Australia Day Ambassador
Reflect. Respect. Celebrate.

SOCIAL MEDIA KIT FOR COUNCILS

Introduction

Local government play 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.

Should you have any questions or need anything further please contact your state or territory Australia Day Council.

Content plan

The National Australia Day Council can help promote your involvement in the Australia Day Ambassador program. Be sure to tag us in your posts:

@CelebrateAustraliaDay

@australiaday

@AustraliaDay

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

#REFLECTRESPECTCELEBRATE

#AUSTRALIADAY

Sample posts for your Facebook, Instagram, X and LinkedIn channels

POST 1 – UPON APPOINTMENT (OR EVEN CLOSER TO THE DAY)

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

POST 2

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

POST 3

We're all part of the story of Australia, [insert @LGA]. To learn how you can reflect, respect and celebrate on Australia Day, visit australiaday.org.au

POST 4

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 what it means to be Australian today.

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. There are also our Australia Day Key Messages you can utilise.