

Your Guide to Social Media

Social Media - Dos & Don'ts

We love that you're sharing all the excitement of supporting Variety - the Children's Charity with your friends but it's important to remember that as supporter you are representing the Variety brand. Our reputation is important to us and we want everyone to remember that at the end of the day it's all about giving Aussie kids a fair go.

DOs



Think

Be conscious of what you are showing and saying



Check

Check the content of photos and posts before uploading



Positivity

Publicise photos that are positive in nature



Permission

Seek permission from all individuals in photos; or their guardian/s when image features kids



Remember

Remember that all of your photos reflect on Variety Queensland

DON'Ts



Offensive Gestures

No offensive hand gestures or language



Be Misleading

Background content that is inappropriate or misleading



Intoxication

Alcohol consumption and smoking



Negativity

No children appearing distressed or upset. No derogatory or offensive comments/captions



Inappropriate Behaviour

Behaviour or costumes considered inappropriate, irresponsible or unsafe

Your Guide to Social Media

Remember to:

include our hashtag in your post #varietyqld and/or #hairwithheart or #capedcrusaders

@ Tag us @varietyqld

That way we can experience all of your wonderful moments as you help give more Aussie kids a fair go!

Here's a good example to get you started:

- ✓ People are smiling, having fun and being positive
- ✓ The post uses hashtags and tags us @varietyqld
- ✓ There is no misleading background content
- ✓ No inappropriate behaviour, gestures or language is being used
- ✓ Permission has been granted from the people featured in the image



Variety Supporter Example

25 March 2019

We're excited to be raising funds in support of @VarietyQLD to help give Aussie kids a fair go!

#varietyqld



Get social with us



@varietyqld

