



#THANKYOUNSWSES

VOLUNTEER WEEK 2020

SOCIAL MEDIA POSTING STRATEGY



MAY 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

 Promote Volunteer Week Gifys

 Throwback to weather event

 General Volunteer week Promotion

 Volunteer Video

 Responsive posts, comments & sharing

 Reaction Post

 Thankyou ses videos

 Video Montage - if enough user content shared

 Share User gen Content When it pops up

 Posted to all 3 channels, Instagram, Facebook and Twitter

 Posted to all 2 channels, Instagram and Facebook

MAY 15 - FRIDAY

Instagram / twitter



Facebook



3 DAYS until National Volunteer Week!

This annual celebration acknowledges the generous contribution of our nation's volunteers.

Share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES

MAY 16 - SATURDAY

Instagram / Facebook / twitter



Weather throwback!

On February 19th, Sydney, central and southern parts of coastal NSW were lashed by thunderstorms, damaging winds and large hailstones.

The storms caused lots of trees and branches to fall.

The @NSWSES received 1108 jobs with the Hawkesbury, Hornsby and Ryde the hardest-hit areas.

This is your chance to show your appreciation for volunteers across the country who truly go above and beyond to protect their communities.

Share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES

MAY 17 - SUNDAY

Instagram / twitter



Facebook



TOMORROW is National Volunteer Week!

National Volunteer Week is the annual celebration to acknowledge the generous contribution of our nation's volunteers.

Share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES



In preparation for National Volunteer Week the NSW SES have made custom thank you Gifys.

You can use these in your stories to add a little flare and show your thanks at the same time!

It's easy, just search 'THANKYOUSSES' in the gifs search bar and add away!

Make sure to tag @NSWSES and use the hashtag #thankyouNSWSES

MAY 18 - MONDAY

Update Facebook Cover



Facebook / Instagram / twitter

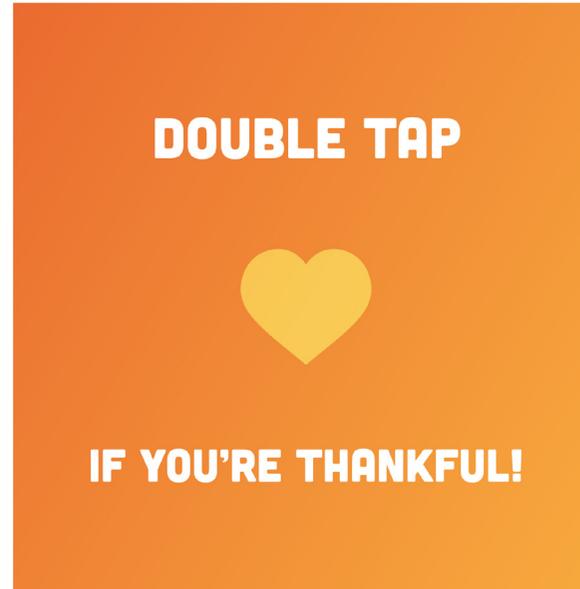


HAPPY NATIONAL VOLUNTEER WEEK!

Here's to all the volunteers across Australia who work to protect us when we are most vulnerable. Whatever the challenges we might face, whether it be bushfires, floods, storms or a global pandemic, we thank you for being there for us when we need you.

Share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES

Instagram / Facebook / twitter



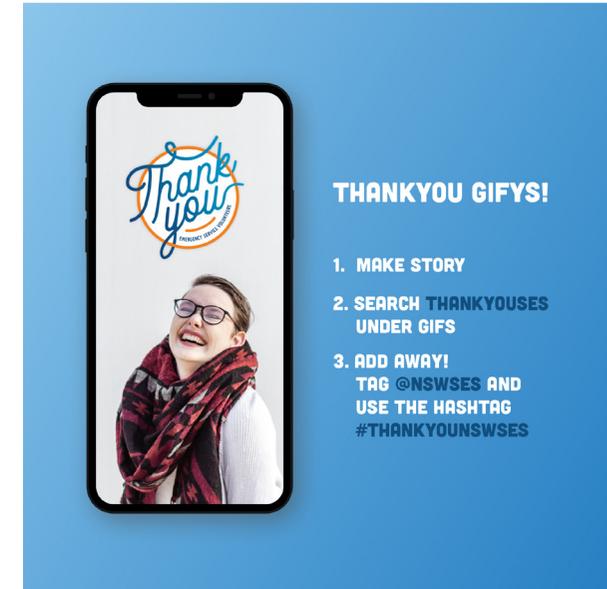
Double tap if you're thankful for our amazing volunteers!

