

# Social Media Tips to improve #NSWSES posts

Social media allows greater communication between the Service and the community before, during and after emergencies. It is important that all content posted online is authorised, and complies with NSW SES policies and TARPS values.

Social media is used by the service to provide operational updates, preparedness messages, photos from recent jobs and recruitment notices. NSW SES social media channels are monitored by various news and media agencies. When NSW SES Units are involved in an event, any messages and photos posted on an official NSW SES social media account may be included in media reporting.



## Check the PPE in images you post online

- Helmet (general purpose, VR or FR where suitable)
- Safety glasses or goggles
- P2 face mask
- Clean & tidy uniform
- Harness (& height safety system)
- Protective gloves
- Barrier gloves (casualty handling)
- Sleeves rolled down
- Chainsaw chaps
- Hearing protection
- Face shield (required when chainsawing)
- PFD (within 2m of water)
- Lighting (night/underground)
- Rain & cold weather jackets
- Approved safety boots



### Severe Weather Warnings

Post weather warnings covering your area by sharing a Region/State post or by pasting a summary of the official BOM warning, including links.



### Storm Events

Post photos of storm jobs with updates and action shots. Avoid identifying houses or addresses and seek permission from the property owner. Don't forget to include our 132 500 number.



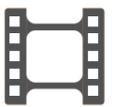
### Flood Rescue

Post only major flood rescues with non-specific locations, unless the flooding is across a road and may affect others driving in the area. Try to avoid posting images of cars in floodwater, it can undermine safety messages.



### Use Exact Messaging

For key messaging visit [www.floodsafe.com.au](http://www.floodsafe.com.au) and [www.stormsafe.com.au](http://www.stormsafe.com.au)  
For example: "For emergency help in floods, storms and tsunami call NSW SES on 132 500."  
Remember to triple check all posts for spelling and grammar.



### Photos & Videos

A great way to get your audience's attention is by adding images or video to the post. You can be creative by using time-lapse and slow motion videos, panorama photos, action shots and filters. Use royalty free music for all videos and images posted and if you can't, include original credit in the post. NSW SES stock photos can be downloaded from the NSW SES Flickr account and Brand Online. Always post groups of photos in albums to avoid crowding your followers' news feeds, or spamming them. Remember quality not quantity.



### General Rescue, Assist Ambulance and Community First Responder

Post after the event, only if there is a public or media interest and the casualties can't be contextually identified. Highlight the role of NSW SES volunteers in the incident and keep the details general. Be sure to thank and give credit to other agencies where due.



### Road Crash Rescue & Vertical Rescue

Post after the event, unless it has occurred on a major road or in a highly visible area. Keep details general and consider family members who may not yet be informed. Link to media articles and include a generic photo of a NSW SES vehicle or members. NSW SES members should not comment on suicide or body recovery jobs as this is part of Police Operations.



### Animal Rescue

People love an animal rescue story and so does NSW SES!

Post about the job and try to get a photo with the team and animal/s, provided the owner has given consent. Don't forget to include the animal's name.



### Land, Evidence and Alpine Search

Police Media request that we do not post about evidence searches. Searches for lost people or missing persons are police operations, therefore only post about NSW SES involvement and use generic photos.



### Audience Reach

To increase online engagement and reach for posts, make sure they are creative, targeted and relevant to your audience. Timing and demographics also affect how many people read posts and share them. Check out *Facebook Insights* to gather this information about your Page's audience.



### #hashtags

The hash sign (#) turns any word or group of words (no spaces) into a searchable link.

This allows you to organise content and track discussion topics based on those keywords. If you wanted to post about StormSafe tips, you would include #StormSafe in your public post to join the conversation. Click on a hashtag to see all the posts that mention the subject in real time.

We understand that hashtags work better when used with trending keywords that people are searching for at the time, this is what makes them fun and dynamic.



### Check the PPE!

All images of NSW SES members must show suitable PPE and demonstrate NSW SES safe work practices.



### Quiet Times

During non-operational periods, be creative and think of engagement messages relevant to the local area that will encourage resilience. For example, post on the anniversary of large events or a historical photo, or a human interest story about a member.



### Post Frequency

During non-operational periods, post on Facebook no more than 2-3 times per week to avoid overloading news feeds. If applicable post more frequently on Twitter and retweet relevant information from other services, including LiveTraffic or NSW RFS.

Avoid posting about non-NSW SES related emergencies, internal activities or events not affecting the local area.



### Unit & Member Titles

Try and refer to units as "NSW SES XXX Unit". Members should be referred to as "NSW SES Volunteers". Keep member titles simple without using abbreviations and remember 'NSW'.



### Moderation

Monitor and actively respond to feedback. Try and turn negative commentators into advocates, squash rumours before they spread and do not engage in online arguments. Check with a senior member or your Region Community Engagement Coordinator if guidance is required. Anything posted online could be used by media agencies so if in doubt, don't post.

**Consider using #hashtags that are already in use like #NSWSES #StormSafe #floodsafe #NRMAInsurance #volunteers #stormseason**