



BeachPatrol & Love Our Street



Social Media Guidelines

The purpose of these guidelines is to help group leaders facilitate and manage social media pages. This will ensure our online presence remains in line with Beach Patrol Australia's visions, values and strategic objectives.

Recommended online brand style should be consistently applied across all groups, giving BeachPatrol & Love Our Street a more professional appearance.

Overall - Social media content Do/Do Not

Content to post:

- ✓ Clean-up events, interesting data, interesting people attending, great photos, media coverage etc.
- ✓ Items found during clean ups
- ✓ Positive plastic and recycling policy, news or funding (i.e. CDS or single-use plastic bans, National Plastic Ban)
- ✓ Reducing waste (reduce, reuse and recycle)
- ✓ Local recycling hubs for different items (i.e., batteries recycling at Officeworks)

Content not to post:

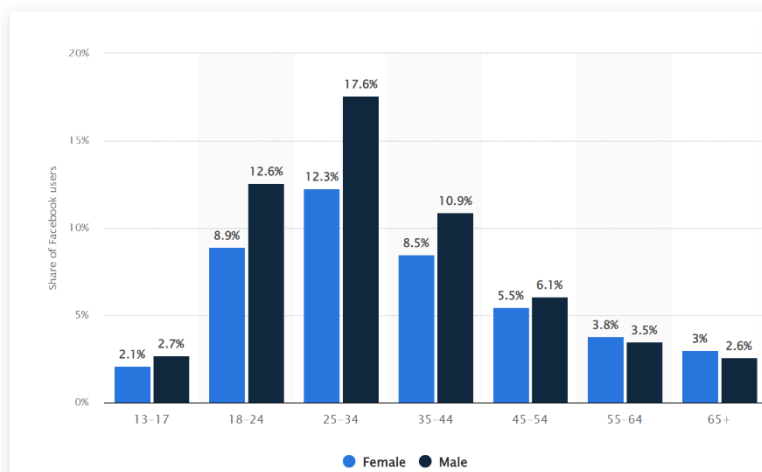
- ✗ Negative, abusive or angry content (including community management)
 - ✗ Using Beach Patrol Australia's brand to drive personal and political agendas - These will be removed by admins / you will be asked to take down.
 - ✗ Posts about causes not aligned to our vision, values and strategic objectives
 - ✗ Stay focussed - posts about other causes may dilute our own message
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- Posts should be optimised to be more appealing, for each social media type (outlined below)
 - Work to a suitable length of text for optimal engagement (outlined below)
 - Always think 'what's in it for me' - go to the heart of Beach Patrol values
 - Keep it positive - people don't want to hear negative stories all the time
 - Don't post people's full names. First names only.
 - Don't post images of children without parent/carer's permission.
 - Always think of what your 'call to action' is to get other people to do something, how can people get involved or what can they do to help?
 - Always tag relevant stakeholders or partners for wider reach and engagement

- Include relevant hashtags (These allow your posts to be quickly found by people searching for these topics)- *this is the opportunity to include Beach Patrols main hashtag based on key objectives? #beachpatrolaustralia, #loveourstreet, #reduceplasticlitter #putitinthebin, #plasticpollution, #oceanplastic etc*

Facebook



Facebook is the main medium we use to engage. It is easy and quick to upload photos, videos and text. BP/LOS has over 55 FB pages with 23,500+ followers which gives us a big presence on that medium and attracts many people to follow other BP/LOS pages.

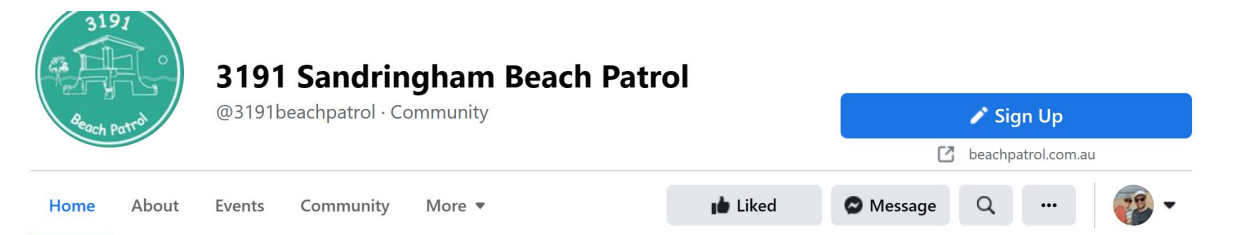


Facebook is the most prevalent social media platform with over 3bn users globally.

