

# SOCIAL MEDIA STRATEGY

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Endorsement No. OCM 034-24/25



@ShireofQuairading



@QuairadingCaravanPark



@shireofquairading



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## PURPOSE

This Strategy provides information to Shire of Quairading employees on the use of official Shire of Quairading Social media outlets, including Facebook and Instagram. The Strategy provides information on:

- Social media engagement;
- Using the platforms as a strategic marketing tool to promote economic outcomes;
- Posting and scheduling;
- Language and style;
- Target audiences; and
- Content pillars.

## OBJECTIVES

The Strategy objectives are:

- Improve customer service and retention;
- Increase brand awareness;
- Create a reliable and trustworthy information outlet that supports the community;
- Drive website traffic;
- Increase community awareness of Shire programs;
- Grow the Shire's economic presence and encourage new business;
- Increase tourism outcomes through targeted posting;
- Engage with locals, visitors and potential new business through strategic boosting of posts; and
- Create a reliable source of communication in adverse events through targeted boosting of posts.

## CURRENT AUDIENCE

Facebook provides useful analytics. Below details statistics as of 25<sup>th</sup> June 2024.

### Audience

Facebook

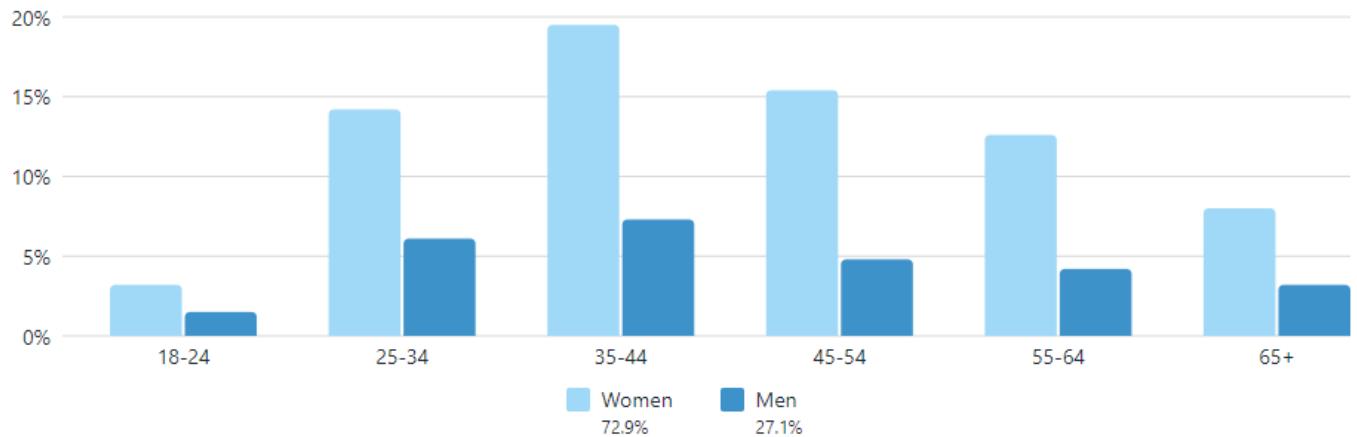
Trends Segments **Demographics** Potential audience

