

Social media guidelines

Tips, tricks, and guidelines for posting on WOV social media

When you're posting on your choir's social media page, it's important to keep in mind that you're representing your community and *With One Voice* as a whole.

The aim is to give people a glimpse into what it's like to be part of your choir, and to share the joy and connection that choir brings!

Below are some tips to keep in mind when managing and posting on a WOV page. Happy posting!



Think of the tone & voice of each post

We should be communicating joy & connection with everything we share!

Post regularly

At least once a week is ideal – just film a little snippet (10 seconds or so) of rehearsal each week!

Tag CA & WOV Australia

Facebook: @Creativity Australia and @With One Voice Australia
Instagram: @withonevoiceaus and @creativity_australia

Respond in a friendly timely manner

Engaging with comments and messages is the best way to make people feel heard & welcome!

Stay relevant to your choir

People are visiting the page to learn about the choir, not to hear about what you ate for breakfast (save that for supper!).

Encourage people to like/share/comment

This is a great way to reach people who don't already know about the choir!



Content tips

Here are some examples of the kinds of content that we find performs well!

Photos

- Smiling faces
- Bright colourful graphics

Videos

- People singing together
- Camera held still
- Filmed in portrait orientation for reels
- Shorter is better! Aim for under 15 seconds

Overall

- Content that encourages people to share, react, or comment
- Silliness! People having fun together!
- Make sure to tag any relevant pages, e.g. if you were performing at an event, tag the organisers!
- Join some local community Facebook groups and share your posts there if you have an exciting event coming up!