22% of Facebook users are aged 18–24, and 21% are 25–34. This means the **majority of users are older than 34 yrs.**

- **Page set up**
 - FB pages can be set up for any group by BP admin. BP admin must be given admin privileges on these pages too as from time to time for big announcements, BP admin will spread this across these pages.
 - It is important to include some key items in BP/LOS FB pages to maximise the ability for volunteers to engage:

Use the large **Sign Up** button and link it to the [registration page](#) on the BPA website.



 <http://beachpatrol.com.au/>

 Very responsive to messages
[Send message](#) 

 3191@beachpatrol.com.au

 [Community](#) · [Environmental conservation organisation](#) · [Charitable organisation](#)

 [3191beachpatrol](#)

Ensure all **contact details** are complete, correct and up to date. If you have an Instagram account, include it here as well.

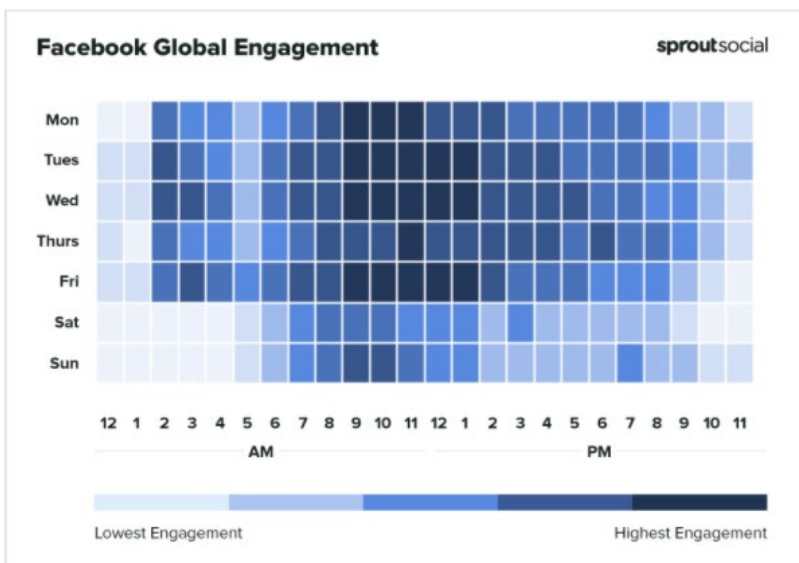
- **FB Groups**

- FB Groups are not preferred for use – they are not as visible and have different functionality to pages. If a FB Group has been set up for a particular reason, there should always be a FB Page set up as well.

- **Posts**

- Upload video content directly to Facebook - not copy-and-pasting a link from YouTube video/channel
- Photos and video content is best on Facebook - the type of images you post make a massive difference in terms of the number of readers.
- Keep your text copy short. The suggested Facebook post length is around 50 characters (or fewer), which tends to get the most engagement.
- Tap into the best post times as indicated in the chart below to when most people are reading posts

Note: Meta Business Suite contains a scheduling function for Facebook and Instagram posts. For example, you can schedule a reminder post to be put up for the day before or morning of a clean event. Scheduling allows you to plan your posts in advance, in one sitting. [Learn more.](#)



- **Events**

- Use Facebook events to publicize your next clean up. This enables volunteers to join the event, see the details and receive notifications.
- Volunteers can add events to their calendars (e.g Outlook, Google) and can post questions in the event's Discussion section.