### Followers ⓘ

Lifetime

1,430

### Age & gender ⓘ



### Top towns/cities

Perth, WA, Australia

32.3%

Quairading, WA, Australia

12.3%

Mandurah, WA, Australia

2.4%

Northam, WA, Australia

1.7%

York, WA, Australia

1.7%

### Top countries

Australia

97.8%

Brazil

0.7%

United Kingdom

0.6%

Canada

0.3%

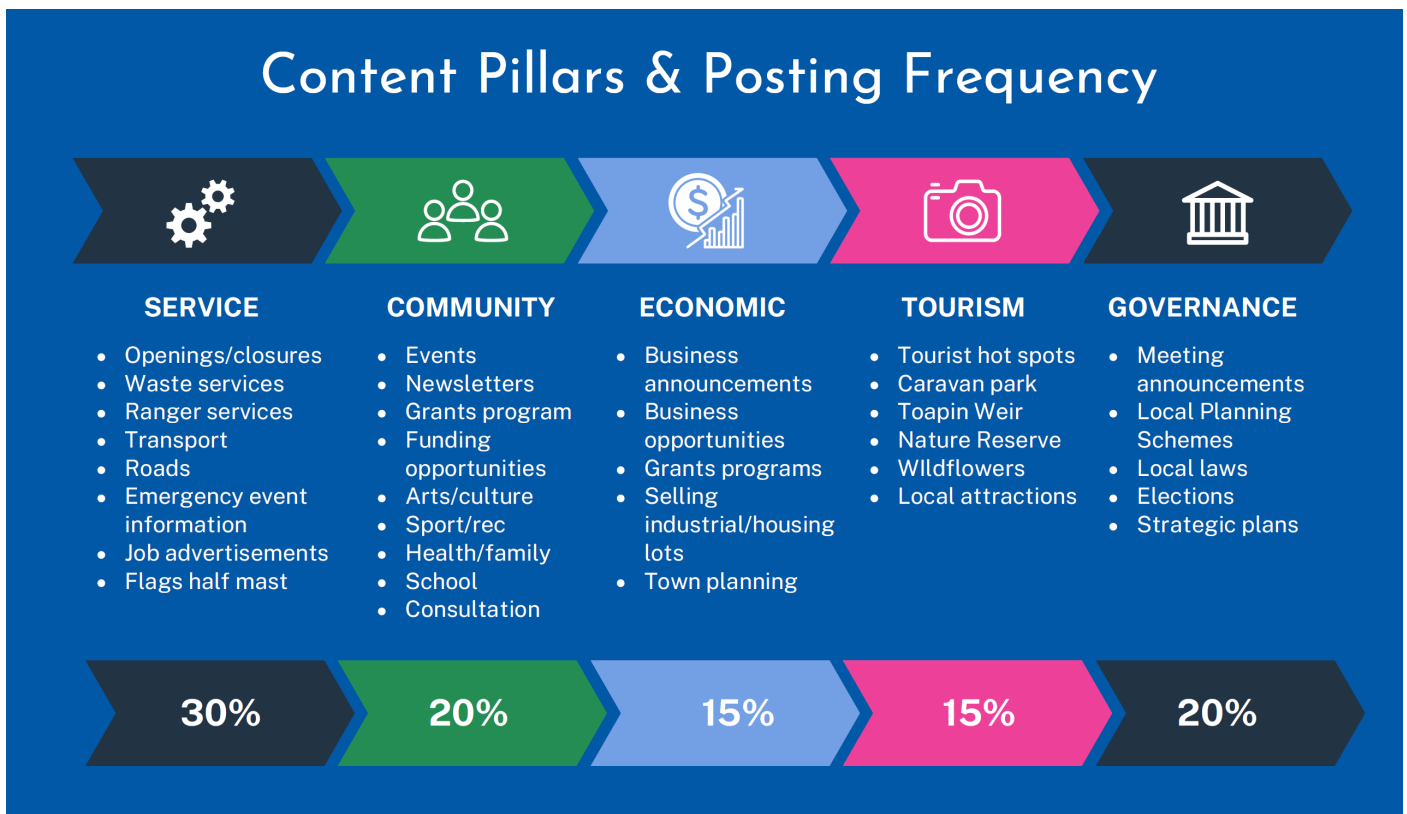
India

0.2%

## CONTENT PILLARS

Content pillars are topics the Shire will consistently discuss, amplify and create content for on social media. Sticking to niche subjects on specific topics will help audiences grow faster. As a Local Government, posts are likely to cover a lot of topics, from waste management to job opportunities, to road closure announcements and the list goes on. The following table outlines five content pillars, what posts are associated for each pillar and the frequency they should appear on our Facebook and Instagram pages.

# Content Pillars & Posting Frequency



## FACEBOOK ADVERTISING

Facebook advertising is now one of the most effective tools to grow a business, create loyal customers and generate leads and sales. There are now over 3 million businesses advertising on Facebook.

Facebook now boasts over 1.13 billion daily active users – 1.03 billion of which access the social network via mobile devices. People spend a lot of time on social networks. The average user spends about 50 minutes just on Facebook, Instagram and Messenger every day. The targeting options within Facebook are very valuable. Businesses can target users by location, demographics, age, gender, interests, behaviour and much more.

