Tip on Using Social Media.

www.landcareaustralia.org.au

Landcare Australia

Click to connect

If your community group doesn't use social media – you are missing an opportunity.

Australia is home to over 20 million social media users (almost 80% of the population) and these figures will continue to grow. People use social media for a variety of reasons, such as learning and caring for the world around them.

If you want to spread the word about your community group and landcare events, social media can help you access a local audience who may want to get involved. If you have an upcoming event, or would like to promote your group's project, social media is an effective place to promote it.

Here's how to make social media work for you

Build awareness!

Use educational posts to explain what you are doing. People can't support you if they don't understand what you are hoping to achieve.

Connect with the community!

By running a social media account, you are creating an avenue for connection.

Sharing content helps create connections. So why not get members of your group to be available to chat on a channel that works for them?

Share your impact

Social media is a great way to show and chat about the impact your group is making. Sharing information lets people feel more involved in their community. Post lots of photos before and after a landcare event so people have an opportunity to like, comment and share.

Time to get personal

Sharing real-life stories of people explaining why landcare matters to them is very powerful. Key messages that are hard to capture in a poster can be brought to the front in people's feeds.

Recruiting volunteers

The right local platforms will act like a digital noticeboard, especially as many volunteering opportunities are only listed online these days. Why not record a quick video on your smartphone explaining what you are doing and what will be involved? A short, friendly and fun video will generate lots of engagement and can be easily shared.

When to #tag or not – that is the #question...

Hashtags are a great way to connect with people with similar interests and passions. @ refers to a person or group in a conversation. # refers to a topic or subject. Hashtags are words and numbers following the symbol # and can track content on social media. You can add hashtags to your social posts and comments on all the main platforms, including Instagram, Facebook, X (formerly Twitter) TikTok, LinkedIn and YouTube. Make sure to tag @ landcareaustralia so the account can engage with your post! You can also use:

#LandcareAustralia, #Landcare, #Coastcare, #landcarer #JuniorLandcare #landcareisforeveryone

Use a content calendar

Creating your own environmentally themed content calendar can help keep everyone focused on the same goals. It also allows you to plan and avoid last-minute panics. International days like Earth Day, Landcare Week or Coastcare Week are great campaign examples that you can use and add your local story too.
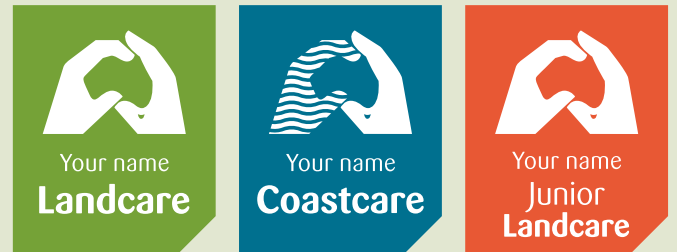
Landcare logo brand guidelines

Landcare Australia, Junior Landcare, Coastcare, Landcare Agriculture, Landcare caring hands logos, and Landcarer are registered trademarks of Landcare Australia.

Landcare Australia owns and carefully manages and monitors the use of these trademarks.

If you are eligible for and need a logo for your group, Landcare Australia will provide a logo pack that includes the artwork and brand guidelines at no cost. All logos created must include your group name. To get a group logo please register on the **National Landcare Directory** and a member of the team will contact you.

Your name **Landcare**

Your name **Coastcare**

Your name Junior **Landcare**

Landcare Australia is with understorey and The Upper Goulburn Landcare Network.
February 27 at 11:25 AM · 🌐

🔵 Today we celebrate World NGO Day 2025 and the theme "Empowering Grassroots Movements for a Sustainable Future"! 🌱✨

It highlights the crucial role of non-governmental organizations (NGOs) in promoting and improving global sustainability and honors the incredible work of over 10 million NGOs and nonprofit organisations worldwide. 🤝💚

Through supporting communities, helping build resilience in food and farming systems 🌾, managing major ecological restoration projects 🌳, and e... See more

Creating posts that look good

Canva is a free, simple to use graphic design website that allows you to create social media graphics in minutes. You don't need any design experience to be able to use it. It can even publish designs directly to social media apps like Facebook, Instagram, Twitter, and so on.

Canva has templates for all the different platforms, and you can customise them with your own photos and community group branding.

Smile for the camera

The most engaging photos include action shots and people smiling and having fun. Ensure they are a high quality image to appear clear on the social media post.

Without being too techy, for Facebook jpegs with a small file (around 100kb) size will work best.

Copyright and consent

Always ask whoever took the photo if it is ok to use it on your social media channels – a simple credit is also good practice and good manners!

Copyright laws work on the principle that whoever took the photo owns the photo.

It is also sensible to let your group know that photos taken at the event may be used on social media.

Don't assume! If you are working with First Nations Peoples please seek permission to take a photo and publish it. Also, please check with families that they are happy for images of their children to be used.

Useful tutorials

Canva Tutorial for beginners:

https://www.youtube.com/watch?v=wCEtWz5imUs

Using Hashtags effectively

https://www.youtube.com/watch?v=R1ImX3Ypa4k

Canva + Chat GPT for social media

https://www.youtube.com/watch?v=xDSPmIO1_jk
https://www.postplanner.com/ultimate-guide-to-facebook-dimensions-cheat-sheet/

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