

# SOCIAL MEDIA KIT

---

Each year the Australia Day Ambassador program is the cornerstone of local Australia Day celebrations. This year, communities will be looking to the Australia Day Ambassadors to inspire and unite.

Whether you have been an Australia Day Ambassador in the past or are new to the role, congratulations on your selection as an Australia Day Ambassador.

To help you share your story, the NADC has developed this kit to help you prepare for – and promote – your role as an Australia Day Ambassador.

Should you need you have any questions or need anything further please contact your [state or territory Australia Day Council](#).

## Content plan

The NADC would like to help you promote your appointment as an Australia Day Ambassador. Be sure to tag us in your posts:



[@CelebrateAustraliaDay](#)



[@australiaday](#)



[@OzDay](#)

Include the following hashtags so we can help amplify your post.

**#REFLECTRESPECTCELEBRATE**

**#WEREALLPARTOFTHESTORY**

**#AUSTRALIA DAY**

## Sample posts for your Twitter, Facebook, Instagram and LinkedIn channels

### POST 1 – UPON APPOINTMENT

Thrilled to be appointed an Australia Day Ambassador by @[\[insert NADC tag\]](#) to learn how you can reflect, respect and celebrate on Australia Day 2022 go to [australiaday.org.au](#)

### POST 2 – W/C 10 JANUARY 2022

I'll be at the event in [\[insert @LGA\]](#) on Australia Day. To plan your Australia Day go to [australiaday.org.au](#)

---

### POST 3 – W/C 17 JANUARY 2022

We're all part of the story of Australia [\[insert @LGA\]](#) to learn how you can reflect, respect and celebrate on Australia Day 2022 go to [australiaday.org.au](http://australiaday.org.au)

### POST 4 – 24 JANUARY 2022

Look forward to spending Australia Day in [\[insert @LGA\]](#). It's not too late to plan your Australia Day go to [australiaday.org.au](http://australiaday.org.au)

Feel free to add your own posts marking your preparation for being an Australia Day Ambassador or facts about the community you are visiting and the event you will be attending.

## Sample images for social media

### FACEBOOK AND INSTAGRAM

Thrilled to be one of 300 Australians appointed a 2022 Australia Day Ambassador.

### TWITTER AND LINKEDIN

Thrilled to be one of 300 Australians appointed a 2022 Australia Day Ambassador.

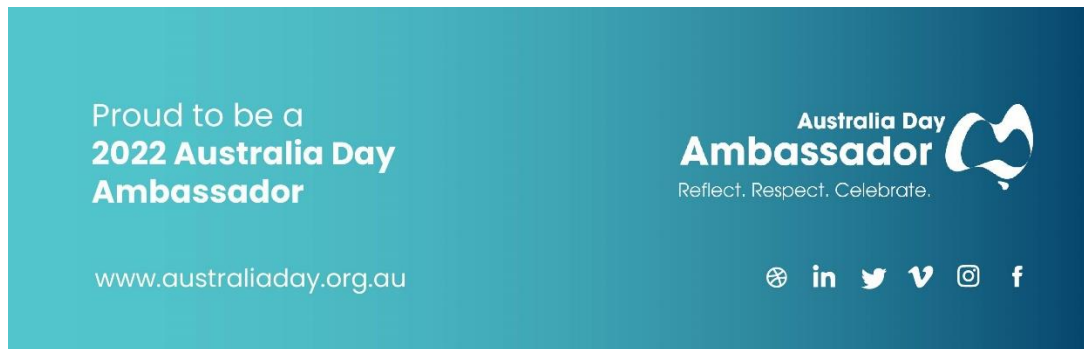


*Click image to download social tile.*

## E-SIGNATURE

You may wish to add the graphic below to your e-signature to let your networks know that you have been appointed an Australia Day Ambassador and to promote the NADC's Australia Day campaign – Reflect. Respect. Celebrate. We're all part of the story.

[www.australiaday.org.au](http://www.australiaday.org.au)



Click image to download signature block.

## Engaging with the media

The NADC will be conducting its own media activities to share the campaign with a broader audience. This will likely include stories in newspapers and on TV, radio and online.

Our team may contact you to ask if you would be willing to participate. Mostly these activities will involve a short interview with a journalist about your story and thoughts on the campaign, and possibly a photo.

It is completely up to you whether you choose to take part in these activities or not. While we would appreciate your support, it is entirely up to you to decide whether you take part.

## Media tips

Should you choose to participate in an interview with the media, here are some tips to help you through the process:

### BE PREPARED

The best way to succeed in an interview is to know your topic. Make sure you review the background information contained in this information kit and learn about the local community you are visiting.

### IDENTIFY YOUR KEY POINTS

Choose up to five key points that you would really like to get across during the interview - this will help you stay on message and help keep your responses concise. Review the key messages available on the Ambassador portal and find a way to express them in your own words.

### BE CONFIDENT

Your achievements and contributions have led to your selection as an Australia Day Ambassador and you are an important part of *The Story of Australia*.

---

## BE PUNCTUAL

It's important to allow enough time to travel to and from your interview. If it is at the event, make sure you have all the details ahead of time.

## BE FRIENDLY AND APPROACHABLE

Even if your audience can't see you, smile and present a friendly and positive attitude. Maintain eye contact and ensure your body language is confident. Speak slowly and clearly and try not to rush your answers.

## IF A JOURNALIST CONTACTS YOU

Many councils and other event organisers name their Australia Day Ambassador in the promotional materials they distribute to local journalists or post on social media.

If you are contacted by a journalist or anyone else who wants to speak to you about the campaign and you would prefer not to participate please refer the enquiry to the NADC. You can tell them:

- The campaign is being conducted by National Australia Day Council.
- The National Australia Day Council will be able to assist the journalist with their enquiry and make sure that you are comfortable taking part in any media activity about the campaign.
- Please contact [info@australiaday.org.au](mailto:info@australiaday.org.au).

If you have any questions, please don't hesitate to contact the National Australia Day Council or your state Australia Day Council.

---