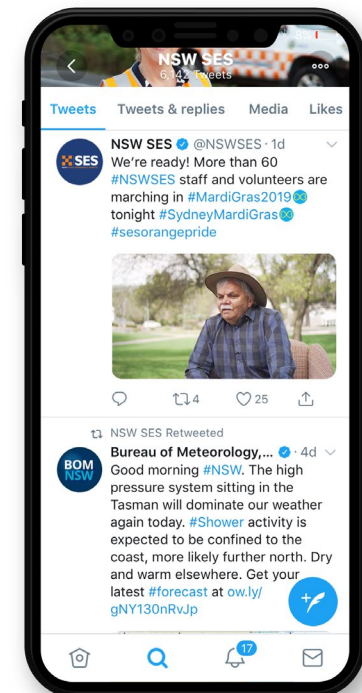
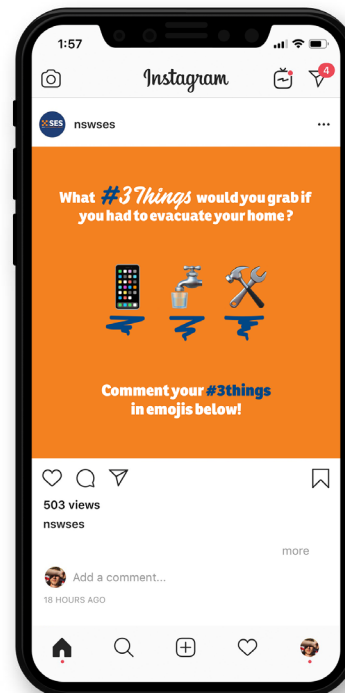
Post Copy: My medication, my phone and a First Aid Kit.
What #3things would you grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #Protectwhatyoulove

Rough Mockup: Note #3things graphic will be updated to the approved.

Rough Mockup:



June 13 - Thursday 5pm 

Post Type: Instagram Gallery Post Photo + Video

Post Content: Social Byte video 2 Screen clipping with #3Things graphic overlay and icons based around what they have said.

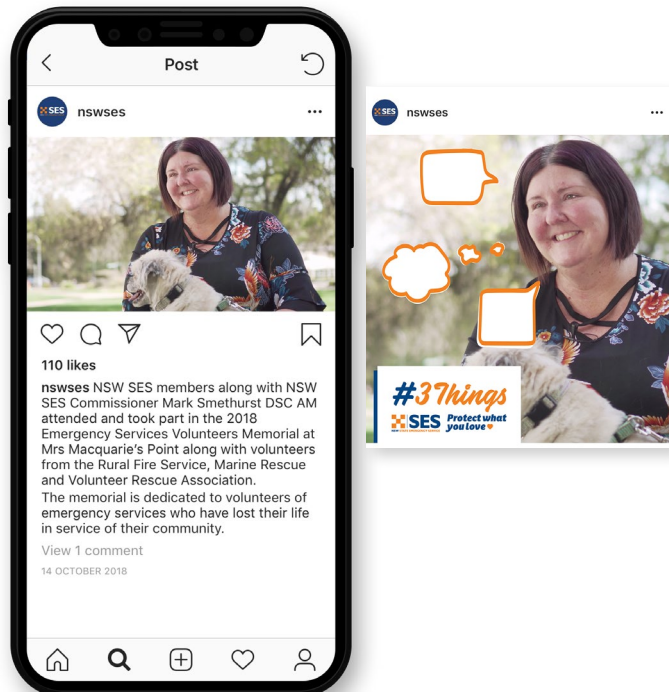
Post Copy: My Dog Oscar, My 80s CDs and my Travel Diary. What #3things you would grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove, #Knowyourfloodrisk, #GetReady @UniNewEngland

Rough Mockup: Note #3things graphic will be updated to the approved.

