

## Social Media Kit

### Introduction

Social media is a time and cost-effective way of reaching a range of different people. Two platforms commonly used as part of an advocacy strategy are Twitter and Facebook.

### Twitter

Twitter has a number of functions

1. Tweets created by the user
2. Retweets – retweeting another person tweet on your page
3. Quote retweets - allows you to share another person's tweet to your page and add a comment
4. Comment on someone else's tweet

#### 1. Tweets created by the user



Image 1 Twitter post example

## Text

- The maximum tweet length is 280 characters
- Tweets need to be able to stand alone without contextual information
- Can use abbreviate text such as “ppl” for people and “abt” for about (never use ATSI for Aboriginal and Torres Strait Islander)

## Handles

- Handles act as people’s names on Twitter
- Handles begin with “@”
- It is like an address, it is how you search for people

## Hashtags

- Are a way of finding tweets on the same topic
- Hashtags begin with “#”
- In all tweets about the Uluru Statement use #UluruStatement

## Emoticons

- Allow you to share an emotion without text
- The add a richness to tweets
- Add visual interest

## Image

- Tweets with photos or videos get more attention
- Images need to be interesting but not perfect
- Links automatically include an image. You can use the automated image or delete the thumbnail and add your own.

## 2. Retweets – retweeting another person tweet on your page

### Retweet this to your followers?



Add a comment...



**VoiceTreatyTruth** @VoiceMakarrata · 18 Mar 2018

45 days of dialogue, involving more than 1300 informed Aboriginal and Torres Strait Islander peoples from around 200 different First Nations poured their hearts and souls in to the words of the Uluru Statement from the Heart.

Hear them. Walk with us. Voice Treaty Truth. #auspol  
[pic.twitter.com/AqPAYujygm](https://pic.twitter.com/AqPAYujygm)



Retweet

Image 2 Retweeting someone elses post example

- To retweet hit the button under the arrow which says retweet without adding a comment
- Share other people's tweets that are supportive

## 3. Quote retweets - allows you to share another person's tweet to your page and add a comment

### Quote Tweet



Get to know the Uluru Statement. Read. Share it. Promote it!



[#UluruStatement](#)



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Tweet

Figure 1 Quote retweet example

- To quote retweet hit the button under the arrow which says retweet and add a comment

## 4. Comment on someone else's tweet

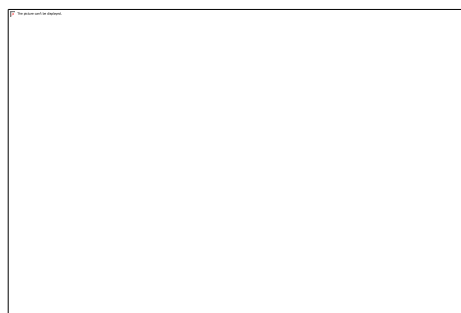


Image 3 Commenting on a post example



- Comments can be used to engage in conversation about the tweet you are commenting on
- Comments do not show up on your page
- Click the “thought bubble”
- Type your comment
- Hashtags can be used in your comments

## Facebook

Facebook has a number of features such as:

