

SOCIAL MEDIA KIT

Introduction

In 2020 the National Australia Day Council (NADC) launched a new campaign, The Story of Australia, calling on Australians to reflect, respect and celebrate on Australia Day as we're all part of the story.

Local government plays a vital role in delivering Australia Day events and activities around the nation. Just as we're all part of the story, all councils are an important part of Australia Day.

This social media toolkit provides guidance on how your council can promote your Australia Day events and encourage your community to reflect, respect and celebrate on Australia Day 2022.

Should 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 involvement in the Australia Day Ambassador program. 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

We are excited to announce [insert Ambassador's name] will be joining us at our 2022 Australia Day celebrations.

POST 2 – W/C 10 JANUARY 2021

Australia Day Ambassador [insert Ambassador's name] will be part of the official 2022 Australia Day celebrations in [insert location]. To learn how you can reflect, respect and celebration in [insert location] go to australiaday.org.au

POST 3 – W/C 17 JANUARY 2021

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

POST 4 – 25 JANUARY 2022

Look forward to seeing you today at our Australia Day event at [insert event location details]. Meet our Australia Day Ambassador [insert name] as we reflect, respect and celebrate together as we're all part of the story australiaday.org.au

Feel free to add your own posts marking your preparation for Australia Day with facts about your Ambassador, community and the event you will be hosting.