Note: Icons relevant to what is said to be added in bubbles



June 13 - Thursday 12:00pm 

Post Type: Standard Twitter Video Post

Post Link : www.ses.nsw.gov.au

Post Content: Social Byte video 8

Post Copy: My Lovely baby, My Lovely Wife and My Dog... What #3things would you grab if you had to evacuate your home? Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au #Protectwhatyoulove

Rough Mockup:



June 14 - Friday 9:00am 

Post Type: Linked Facebook Post

Post Link : www.ses.nsw.gov.au

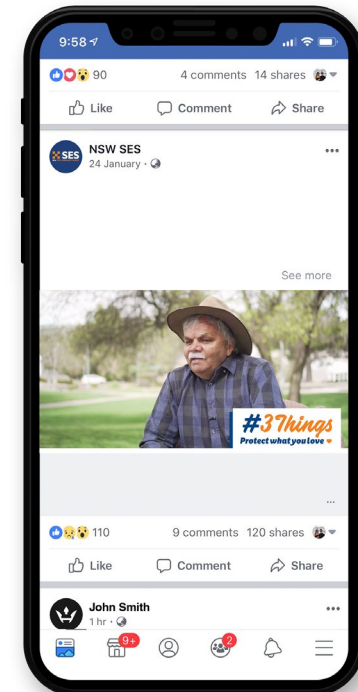
Post Content: Social Byte video 4 with #3Things graphic overlay.

Post Copy: My medication, My phone and a First Aid Kit. What #3things would you grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove, #Knowyourfloodrisk, #GetReady @uninewengland

Rough Mockup: Note #3things graphic will be updated to the approved.



June 17 - Monday 12:00pm 

Post Type: Standard Facebook Photo Post

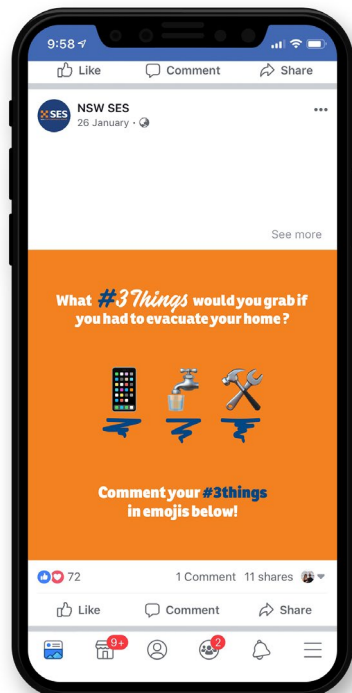
Post Content: Simple engagement post asking people to comment in emojis there #3things.

Post Copy: What #3things would you grab if you had to evacuate your home? Let us know in the comments below using only emojis!

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove, #Knowyourfloodrisk, #GetReady @UniNewEngland

Rough Mockup: Note #3things graphic will be updated to the approved.



June 18 - Tuesday 6:00pm 

Post Type: Standard Twitter Text Post

Post Link : www.ses.nsw.gov.au

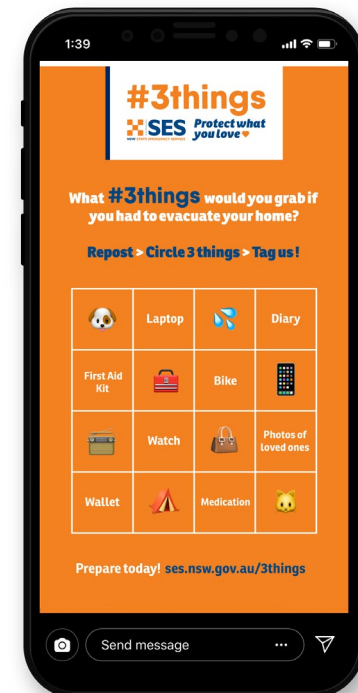
Post Copy: Floodsafe Tip: Know where to go. Find the safest route to travel in the event that you might need to evacuate and identify the height at which your evacuation route may be cut. Protect what you love. Learn to prepare for floods today at www.ses.nsw.gov.au #3things

June 19 - Wednesday 11:00am 

Post Type: Standard 24hour Instagram Story (can be added to memories)

Post Content: Simple instagram story that people can screenshot and repost to there own story with 3 things circled.

Rough Mockup:



June 20 - Thursday 9:00am 

Post Type: Linked Facebook Post

Post Link : www.ses.nsw.gov.au

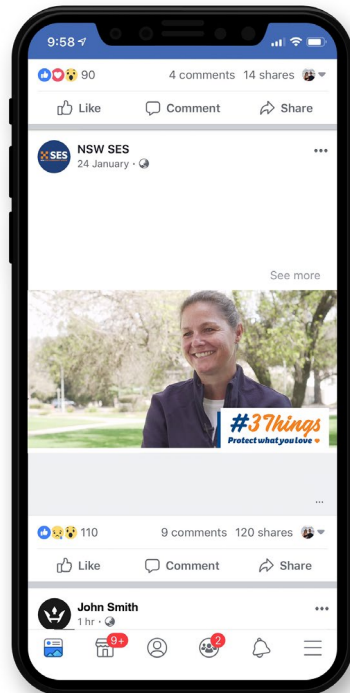
Post Content: Social Byte video 5 with #3Things graphic overlay.

