Women Leading Locally



DIGITAL CONTENT & SOCIAL CHANNELS

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WOMEN FOR ELECTION

VICTORIA State Government



60 mins together

- The opportunity
- Inspiration
- Clear next steps



Strategy

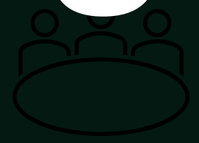


Creative Execution



Channels

Developing your plan





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ESTABLISH YOUR VOICE

Why are your running?

What do you care about?

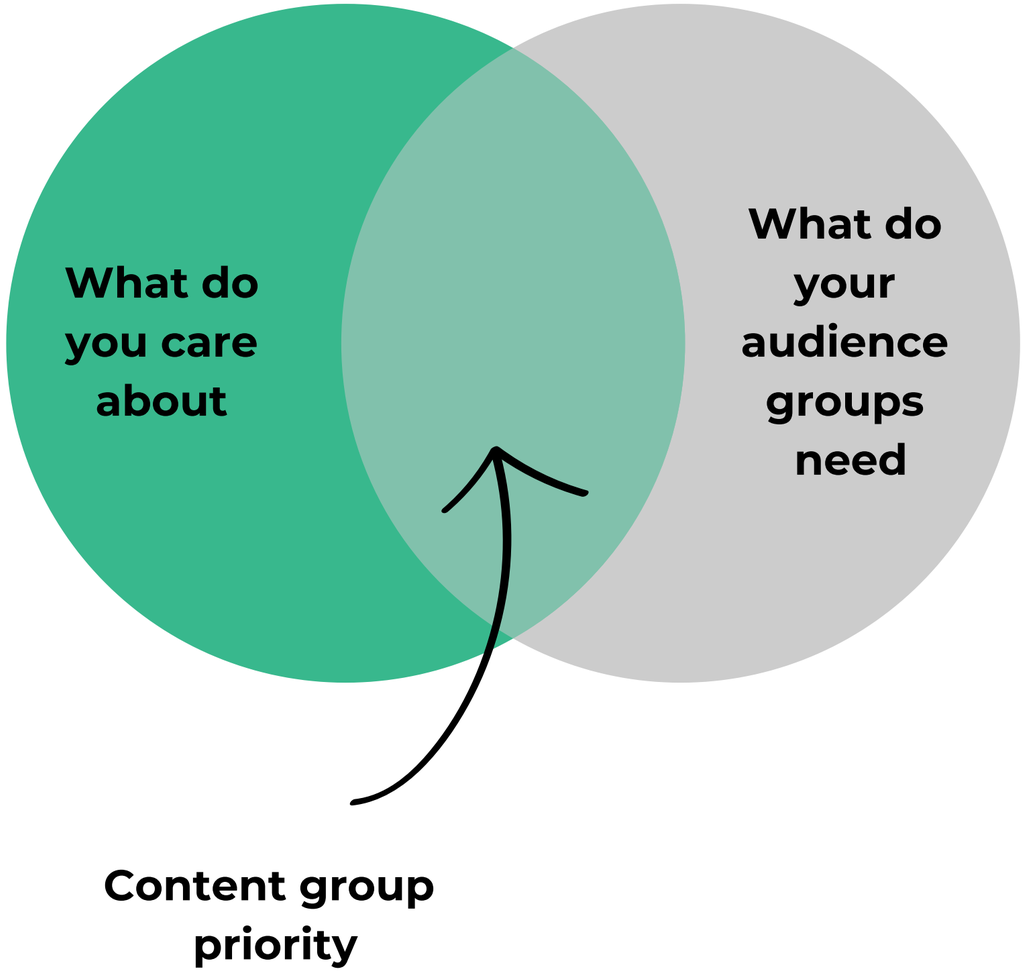
What do you have authority/ experience on?

