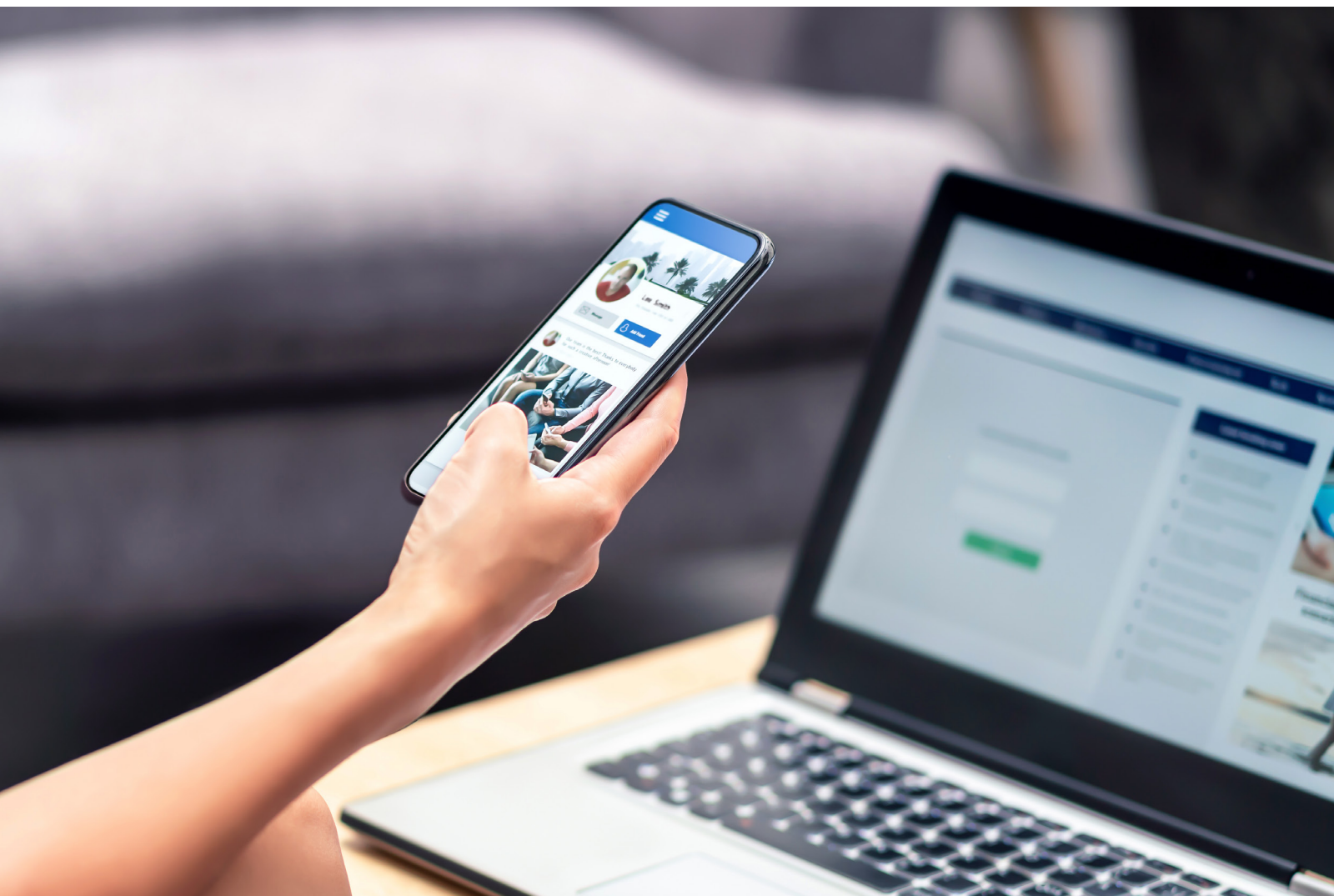


A guide to using social media

When engaging with the wider veteran community, it's worth considering all your options. This includes using social media.



Is your sub-Branch on social media yet?

Nothing beats getting out into the community and having a one-on-one chat with potential new members – but sometimes, you need to reach out to a broader audience.