There are many pros to using Facebook marketing:

- Campaigns are easy to track;
- Immediate influx of traffic;
- Complete control over your daily budget and maximum Cost-per-click;
- Instant return on investment;
- More targeting options, including, towns, regions, age, likes/interests, income bracket, and other demographics; and
- You can use images and videos to capture the interest of your target market, helping you to sell your products and services.

However, we are mindful that:

- Depending on our target market, the majority of the large potential audience can be irrelevant; and
- There is no option to target our ads at certain times within the day or on certain days of the week unless we choose a lifetime budget.



Facebook advertisements are extremely versatile and can be used to solve a whole host of business problems from driving traffic to our website to reaching people in our local area.

After clicking to create a new advertisement and choosing “Boost your posts,” the next steps are:

1. Choose our Facebook Page or enter its URL;
2. Select a previous update that we’ve published to our page (or create a new update); and
3. Give this campaign a name.

At the next step, we can set our audience and budget. After setting audience and budget, we can move ahead into the ad creative (our post).

From this screen, we can change the post we’d like to boost, and how our boosted posts will look in three different locations within Facebook:

- 1 Desktop News Feed;
- 2 Mobile News Feed; and
- 3 Desktop right column.

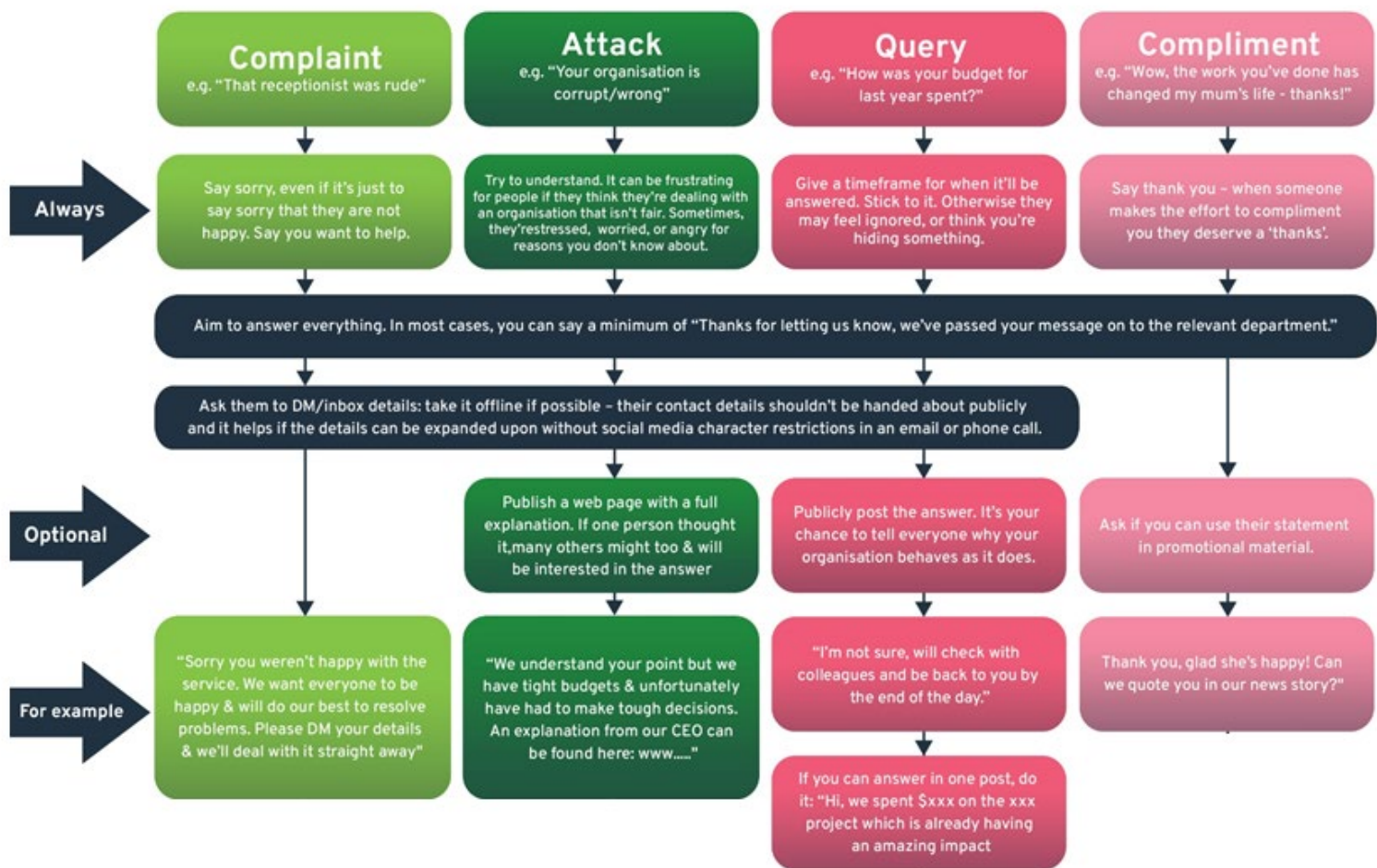
WHAT TO BOOST VIA FACEBOOK ADS	WHEN TO BOOST	BUDGET 2024/25
<b>Land sales, Industrial lots advertising</b>	Launch of campaigns	\$500
<b>Tourism</b>	Peak tourism season, wildflowers etc.	\$500
<b>Emergencies</b>	Emergency event occurrences e.g. bushfires, flooding, storms etc.	\$500
<b>TOTAL</b>		<b>\$1500</b>