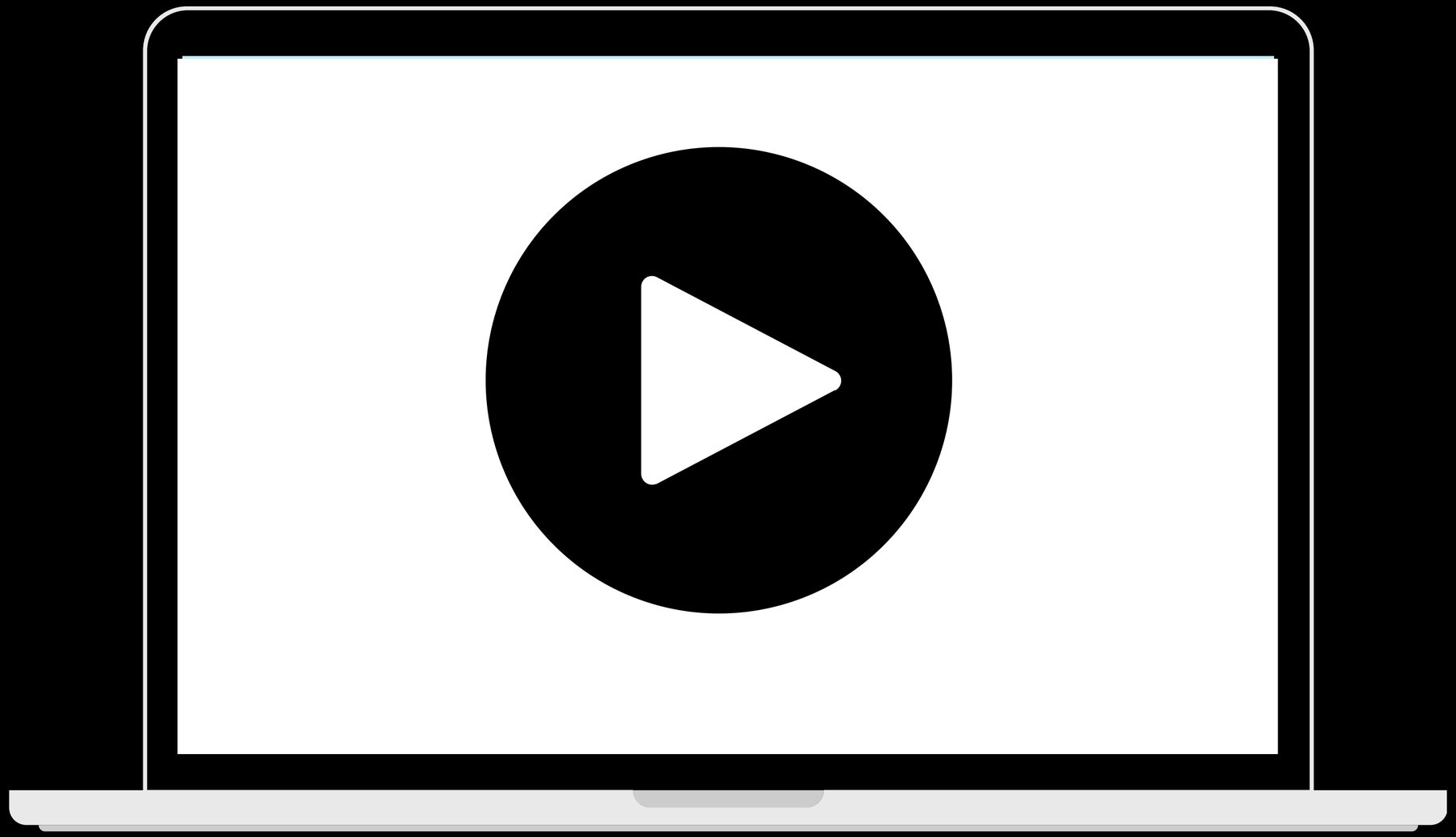
KNOW YOUR AUDIENCE

Who are they?
What do they need?

Content Groups

- Reflect your campaign goals.
- Speak to your future aspirations.
- Reflect your own personal values.
- Speak to your audience needs.
- Allow for timely/news moments.
- Inform / educate / or inspire.





LIVE Examples

Team



Writer
Even if you possess exceptional writing skills, it's beneficial to have another skilled writer/ someone well-versed in crafting prompts for AI tools.



Videographer
While professional experience is not essential, find individuals adept at capturing quality footage using mobile phones or digital cameras.



Designer (basic skills)
Seek someone proficient in navigating Canva; capable of setting up templates for your design needs.



Social media channel coordinator
Enlist support to handle the scheduling and posting of content, as well as responding to comments on your social media channels.



Photographer
Recruit 1-2 volunteers to capture compelling images. Task them with photographing noteworthy locations for your image library and documenting all your events



Digital Engagement
Find someone that loves managing and organising events who can help facilitate online Q&As and LIVE streams

Calendar

Don’t wing it
Prepare a content calendar that’s 70% complete, allowing for topical and reactional posts.