Social media can be an invaluable way of reaching and connecting with people you wouldn't have had access to otherwise. It can also come in handy when engaging with members of the veteran community.

Maintaining an active social media profile – Facebook and Instagram are the two biggest ones – can be invaluable to promote the benefits of membership, inform new and existing members of sub-Branch events and updates, and otherwise build the bond between sub-Branch and its membership.

Did you know?

Instagram is more popular with young people than Facebook, making it potentially more useful to engage a younger veteran audience.



An active social media presence can help a sub-Branch:

- ✓ Connect directly with members and potential members on matters of importance and interest for the veteran community.
- ✓ Keep your member base up-to-date with sub-Branch happenings and changes.
- ✓ Promote upcoming events, activities, fundraisers, social opportunities and more.
- ✓ Commemorate significant dates and publicly pay respect on dates such as ANZAC Day and Remembrance Day.
- ✓ Share relevant information, announcements and updates from RSL NSW or other sub-Branches.

There is all manner of content your sub-Branch can promote on social media – so if you're not already, get online and set up an account.

How to set up an account

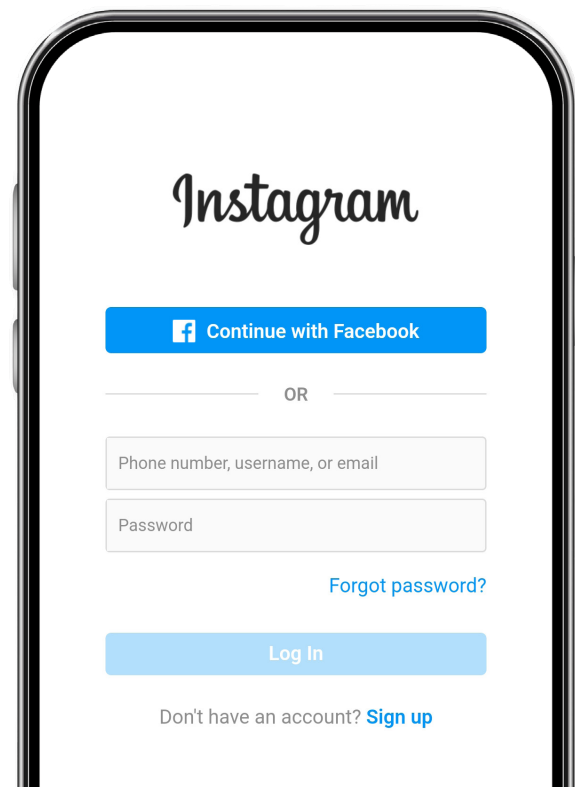
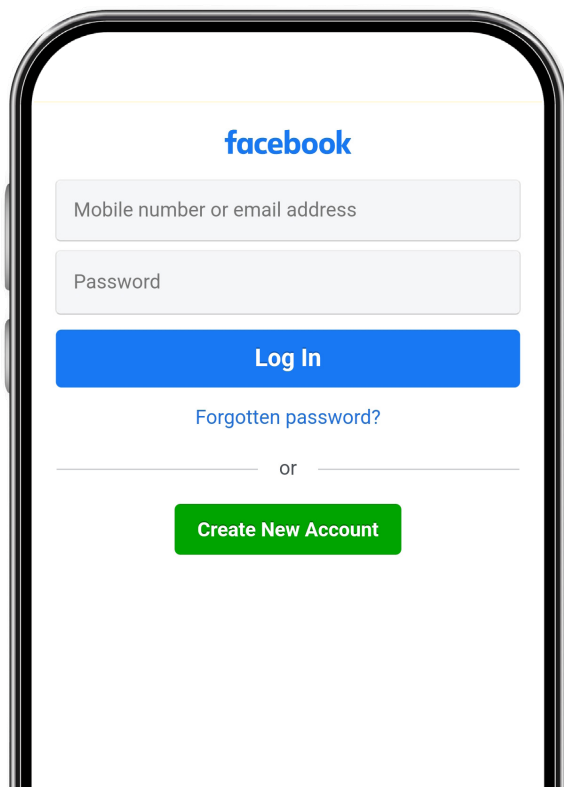
Here's a handy rundown of how to set up an account on both Facebook and Instagram, pointers for making a post and adding information to your profile, and some sample caption copy you can use when posting.