Post Copy: My Mountain Bike, My Handbag, My Wedding Photo. What #3things would you grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove, #Knowyourfloodrisk, #GetReady @uninewengland

Rough Mockup: Note #3things graphic will be updated to the approved.



June 21 - Friday 5pm 

Post Type: Instagram Gallery Post Photo + Video

Post Content: Social Byte video 4 with #3Things graphic overlay and icons based around what they have said.

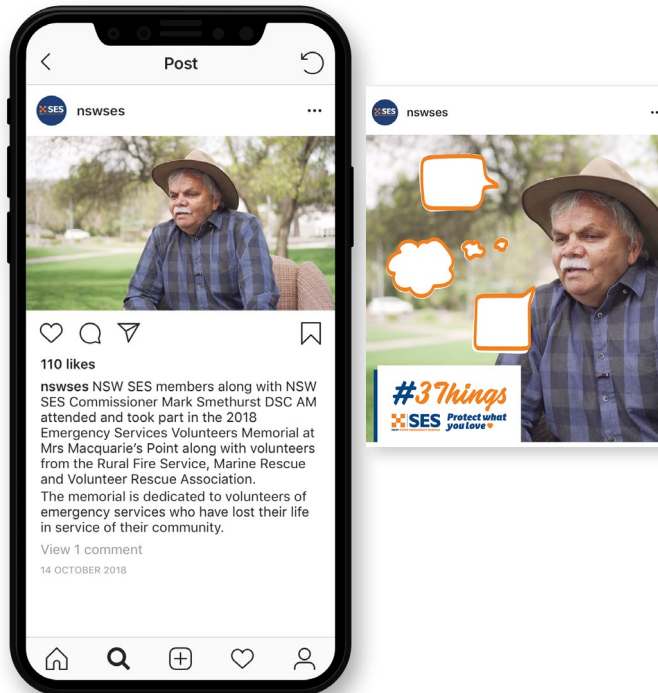
Post Copy: My medication, My phone and a First Aid Kit. What #3things would you grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove, #Knowyourfloodrisk, #GetReady @uninewengland

Rough Mockup: Note #3things graphic will be updated to the approved.

Note: Icons relevant to what is said to be added in bubbles



June 21 - Friday 12:00pm 

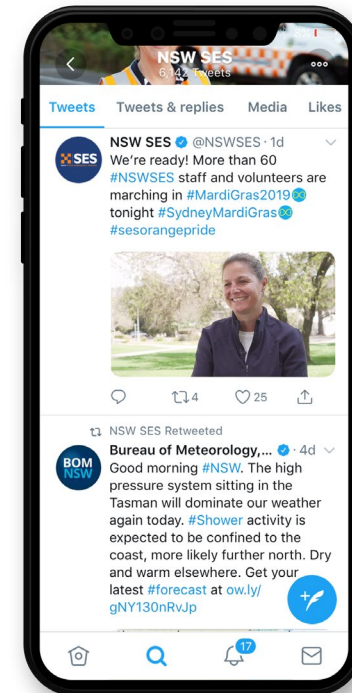
Post Type: Standard Twitter Video Post

Post Link : www.ses.nsw.gov.au

Post Content: Social Byte video 5

Post Copy: My Mountain Bike, My Handbag, My Wedding Photo. What #3things would you grab if you had to evacuate your home? Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au #NSWSES, #Protectwhatyoulove

Rough Mockup:



June 24 - Monday 11:00am 

Post Type: Promoted Linked Instagram Story

Post Link : www.ses.nsw.gov.au

Post Content: Social Byte video 4 with #3Things graphic frame.

June 26 - Wednesday 4:00pm 

Post Type: Linked Facebook Post

Post Content: Social Byte video 8 with #3Things graphic overlay.