Creative execution



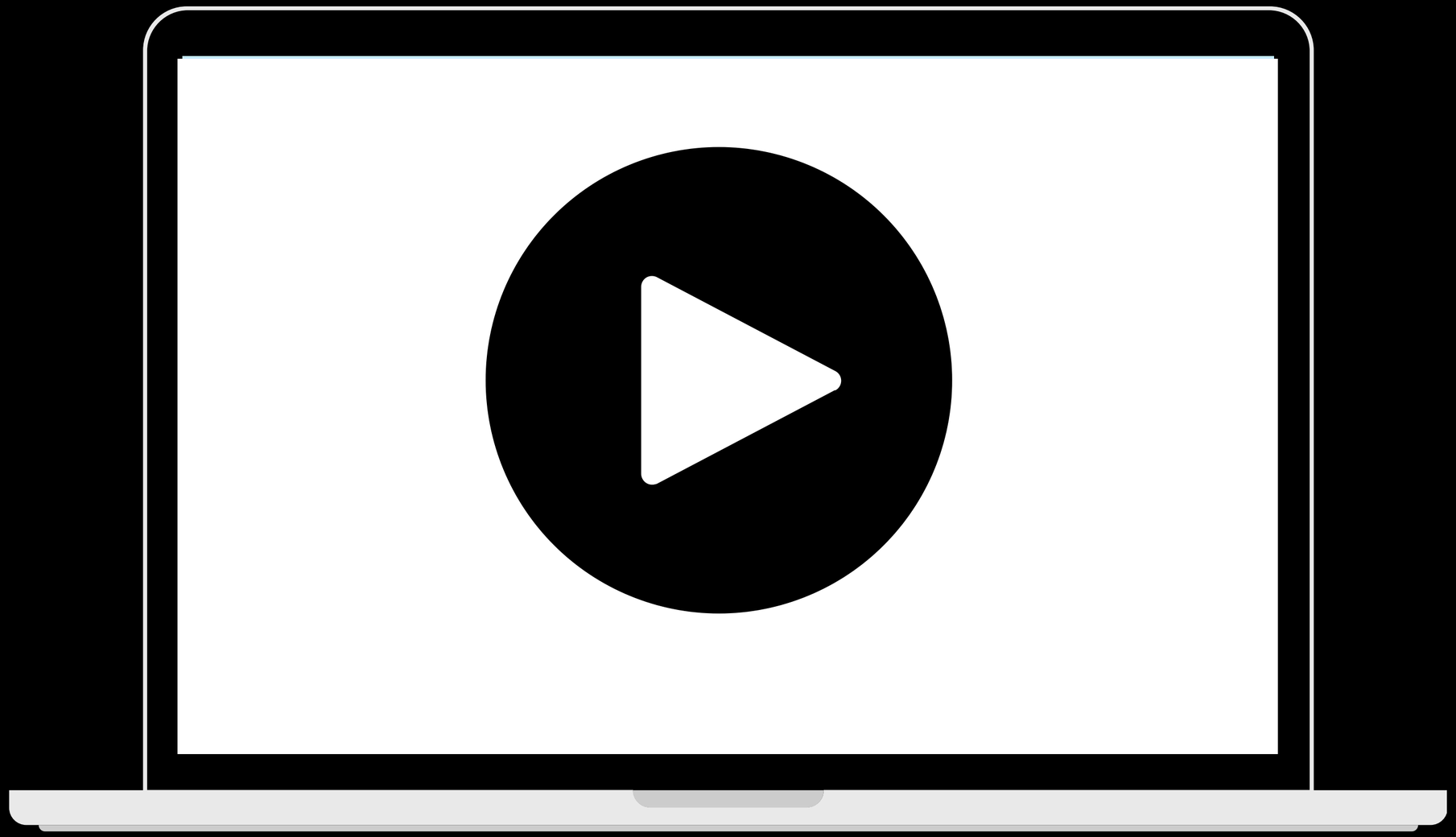


Creative Curiosity



Visual & interactive content

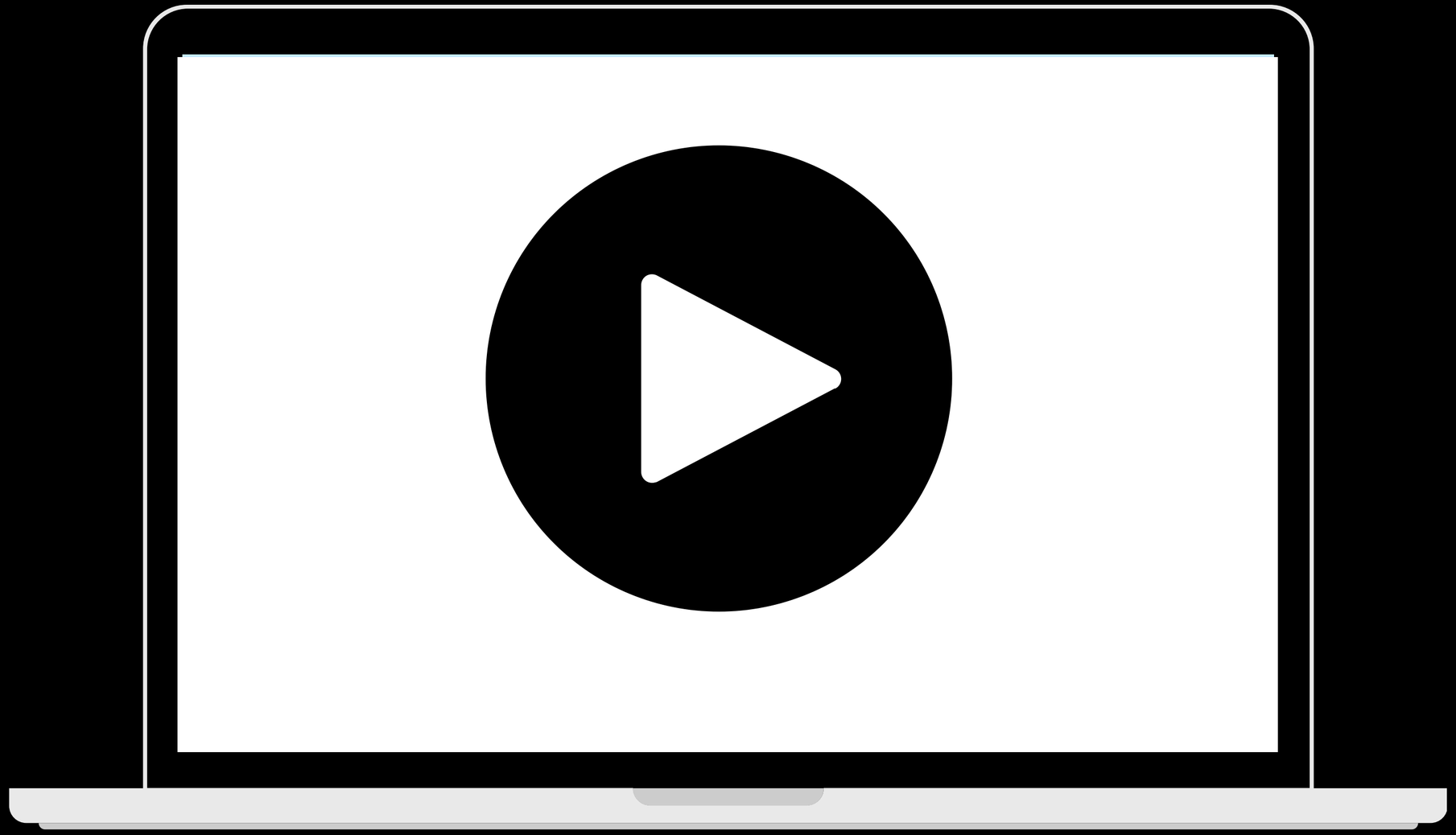
Increase engagement and give your brand a strong identity by investing in rich media.



LIVE Demo

AI & Design Tools

TIME
OPPORTUITY
ACCESS



LIVE Demo

Channels





SOURCE OF TRUTH

Your content ecosystem needs a central destination.

SOCIAL MEDIA CHANNEL TIPS

Get the best out of each social channel by understanding their audience, their strengths, and the types of content they best support.



PAID DIGITAL MEDIA

- Allocating your precious $$$ wisley.
- Be clear on your objectives.
- Check the advertising rules.
- Always test organic post before paid.
- Monitor and adjust.

INSIGHTS & TOOLS

- Each platform has insights with resources to help you interpret data
- Try to look weekly
- Tools available to centralise and manage posts
    - See draft post
    - Schedule in advance
    - See what is resonating

Questions / Support





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