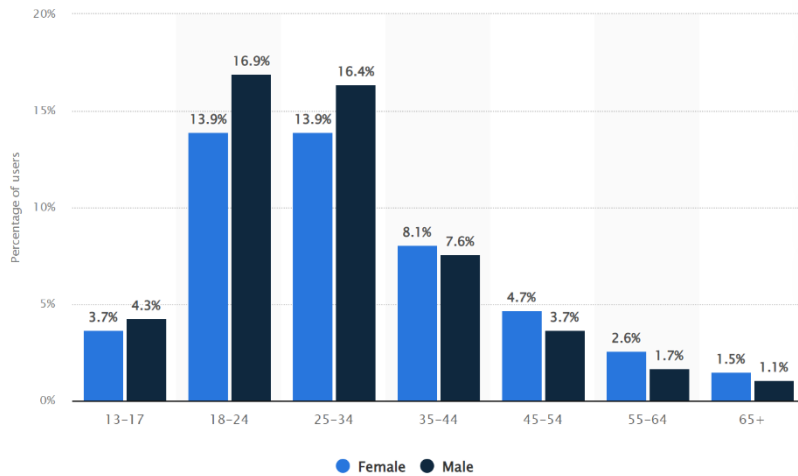
Visit [Facebook help](#) for detailed instructions and support.

Instagram



Instagram is an increasingly popular social media platform. We have over 28 BP/LOS profiles with 4,000+ followers. It is a highly visual platform where video and photo content is most widely used.

Instagram has approximately 1.5bn global users, far fewer than Facebook. Both are owned by Meta, which enables us to create content that can be easily shared on both platforms simultaneously.



Despite having lower overall users, Instagram is very popular with the younger generations. **60% of Instagram users are between 18-34 years old.**

- **Profile set up**

- Instagram profiles/accounts do not operate in the same way as FB pages. Instagram accounts have a username and password for the owner and it is not possible to add someone else as an admin.
- Profiles for BP/LOS groups should be set up as Professional accounts instead of Personal.
- Instagram does not enable you to post clickable weblinks in posts or comments. Ensure you use the Link in Bio functionality to include a link to the BeachPatrol website, your FB page or best of all use [Linktree](#). This free tool enables multiple weblinks to be housed in a single location.



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Edit Profile

Ad tools



79 posts

190 followers

61 following

3191 Beach Patrol

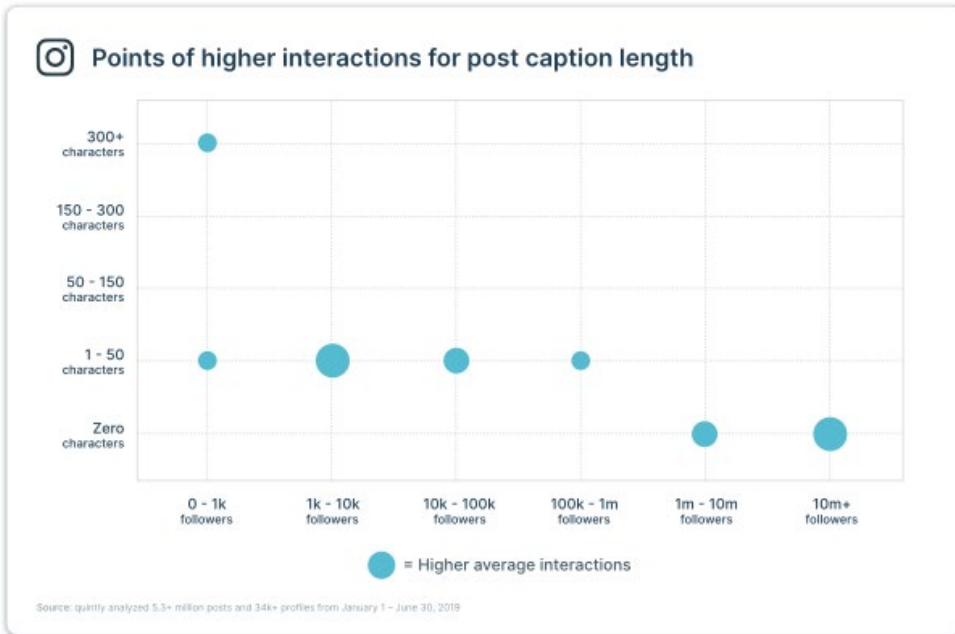
Community

3191 Beach Patrol is a friendly volunteer beach-cleaning group, based in Sandringham VIC. We meet on the last Sunday of each month.