Sign up

To create a Facebook page or an Instagram account for your sub-Branch, you'll need to login via an individual's account – whoever it is at the sub-Branch who'll be looking after the page moving forward.

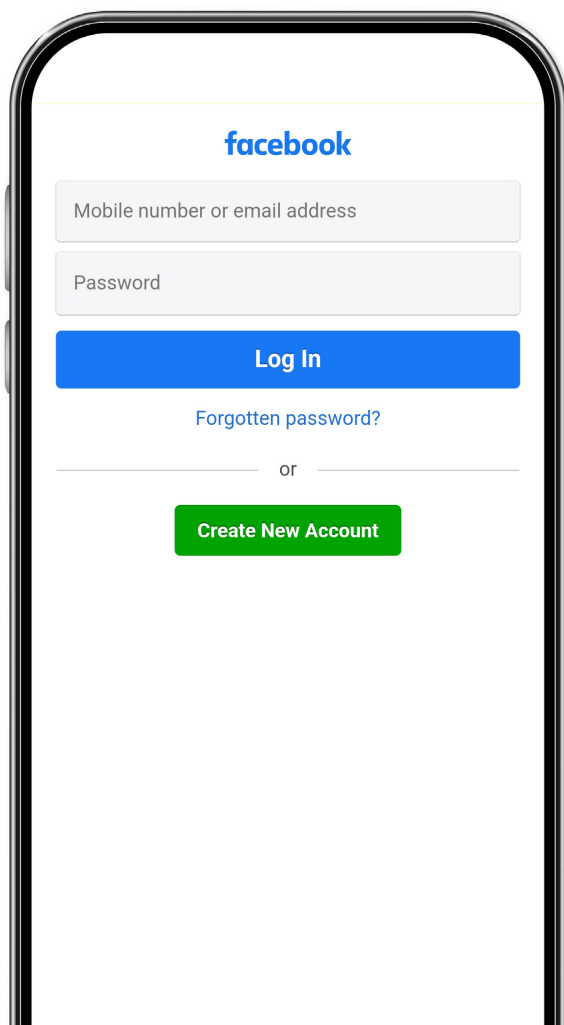
To do this:

- 1 Head to either the Facebook homepage or the Instagram homepage.



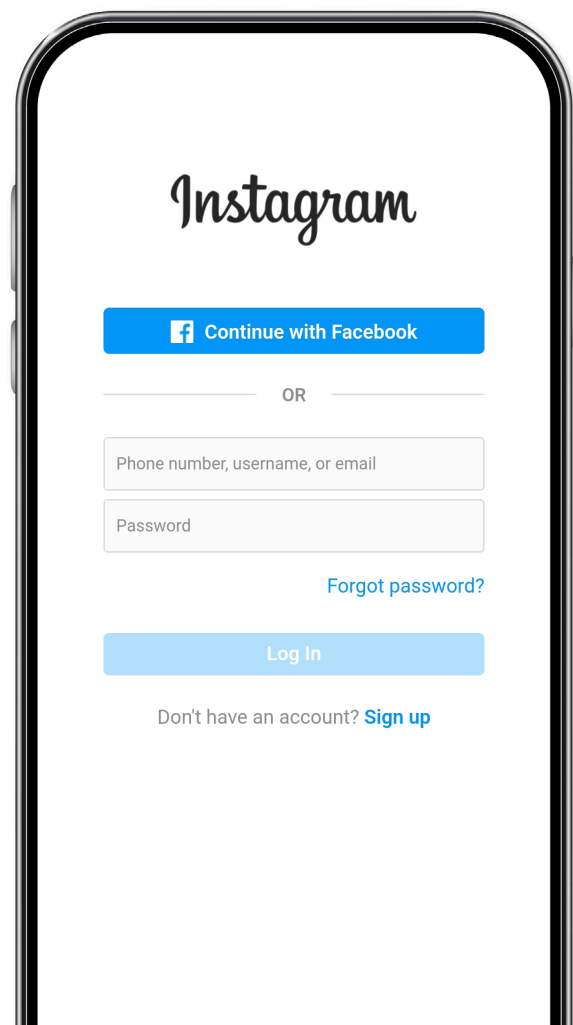
2

If you don't have an individual Facebook account, click 'Create new account' and enter your details.