1. Posts
2. Comments
3. Share
4. Likes
5. Events
6. Applying a frame

### 1. Post

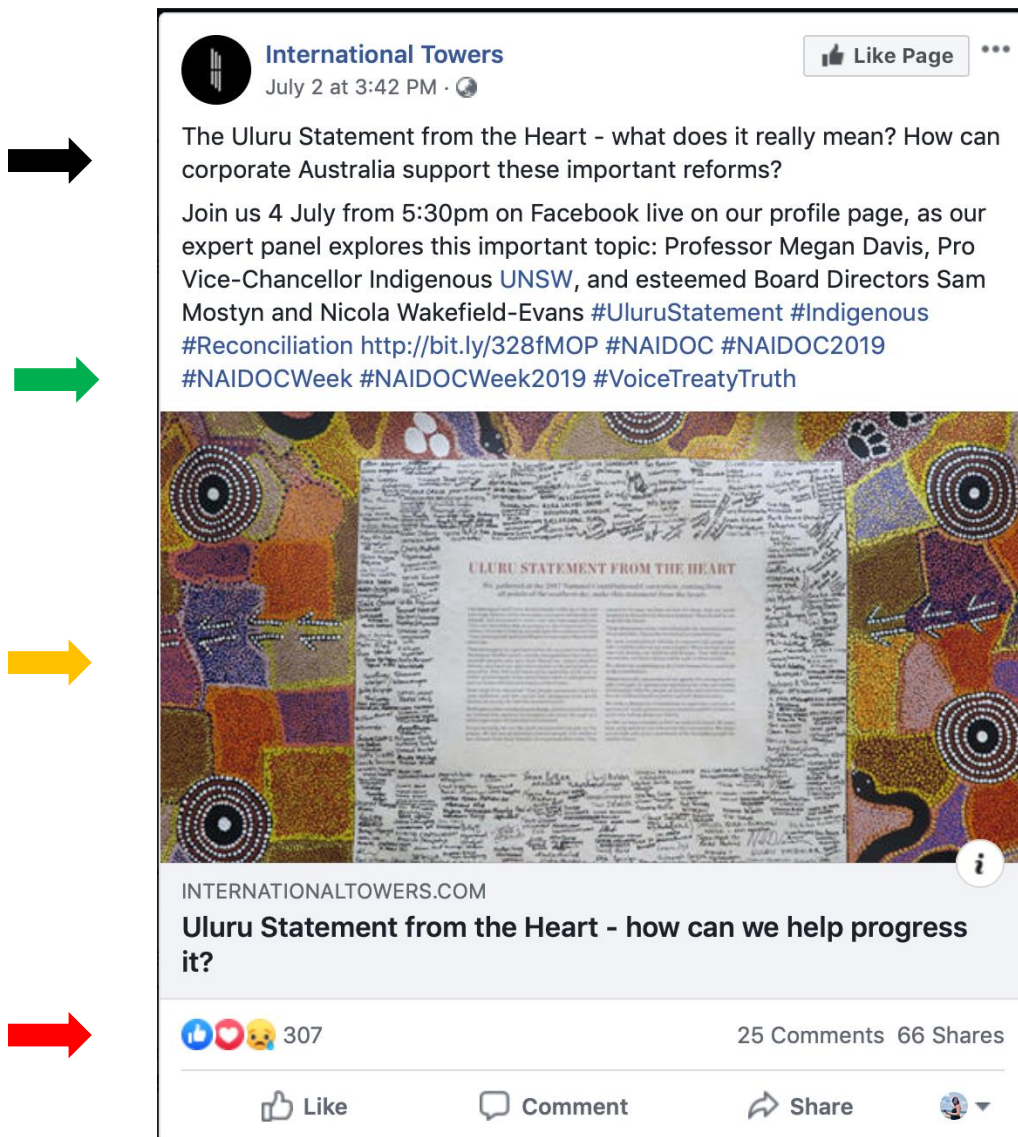


Image 4 Facebook post example

## Text

- There is no maximum length
- Use spaces between paragraphs to make it easier to read
- Include links whenever possible

## Hashtags

- Are a way of finding posts on the same topic
- Hashtags begin with “#”
- In all posts about the Uluru Statement use #UluruStatement

## Image

- Posts with photos or videos get more attention
- Images need to be interesting but not perfect
- Links automatically include an image. You can use the automated image or delete the thumbnail and add your own.

### Emoticons

- Allow you to share an emotion without text
- The add a richness to posts
- Add visual interest


## 2. Comments

- People will comment on your post. Unless they ask you a direct question there is no need to respond.
- If someone leaves a racist or highly inappropriate comments, a page moderator can hide it from the page and you can block the person.
- Information on hiding a page can be found here:  
<https://www.facebook.com/help/297845860255949>
- Information on blocking a person can be found here:  
<https://www.facebook.com/help/185897171460026?helpref=related>

## 3. Sharing a post

- You can share a post from another account that is appropriate for your page.
- You can share it with or without a comment.

## 4. Likes

- People and pages can like your post.
- You can invite people to like your page (not a personal account) by clicking on the like images indicated by the . See image 5.



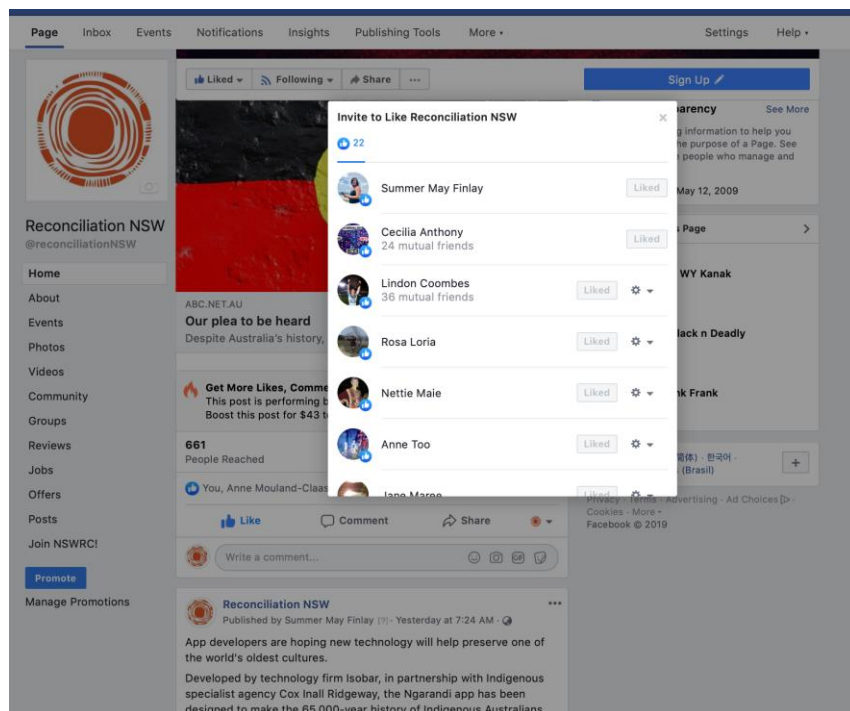


Image 5 Invite to Like page example

## 5. Creating an event

- Facebook allows you to create an event. Image below shows the details which can be included in event post.
- Keep the information short and concise.