Show these volunteers their hard work doesn't go unnoticed.

We appreciate you, thank you to our volunteers!

Leave a like, share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES

Instagram / Facebook / twitter



Add a little extra to your thank you this week!

The NSW SES have made custom thank you Gifys

Its easy, just search 'THANKYOUSSES' in the gifs search bar and add away!

Make sure to tag @NSWSES and use the hashtag #thankyouNSWSES

We appreciate you, thank you to our volunteers!

MAY 19 - TUESDAY

Instagram / Facebook / twitter



Weather Throwback

The recent bushfire crisis hit Australia hard with many communities still recovering.

On January 4th, Sydney, Wollongong, Port Kembla, Kiama, Huskisson and Ulladulla were hit by gale force winds, with gusts over 90 km/h along the coast, reaching Sydney late that evening and the Central Coast around midnight.

These winds brought down trees, damaged roofs and caused extra damage in areas already hit by fires.

#ThankYouNSWSES for months of hard work supporting the #NSWRFS during the catastrophic bushfires.

Share your video or photo of thanks during May, tag @NSWSES and use the hashtag #ThankYouNSWSES

Instagram / Facebook / twitter



After a tornado destroyed his home, Warren decided to give back to his community and joined the NSW SES.

Say thank you to our volunteers during National Volunteer Week.

Share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES

See the full video at <https://youtu.be/lxvJkka1Pac>

MAY 20 - WEDNESDAY

Instagram / Facebook / twitter



Candy Lawrence tells her story of tackling cancer and the Lismore floods with the help of NSW SES Woodburn Unit ([Tag Unit](#)).

This National Volunteer Week share your video or photo of thanks, tag @NSWSES and use the hashtag #thankyouNSWSES.

National Volunteer Week is when the people of NSW say thank you to the thousands of emergency services volunteers.

(Also many thanks Jimmy Malecki Photography ([tag page](#)) for the beautiful video).

Instagram / twitter



Facebook



Do you know what week it is? It's NATIONAL VOLUNTEER WEEK!

National Volunteer Week is the annual celebration to acknowledge the generous contribution of our nation's volunteers.

A big, big thank you to the many volunteers across Australia who work all year round to protect their communities and help them to prepare for natural disasters. Whatever the challenges we might face, whether it be bushfires, floods, storms or a global pandemic, we thank you for saving lives and protecting communities.

Share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES

MAY 21 - THURSDAY

Instagram / Facebook



We appreciate you, thank you to our volunteers!

Comment YES if you're thankful for our fantastic volunteers!

OR

Join in on the fun, share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES

Instagram / Facebook / twitter



Mia is the Volunteer Unit Commander at NSW SES Packsaddle Unit ([tag page](#)) and owner of the adjoining Packsaddle Roadhouse in far west NSW. She spoke to us about her volunteer experience and how the Unit was formed.

THANK YOU Mia and the team at NSW SES Packsaddle Unit!

This week is National Volunteer Week. The annual celebration to acknowledge the generous contribution of our nation's volunteers.

Show your thanks!
Share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES

Instagram / Facebook



We are half way through National Volunteer Week!

We love seeing and sharing your beautiful thank you posts, we appreciate you acknowledging our wonderful volunteers.

Remember we have made custom thank you Gifys You can use these in your stories to add a little flare and show your thanks at the same time!

Its easy, just search 'THANKYOUSES' in the gifs search bar and add away!