3

If you don't have an individual Instagram account, click 'Sign up' and enter your details.



4

If you do have an individual account on either platform, log in.

5

On Facebook, head to facebook.com/pages/create, and enter a page name and category.



facebook.com/pages/create



facebook [Sign Up](#) [Join or log in to Facebook](#)

Create a Page

Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



Business or brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

[Get Started](#)



Community or public figure

Connect and share with people in your community, organisation, team, group or club.

[Get Started](#)

Fill out your profile

After creating your page, you can customise it so everyone knows which sub-Branch you are and what you do.

On Facebook, start by adding:

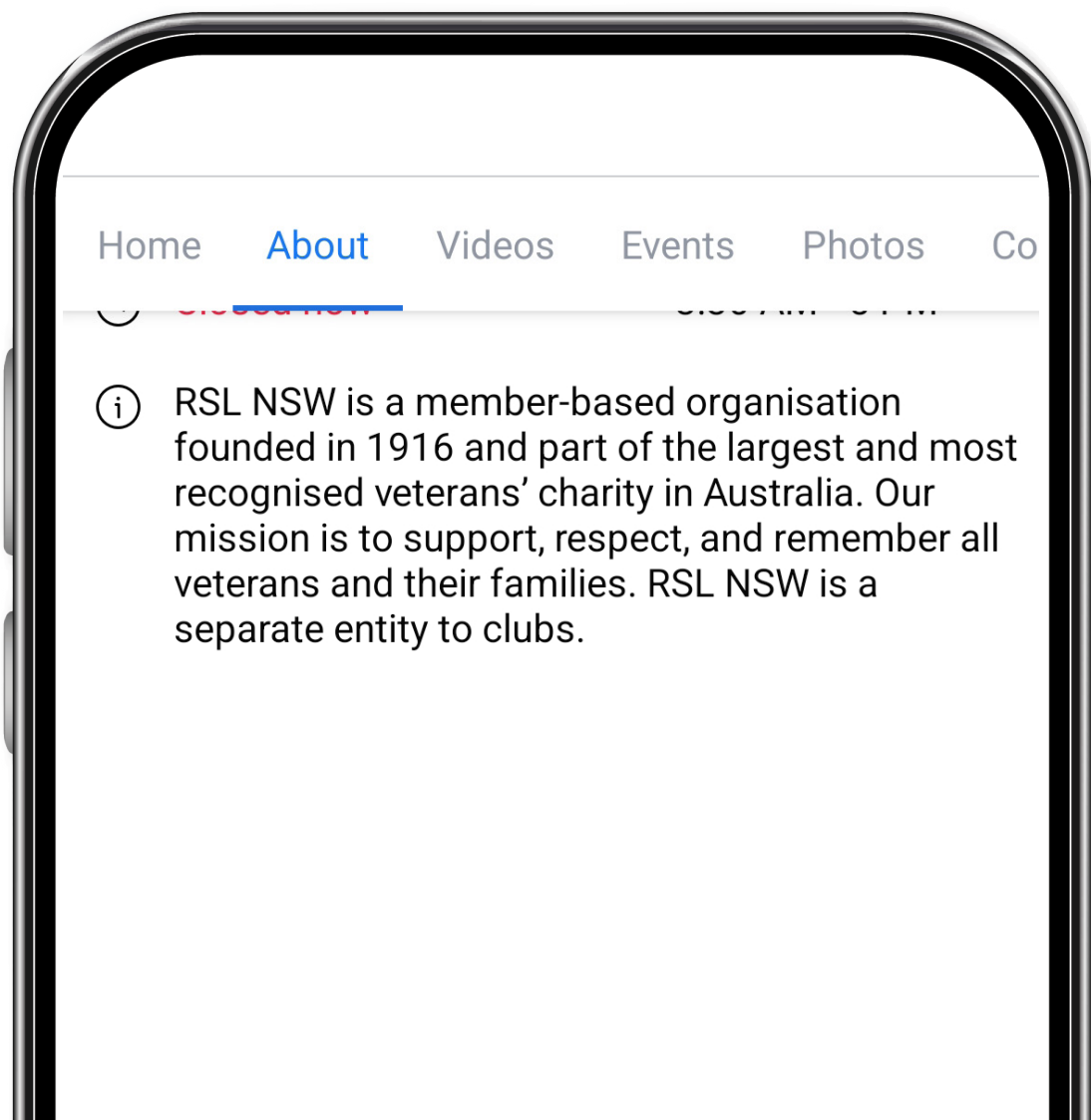
- **A profile picture.** This should be the RSL NSW logo.



