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

US		
	Think	Be concious of what you are showing and saying
Ø	Check	Check the content of photos and posts before uploading
$\boxed{\bigcirc}$	Positivity	Publicise photos that are positive in nature
	Permission	Seek permission from all individuals in photos; or their guardian/s when image features kids
Q	Remember	Remember that all of your photos reflect on Variety Quensland

D

OON'Ts				
		Offensive Gestures	No offensive hand gestures or language	
	?	Be Misleading	Background content that is inaproppriate or misleading	
		Intoxication	Alcohol consumption and smoking	
		Negativity	No children appearing distressed or upset. No derogatory or offensive comments/captions	

STOP	Inappropriate	Behaviour or costumes considered inappropriate, irresponsible or unsafe
	Behaviour	or unsafe

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Remember to:

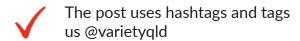
include our hashtag in your post #varietyqld and/or #hairwithheart or #capedcrusaders

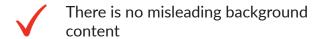
Tag us @varietyqld

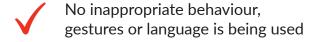
That way we can experience all of your wonderful moments as you help give more Aussie kids a fair go!

Here's a good example to get you started:

People are smiling, having fun and being positive







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