## ENGAGEMENT

Social media engagement is the measurement of comments, likes, and shares. Engagement is measured by a range of metrics that could include shares, comments, likes, followers and audience growth, click-throughs, mentions (tagged or hash-tagged).

The Shire will practice both reactive engagement and proactive engagement. When we’re reactive, we’re answering direct messages thoughtfully and answering incoming mentions or comments in a timely fashion. When we’re proactive we’re also posting consistently, adding captions, using hashtags and interacting with followers of similar pages. It could mean organically following followers of local sporting or recreational clubs, relevant surrounding local governments and state and federal agencies. It’s not just about looking popular, it’s about making meaningful connections with current and future customers, which will serve to boost our brand both on and offline.

## A GUIDE TO ANSWERING COMMENTS ON SOCIAL MEDIA



## PERMISSIONS & RESPONSIBILITY

**All social media posts must be approved and posted by positions authorised by the CEO. No other staff have permission to post on social media on behalf of, or about the organisation. Urgent out-of-hour posts should be directed to the positions nominated by the CEO. Do not contact for out of hours posting if the matter is not urgent (e.g. bushfire evacuation or other instruction).**

Social media administrators will be appointed by the CEO, no other staff is permitted to post on social media. The Facebook Page is accessed through personal accounts by clicking on the 'Shire of Quairading' group page. We can post on Instagram via the Facebook page to duplicate Facebook posts.

The Shire will avoid posting more than once on any day as the first post is often lost on a lot of feeds and won't receive as many views. The Facebook Meta Business Suite Calendar will be referred to before posting, to avoid multiple posts.

**Only the current Administrators/Editors on the Shire Facebook account will respond to comments and direct messaging logged in as the Shire of Quairading. Shire staff are not permitted to answer and provide commentary on posts using personal accounts unless the response is positive and supportive. Concerns regarding the content of posts are to be forwarded to the Administrators/Editors.**

## POST SCHEDULING

Finding the best time to post on Facebook is a great way to boost engagement, drive traffic, and gain new followers. Facebook will suggest the optimum time to post to engage followers, however, during business hours is ideal so comments and messages regarding these posts can be answered promptly.

Facebook Page Insights has useful data surrounding our Facebook Page's performance — which can help us to discover top posting times. The data is found by opening the Facebook Page and clicking "Insights". If the cursor is hovered over the days at the top of the page, we can see which ones result in the most engagement on our Page.

Facebook also tracks the reach and engagement of our Facebook posts to find when our followers are most likely to react, comment, and share our content. To see this metric we click "Posts" from our Page Insights and scroll down to "All Posts Published". Here we can sort posts by clicks, reactions, and more, to see the total engagement by type for each post.

Posts are to be limited to maximum one per day.

## LANGUAGE & STYLE

It is important to achieve a cohesiveness between the Shire's Facebook, Instagram and the Shire website. The branding style guide developed by Castledine & Castledine in 2020 will serve as the basis for colour scheme and style. Calibri font is to be used on all communications.

