

## Community Event Advertisement for social media policy

Purpose: To outline how to effectively use MEND Community platforms on social media to amplify local, relevant events and MEND working group activities.

### Pre-event

1. Send Design Request Form for event poster, get approval from Juwel/RM
2. In the instance where there is no RM and the poster has already been created, send to Juwel for approval
3. In the instance, where there is a campaign that requires a content plan - speak to RM/Head of Community to liaise with Social Media Coordinator to arrange a meeting

### Distribution (prior to event)

1. Share photos/poster on your own social media for the event and tag @mendcommunity
2. Send your event poster and caption information to your RM to forward to the Social Media Coordinator minimum **3 days** before the event goes live. Make sure the Social Media Coordinator is aware of the location of the event.
3. In the instance where there is no RM, contact the Head of Community to forward your event to the Social Media Coordinator.

### Post-Event

1. Gather testimonials, photos or videos from the event
2. Share photos on your own social media accounts from the event and tag @mendcommunity
3. In the instance where you don't have social media, send it to your RM/Head of Community

### Notes:

- Not every picture sent will be used, and if there are conflicting priorities for the day that content needs to be posted - your request may not be able to be sent out.
- Content will not be required to be posted on every social media platform, unless a special request and rationale provided