Post Copy: My medication, My phone and a first aid kit.
What #3things would you grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove,
#Knowyourfloodrisk, #GetReady
@uninewengland

June 26 - Wednesday 5:00pm 

Post Type: Standard Twitter Text Post

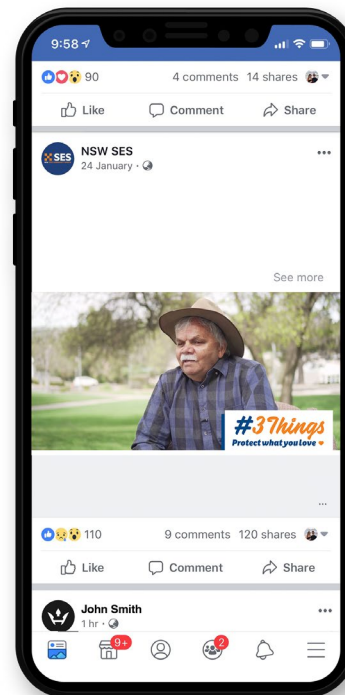
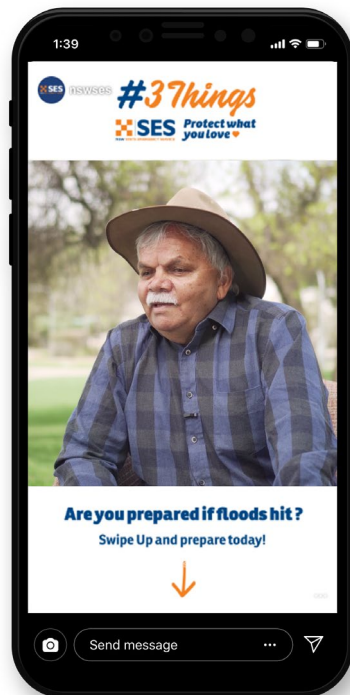
Post Link : www.ses.nsw.gov.au

Post Copy: Floodsafe Tip: Know your plan.
Complete, share and practice your plan with family and neighbours
Review your plan annually and after flood events. Protect what you love. Learn to plan and prepare for floods today at www.ses.nsw.gov.au
au #3things

Rough Mockup: Note #3things graphic will be updated to the approved.

Rough Mockup: Note #3things graphic will be updated to the approved.

Note: Icons relevant to what is said to be added in bubbles



June 27 - Thursday 12:00pm 

Post Type: Instagram Gallery Post Photo + Video

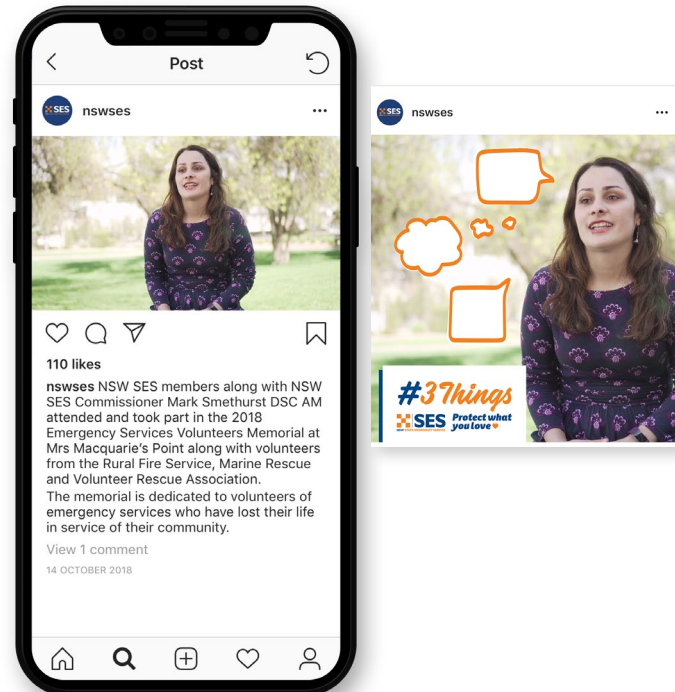
Post Content: Social Byte video 6 with #3Things graphic overlay and icons based around what they have said.

