



Social media workbook

Managing social media content can be daunting, so we've put together these useful tips to help.

Plan content

Draft a document outlining your ideas for what, when and how often you want to post to social media. Be sure to make your messaging consistent if you're posting on multiple platforms (Facebook, Twitter etc.) and plan time-sensitive content such as an event or meeting.

Remember to involve others when planning your content, as they might also have great ideas, stories or images to share and can help you build an archive of content.

Schedule content

There are a number of social media management apps, [reviewed here](#), that help with scheduling your posts to ensure your messages are going out at the right times and on the right platforms. Some of these management apps have free components, but can be limited by the number of users or accounts serviced; like [Buffer](#) or [Hootsuite](#). These free management apps may still meet your PBC's needs.

Range of content

Social media content can deliver a range of messages, including:

- essential information about the PBC's work
- relevant information to the PBC and the audience
- casual information to engage with the audience.

There is a [number of opinions](#) regarding the ratio of these different types of content and how they should be applied. Try it out, learn and get better.

There are no hard and fast rules. The best approach is to get started and learn from how the audience reacts. It might be useful to ask other PBCs how they manage their social media and what their experiences and best approaches are.

Consider asking a staff member or PBC member to be the dedicated social media person for the PBC and explore whether they need training.



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