Make sure to tag @NSWSES and use the hashtag #thankyouNSWSES

Instagram / Facebook / twitter



Weather Throwback

February 7 - The @BOM_NSW and NSW SES warned communities of possible life-threatening flash flooding in #Sydney #Newcastle #Wollongong #Gosford and #PortStephens.

When flash flooding is likely, leaving low-lying areas well before flash flooding begins is the best action to take, but only if it is safe to do so.

NSW SES Flood rescue operators are highly trained and use a range of techniques including flood boats and rope work.

We appreciate you, thank you to our volunteers!

Share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES

MAY 22 - FRIDAY

Instagram / twitter



Facebook



Happy Fri-YAY!

Our Australian volunteers give so many hours to protect us at our most vulnerable. Sometimes even sacrificing their own Friday arvo!

Whatever the challenges we might face, bushfires, floods, storms and a global pandemic, we thank you for saving lives and protecting communities.

Share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES

Instagram / Facebook / twitter



When a tree fell on Nicole Costelloe's roof, NSW SES #volunteers came to the rescue.

Help us say thank you this National Volunteer Week share your video or photo of thanks, tag @NSWSES and use the hashtag #thankyouNSWSES.

MAY 23 - SATURDAY

Instagram / Facebook / twitter



video <https://nsw-state-emergency-services.publish.viostream.com/media-access-portal/channel?c=c-ngbiudt>

Weather Throwback

Although the rain helped put an end to the bushfires, flooding came shortly after which hit many communities Australia wide.

Thankfully our NSW SES volunteers are trained for situations like these.

NSW SES flood rescue operators assist during floods with evacuation of residents and rescue of people and animals from floodwaters. Flood rescue operators are highly training and use a range of techniques including flood boats and rope work.

We appreciate you, thankyou to our volunteers!

Share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES

Instagram / Facebook / twitter



Meet Daniel!

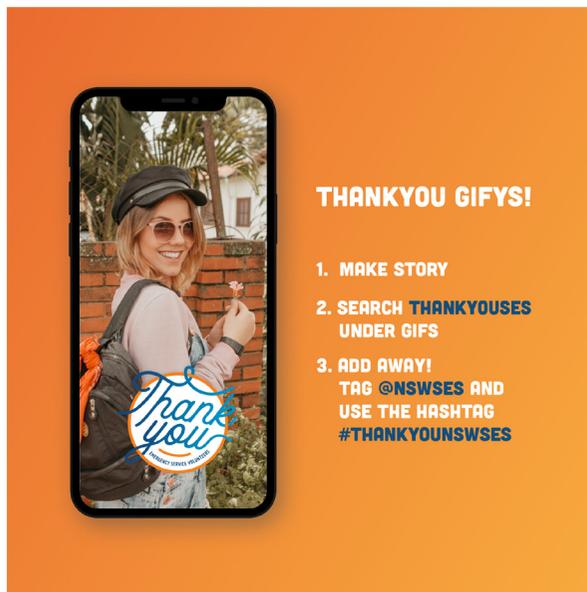
Daniel volunteers with the NSW SES Bega Valley Unit ([tag bega unit](#)) where he has met a great group of people, learned new skills and is making a positive difference in his local community.

THANK YOU Daniel!

Share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES

MAY 24 - SUNDAY

Instagram / Facebook / twitter



Today is the last day of National Volunteers Week!

Take the time now to show your thanks, and use our gifys to help.

You can use these in your stories to add a little flare and show your thanks at the same time!

Its easy, just search 'THANKYOUSES' in the gifs search bar and add away!

Share your video or photo of thanks during May, tag @NSWSES and use the hashtag #thankyouNSWSES

Instagram / twitter



Facebook



It's the last day of volunteer week but it isn't over yet!

So share your video or photo of thanks, tag @NSWSES and use the hashtag #thankyouNSWSES

National Volunteer Week is coming to an end. These amazing volunteers work so hard all year round to protect us, and that won't ever go unnoticed!

We appreciate you, thank you to our volunteers!

Instagram / Facebook / twitter