Post Copy: My Laptop, My Purse and Water!
What #3things would you grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove,
#Knowyourfloodrisk, #GetReady
@uninewengland

Rough Mockup: Note #3things graphic will be updated to the approved.
Note: Icons relevant to what is said to be added in bubbles



June 27 - Thursday 12:00pm 

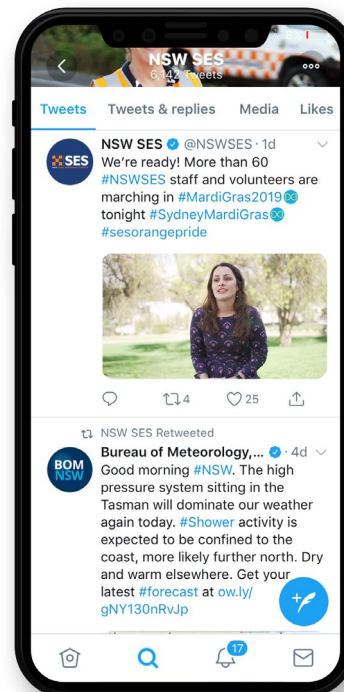
Post Type: Standard Twitter Video Post

Post Link : www.ses.nsw.gov.au

Post Content: Social Byte video 6

Post Copy: My Laptop, My Purse and Water!
What #3things would you grab if you had to evacuate your home?
Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au
#3Things, #FloodSafe, #Protectwhatyoulove

Rough Mockup:



June 28 - Friday 9:00am 

Post Type: Instagram Gallery Post Photo + Video

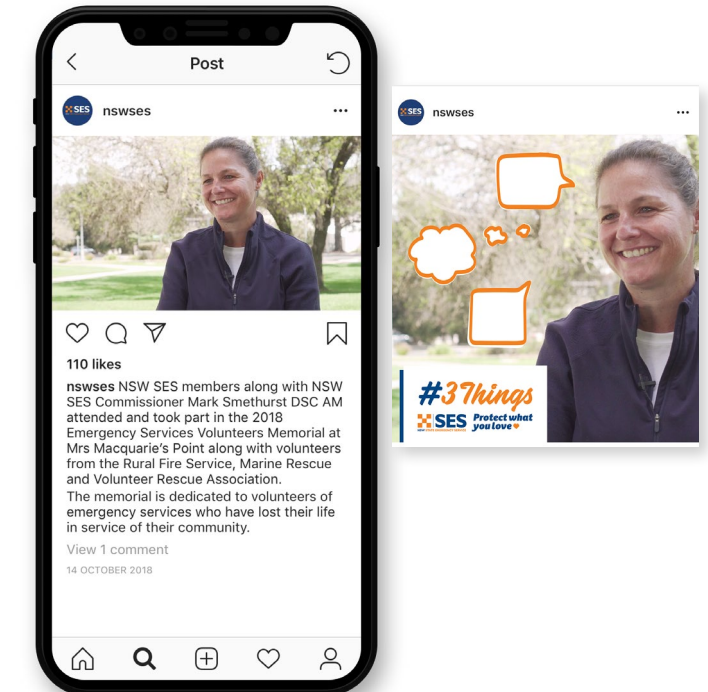
Post Content: Social Byte video 5 with #3Things graphic overlay and icons based around what they have said.

Post Copy: My Mountain Bike, My Handbag, My Wedding Photo.
What #3things would you grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove,
#Knowyourfloodrisk, #GetReady
@uninewengland

Rough Mockup: Note #3things graphic will be updated to the approved.
Note: Icons relevant to what is said to be added in bubbles



July 1 - Monday 11:00am



Post Type: Instagram Gallery Post Photo + Video

Post Content: Social Byte video 8 with #3Things graphic overlay and icons based around what they have said.

Post Copy: My Lovely baby, My Lovely Wife and My Dog... how Sweet! What #3things would you grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove, #Knowyourfloodrisk, #GetReady @uninewengland

July 2 - Tuesday 5:00pm



Post Type: Standard Twitter Video Post

Post Link : www.ses.nsw.gov.au/3things

Post Content: Social Byte video 3

Post Copy: A watch, A notebook and a photo of me and mum. What #3things would you grab if you had to evacuate your home? Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au #3Things, #Protectwhatyoulove

July 3 - Wednesday 1:00pm



Post Type: Linked Facebook Post

Post Link : www.ses.nsw.gov.au/3things

Post Content: Social Byte video 6 with #3Things graphic overlay.

Post Copy: My Laptop, My Purse and Water! What #3things would you grab if you had to evacuate your home?

Start the conversation and protect what you love. Learn how you can plan and prepare for floods today at www.ses.nsw.gov.au

#3Things, #NSWSES, #FloodSafe, #Protectwhatyoulove, #Knowyourfloodrisk, #GetReady @uninewengland

Rough Mockup: Note #3things graphic will be updated to the approved.

Note: Icons in bubbles only for example and may/can be changed

Rough Mockup:

Rough Mockup: Note #3things graphic will be updated to the approved.