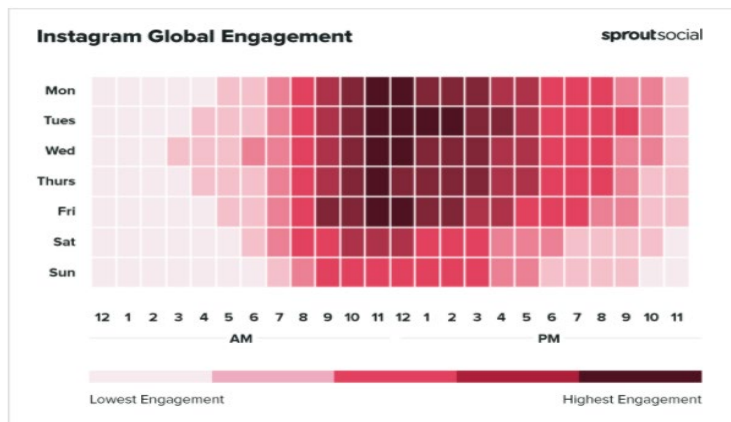
linktr.ee/3191BeachPatrol

- **Posts**

- Again – *Instagram does not enable you to include clickable weblinks in posts or comments.* Read the section below on Stories to learn about weblinks.
- Focus on people-centric content - it is still first and foremost a place to share experiences.
- The popularity of selfies on Instagram speaks for itself, as do photos and pictures of people in real-world settings. I.e. people filming themselves while doing street cleans.
- Tag locations of cleans where you can
- Keep your text copy short. The suggested Instagram post length is around 50 characters (or fewer), which tends to get the most engagement.



1. Tap into perfect post times as indicated by the below chart, which is similar to the Facebook times



- **Reminders**

- Instagram does not have specific Events feature like Facebook. However it is possible to add Reminders to posts. This will enable volunteers to receive notifications about upcoming clean up events. [Learn more.](#)

- **Reels**

- Instagram Reels are short-form Instagram videos that can be up to 90 seconds long. Reels can be created and edited within Instagram (or Facebook) or you can create your content separately and upload to Instagram. [Learn more.](#)

Facebook/Instagram stories are different to posts.

- Stories disappear after 24 hours
- Stories are by far Instagram's most popular feature and great for behind-the-scenes content.
- Great to include hashtags
- Recommend creating an Instagram Highlight which stays visible on your profile until you remove it. [Learn more.](#)
- Importantly, Stories enable you to include clickable weblinks using Stickers. On Instagram, this is the only way add links. [Learn more.](#)

Visit [Instagram help](#) for detailed instructions and support.

If you are keen to produce professional looking social media graphics with a consistent look and feel, consider trying [Canva](#). This platform has prebuilt templates and creates content with the correct dimensions for use in Facebook/Instagram covers, posts, stories, reels etc.

Twitter

In general BP does not use Twitter. This platform is more used by high profile people making a statement. However, if you have a following on it then go ahead and keep using it.

Twitter is one of the top platforms to keep up with the latest big trends and conversations. Make sure you use a tone that aligns with BeachPatrol brand voice and personality (not personal voice)

Twitter top 10 tips:

1. Tweet frequently
2. Post visual content
3. Utilize hashtags
4. Become part of a Twitter community
5. Engage with replies, Retweets and tags
6. Publish (and comment on) Twitter threads
7. Create an inviting profile
8. Participate in Twitter chats
9. Draw in followers outside of Twitter
10. Optimise your post timing

There are lots of online resources available to help you with your social media knowledge. **For more information on social media platforms [learn more here](#).**