Tip:

Try image specifications of 1080x1080px for the best fit and resolution. Make sure to use the proper version of the RSL NSW logo. You can download this from the RSL NSW website.

- **A bio.** This briefly sketches out which sub-Branch the page belongs to, and the kind of activities you might organise.



Tip:

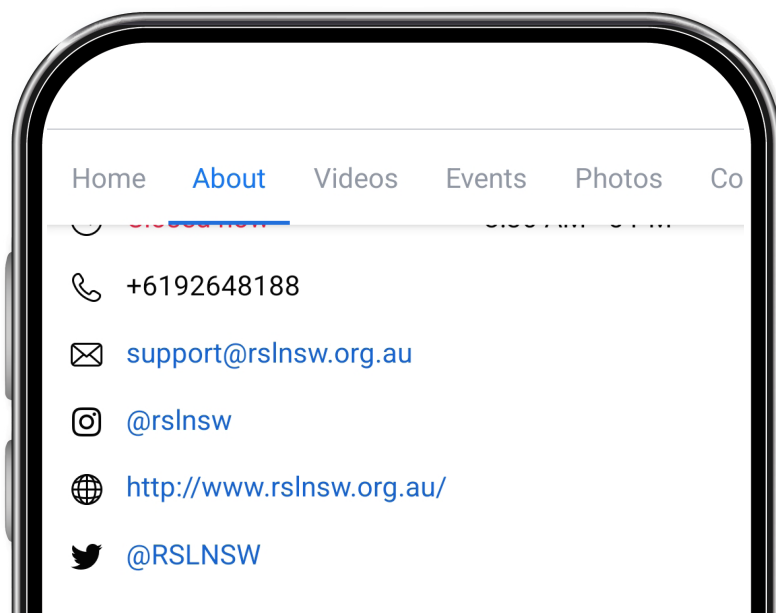
Use this template to build out your page bio:

Welcome to [NAME] RSL sub-Branch.

We're part of Australia's largest ex-service organisation, connecting veterans and their families to helpful services and providing a valuable outlet for community engagement support.

We organise [EVENT] every [FREQUENCY] and [EVENT] every [FREQUENCY].

- **Contact details.** Add a phone number, physical address and email for veterans and others to connect with you.



On Instagram, start by adding:

- **A handle.** This is your username on Instagram, and should be the name of your sub-Branch in full.



Tip:

Your handle is different from your profile name, which is longer and searchable. This means users can search for it when they tag your page in a post.

Use this template:

[NAME] RSL sub-Branch – part of RSL NSW

- **A profile picture.** Use the same directions as Facebook (see above).
- **A bio.** This should be short and to the point. Keep it below 50 characters. Consider using dot points or even emojis – here's an example:



Support and advocacy



Activities for veterans and families

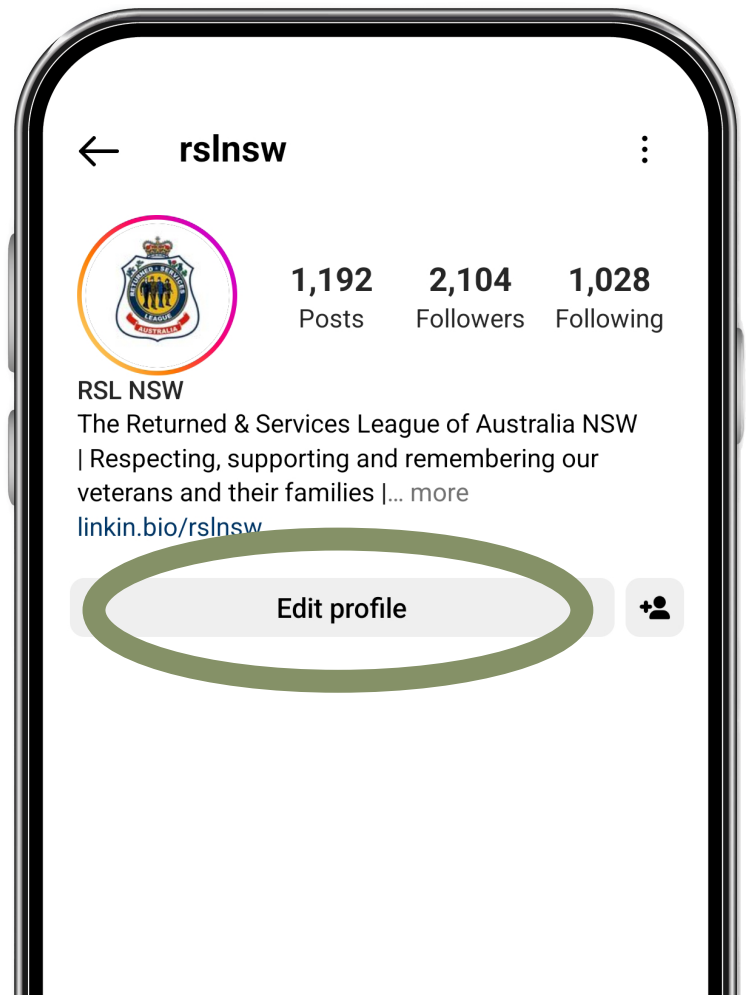


Visit us at [ADDRESS].



Contact details:

Click 'Edit profile' to update your business information, including website, email and phone.

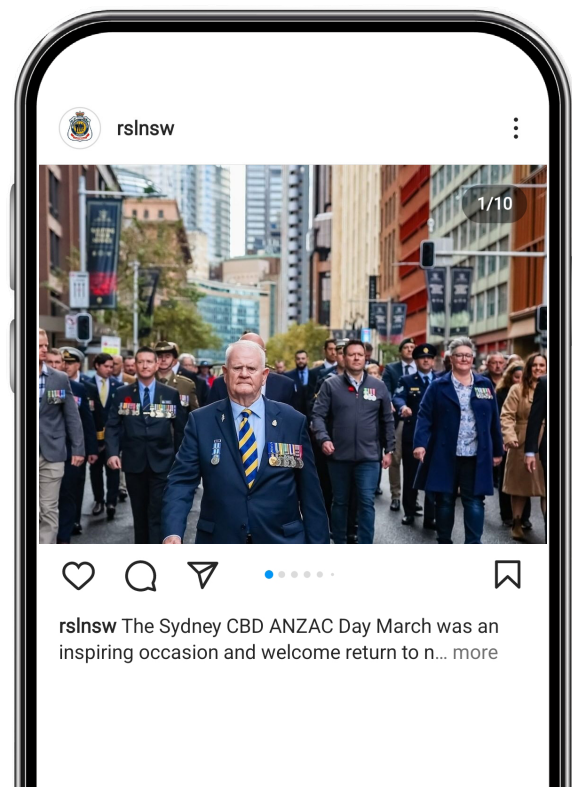
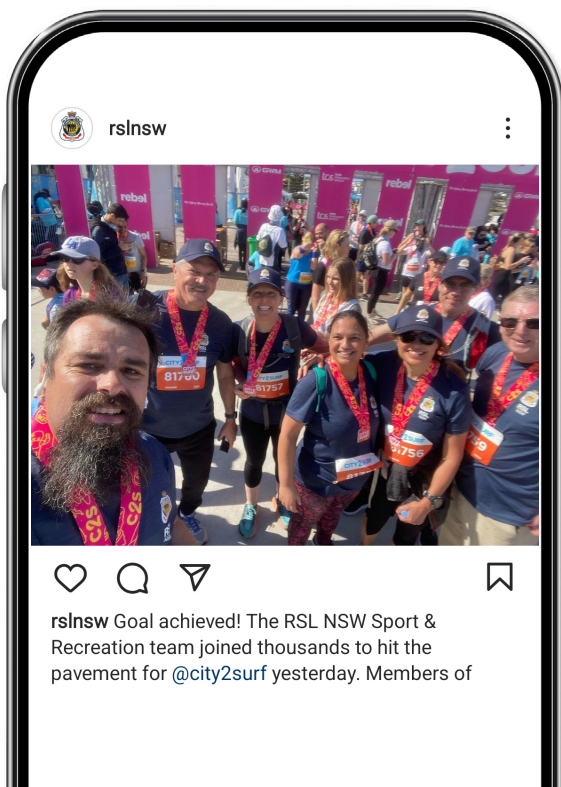


