



# Social Media Activation Strategy and Action Plan 2022-2025

LITCHFIELD  
COUNCIL



# INTRODUCTION

## WHAT

The **Litchfield Council Social Media Activation Strategy 2022 - 2025** guides Council on how it communicates through social media around high value topics. Communication and engagement with the community through social media aims to:

- Inform the community of Council's actions and activities
- Promote Council events, and community activities
- Demonstrate the Council's relationships with community organisations
- Provide a platform where the community can communicate with the Council on issues that are of concern to them.

## WHY

It is important for Council to engage with the community in a timely manner, to create awareness, inform and strengthen the community and encourage the use of services and facilities. It is essential that the community have a consistent, accurate and reliable single source of truth for Litchfield Council related topics.

## HOW

The implementation of the Social Media Activation Strategy and Action Plan will be guided through the development of a content framework, calendar of annual events and sound key messaging using clear and relatable language.

# OBJECTIVES

Council is committed to open and transparent regular communications with our community. The community rely on Council's communications to be kept informed and abreast of Council decisions, services and activities.

## This Strategy has the following objectives:

- 1** Increased awareness of Councils services, facilities and activities
- 2** Strengthened reputation through transparent and open communications
- 3** Enhanced Council presence in the community through regular interaction
- 4** Delivery of community service announcements that are timely.

# PRIORITIES

Through the **Social Media Activation Strategy and Action Plan**, Litchfield Council will continue to enhance communications and improve social media presence to encourage community participation and build reputation in the community.

Collaboration and inclusion

Meaningful participation and change

Respect

## SOCIAL MEDIA ACTIVATION ACTION PLAN

Community Need	Definition	How we achieve it	Content Strategy
<b>Collaboration and inclusion</b>	A large part of community development revolves around two major values: group inclusion and collaboration.	<b>Collaboration and inclusion - Sharing positive stories of people within the community. Share our passion for the community.</b>	Community heroes Positive community contributions i.e., the projects that people are using the community grants for
<b>Meaningful participation and change</b>	It's essential to understand that your participation is needed for a greater purpose. Your contributions have significant meaning and value as you move your community towards change.	<b>Use the platform to ask for feedback and opinion.</b>	Tell the community about changes that are happening, so they feel a part of the process  E.g., if you're fixing potholes, ask the community to nominate any dangerous potholes they know of  "Have your say on how Litchfield can be more green/sustainable"
<b>Respect</b>	Respect for your community and others is so important in this process. Without it, the change that's needed will not be possible. Focusing on solidarity and being respectful of others is a large part of the process.	<b>Share stories of people within your community, activities that the community is proud of.</b>	Legends of Litchfield/Citizen of the Year End of year school concerts - proud of Litchfield community and children When Litchfield residents are given Australians are Australian citizenship Litchfield Art Exhibition Volunteer fires keeping the community safe



# SOCIAL MEDIA ACTIVATION ACTION PLAN

Strength-based  
assets

Integrity

Hope

Community Need	Definition	How we achieve it	Content Strategy
<b>Strength-based assets</b>	A goal of community development is to strengthen the overall strength of the community and its residents.	<b>Share the development of physical assets that display the community growing and prospering.</b>	Development of Mira Square Rec Reserve - Show families enjoying the space New playgrounds Mango farms flourishing in the wet season
<b>Integrity</b>	No good work can be accomplished without integrity. We need honest, dutiful people who value their community and actively seek out positive change for everyone.	<b>Share Council activities, be open and transparent around processes.</b>	Explain what services/ projects rates are being used for Livestream Council meetings for transparency Meet your new council
<b>Hope</b>	There's no more important quality for community development than hope. Change starts with individuals, then it grows as we work together with hope for a better, more fruitful future.	<b>Share future plans and visions</b>	Tell the community about projects that are going to improve the lives of Litchfield residents: <ul style="list-style-type: none"> <li>• \$200k project to build new bike paths</li> <li>• Events i.e., Aust Day event - celebrate everything that's great about Litchfield</li> <li>• Show the community collaborating and helping one another</li> </ul>