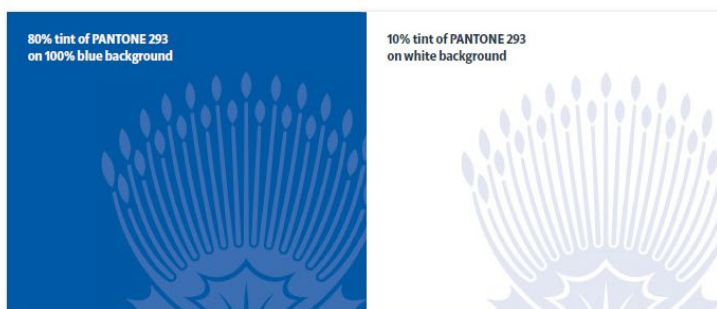


PANTONE	CMYK	RGB
432	86 - 70 - 51 - 48	34 - 52 - 68
293	97 - 74 - 8 - 1	0 - 88 - 166
191	6 - 80 - 38 - 0	240 - 90 - 120
190	4 - 58 - 19 - 0	243 - 137 - 162
363	84 - 24 - 100 - 10	32 - 139 - 61
376	54 - 4 - 93 - 0	132 - 196 - 71

In some cases the *Magnifying Glass* component can be used separately from the full word Quairading.

For specific applications the *Banksia cuneata* device can be replaced with a photograph.

(See 7. Use of secondary graphics)



80% tint of PANTONE 293  
on 100% blue background

10% tint of PANTONE 293  
on white background

PANTONE Blue 293 is the colour to be used in secondary applications. Where appropriate, details of the *Banksia cuneata* device may be used as percentage tints.

(See 7. Use of secondary graphics)

Social media brand voice is one of the elements that is most effective in distinguishing our brand from our competitors and building familiarity with customers. Just like any other part of our brand, consistency is important across all mediums. There is however some room for tailoring our language between social posts, depending on the content.

Generally, captions will be written in a friendly, conversational tone. A more corporate tone may be used for official notifications, adverse events, memorial posts etc.



Responses to comments will be upbeat, optimistic and positive. We will not be sarcastic or mock customers, followers or other brands. Humour is fine to use in the right context.

All posts will come with a caption, even if shared from another agency or department. It is better to have key information in the post image and more detailed text in the caption.

All posts will be created in the size of Facebook or Instagram posts:  
Facebook Image Size – 1200 x 628 pixels. Instagram Size – 1080 x 1080 pixels

Tagging people, groups, agencies and departments within captions is not only a great way of engaging other pages, but can turn into increased reach and viewing, where our post is more likely to be shared on viewed on other pages.

A hashtag is a combination of letters, numbers, and/or emoji preceded by the # symbol (e.g., #NoFilter). They are used to categorize content and make it more discoverable. Hashtags are clickable. Anyone who clicks on an Instagram hashtag or conducts an Instagram hashtag search will see a page showing all the posts tagged with that hashtag.

We will always use the following hashtags:  
#quairading #takeacloserlook

Other hashtags that are useful, depending on the post content include:  
#visitquairading #wheatbelt #regionalwa #avonwheatbelt #visitquairading #wheatbeltway #pathwaystowaverock

## TEMPLATES & POST DESIGN

One of the most important and compelling reasons for having a social media style guide is to be consistent. A person or an organization that uses various styles, content, or tone on social media platforms could put off or confuse our audience and could come across as disorganized or unprofessional. Ensuring our brand voice across all social media platforms will help us stand out and build a strong relationship with our audience.

When we are posting a single or group of photos, we will keep them as large as possible by:

- Using photos regularly, bright, happy photos of people enjoying themselves usually get the most engagement from followers;
- Trying not to use collages of many photos, they are just too small to have an impact. Rather we will use one or two images that fill the post space;
- We will always caption a post and use hashtag where appropriate; and
- We will always add our Facebook or Instagram Post to the 'stories' feature on both outlets.

Templates have been developed in Canva for a range of different post styles. Photos and graphics can be interchangeable as long as they fit the overall tone of the post. The Shire of Quairading has a Canva account and all templates and colour schemes are available there.

TEMPLATE/BRANDING SOFTWARE	BUDGET 2024/25
CANVA PRO yearly subscription	\$164.99

Current templates are available for most general notices, waste & recycling, harvest bans, flags at half mast, Medical Practice, COVID-19 updates, emergency announcements etc.