Start posting

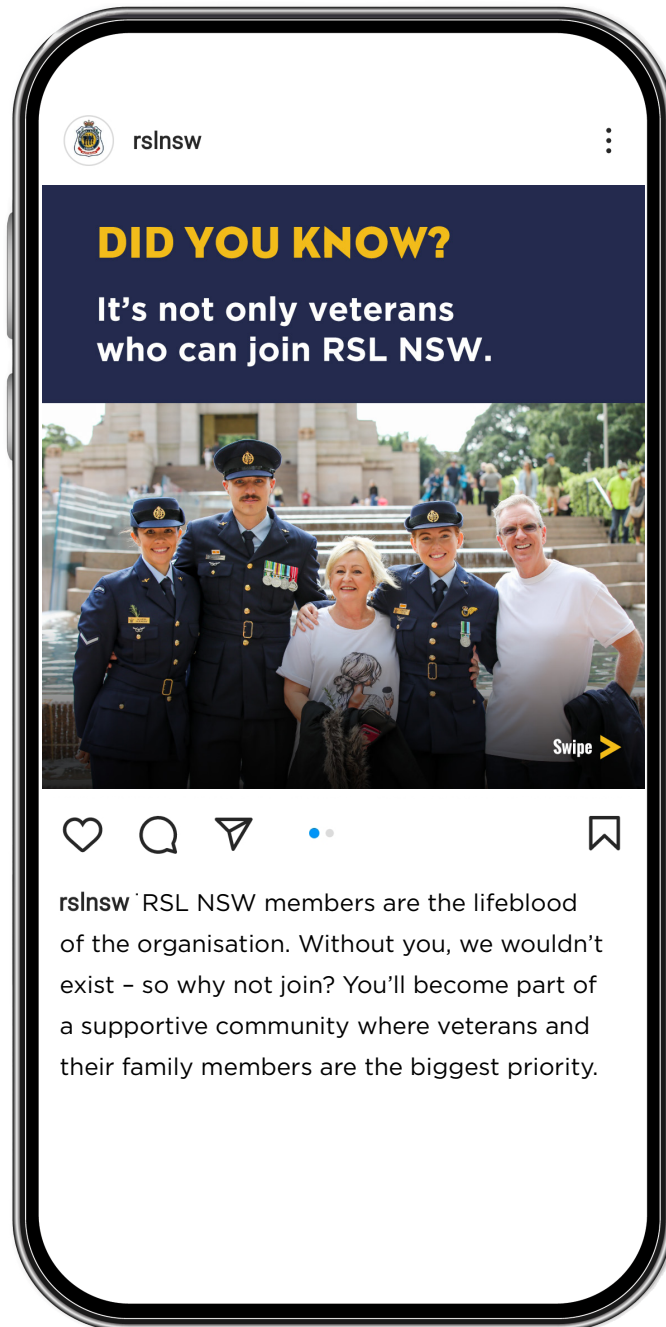
Engage your audience with frequent and personalised posts. Image-led posts often create the most engagement with your audience, which helps to build your page's following.

Here are some examples of what you could share:

- Images of a recent social gathering or meeting.
- Your sub-Branch's response to a recent or upcoming event or commemoration.
- A sub-Branch's inspirational story from the News section of the RSL NSW website.



Social post template #1



Social post template #2



Social post template #3



Social images

Also included in this toolkit are six different promotional images that sub-Branches can use when promoting membership to veterans and family members on social media. You can use these in conjunction with the same post copy provided above, or create your own.



Instagram posting tips

We recommend adding up to five hashtags at the bottom of your post. Hashtags can encourage a conversation and help your post be seen by more people.



Another essential tip:

When posting on Instagram, always include a location. This boosts engagement with your post and helps to inform your followers about where events are being held.