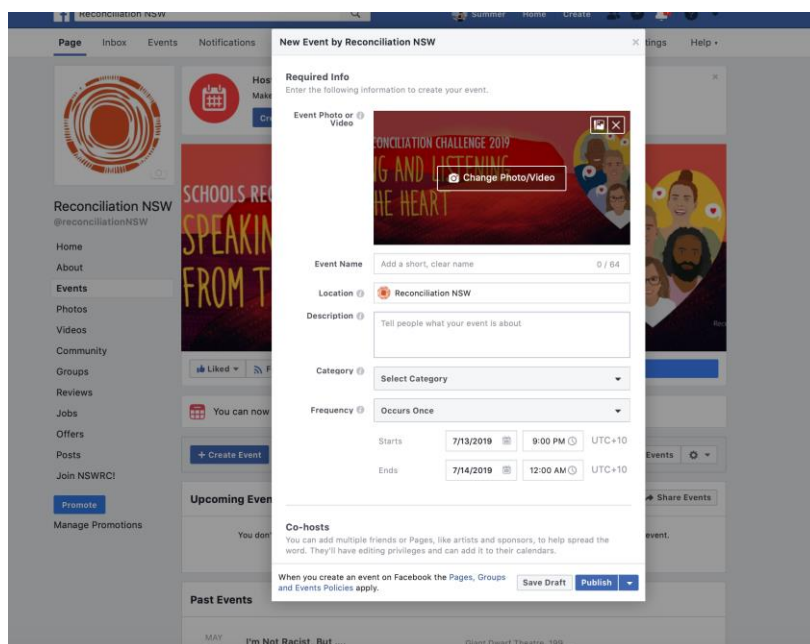


Image 6 Creating an event example

## 6. Applying a frame

- Facebook allows you to apply a frame over a Facebook profile picture.
- A frame is a photo overlay.
- You can read more about applying a frame here:  
[https://www.facebook.com/help/1476775522631878?helpref=faq\\_content](https://www.facebook.com/help/1476775522631878?helpref=faq_content)
- See image 7 for an example



Image 7 Frame example



## Draft posts

The Uluru Statement calls for three things:

- Voice
- Treaty
- Truth

It's an important document for Indigenous people. Get to know it!

[https://www.referendumcouncil.org.au/sites/default/files/2017-05/Uluru\\_Statement\\_From\\_The\\_Heart\\_0.PDF](https://www.referendumcouncil.org.au/sites/default/files/2017-05/Uluru_Statement_From_The_Heart_0.PDF)

#UluruStatement #auspol @NSWRC

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The Uluru Statement calls for a Voice to Parliament in the Constitution as a mechanism for First Australians to participate actively in our democracy to meet their pressing & unmet need.

<https://reconciliationnsw.org.au/constitutional-reform/voice/>

#UluruStatement @NSWRC

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The Uluru Statement calls for a Treaty. Aust is the only Commonwealth nation without a treaty with its First Peoples. A treaty would be a legally binding agreement between the government & Aboriginal & Torres Strait Islander ppls.

<https://reconciliationnsw.org.au/constitutional-reform/treaty/>

#UluruStatement @NSWRC

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Support the Uluru Statement! Sign up to 1 Voice Uluru and add your voice to those supporting the reforms in the Uluru Statement

<https://www.1voiceuluru.org>

#UluruStatement @NSWRC

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Dean Parkin believes The Uluru Statement from The Heart is an idea whose time has come. Find out more by watching his TEDxCanberra talk.

<https://www.youtube.com/watch?v=xB-31jD4XcA>

#UluruStatement #auspol @NSWRC

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To show your support for the Uluru Statement, head to the Reconciliation NSW Uluru Statement page & for suggested actions, resources and ideas , and download posters and logos.

<https://reconciliationnsw.org.au/constitutional-reform/>

#UluruStatement #auspol @NSWRC

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[@tommayor11](#), a champion and advocate for the Uluru Statement has written a book about the Uluru Statement featuring prominent & respected elders.

It will be available in stores & online from the 1<sup>st</sup> of October 2019.

Buy it. Gift it. Share it.

#UluruStatement #auspol @NSWRC

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I support the Uluru Statement

I encourage you to read it

Please retweet this post if you also support the statement.

#UluruStatement #auspol @NSWRC

[Include Uluru Statement image]

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The Uluru Statement is the first time First Nations have had a truly national process to determine tangible and specific proposals for change. The line was drawn in the red sand of Uluru and we want Voice Treaty Truth.



This Social Media Kit was prepared by Summer Finlay.