
How to use the Be Connected Social Media Campaign Videos

In response to the COVID-19 pandemic, Good Things Foundation launched a facebook ad campaign to raise awareness of the importance of building digital skills to help older Australians deal with the challenges of lockdowns and social isolation. The campaign highlights how the Be Connected program can help people to gain these skills for free.

Two versions of the campaign were created and tested, 'Celebrating Digital Wins' and 'Avoiding Risk', with different ones now being used in different states so they are as relevant as possible to the people living there.

The campaign directs people to the [Be Connected learner website](#). The learner website encourages people to make contact with a local Network Partner. The videos used in the campaign are now available for you to use on your own social media accounts, along with a message in your social media post featuring your organisation's contact details and a link to your own website - see the sample messages below.

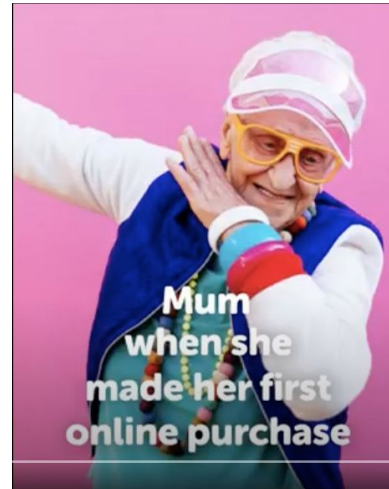
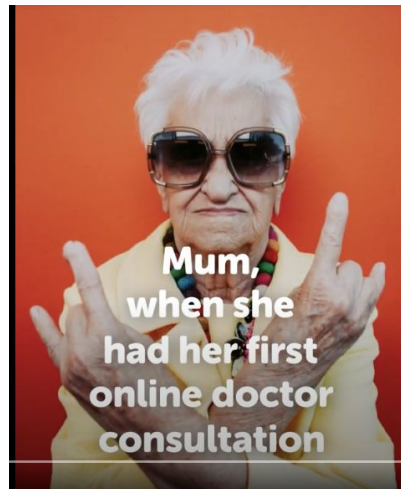
All States & Territories (except Victoria)

The 'Celebrating Digital Wins' ads are now running across the country, except in Victoria.

The campaign's videos are available for you to use on your organisation's social media accounts. There are 3 different videos that you can pick and choose from, or run all 3 over the coming weeks.

You can download each from the Marketing and Engagement section of the Be Connected Training and Resources page on the [Be Connected Network partner site](#).

The three videos for the 'Celebrating Digital Wins' version are:



Victoria

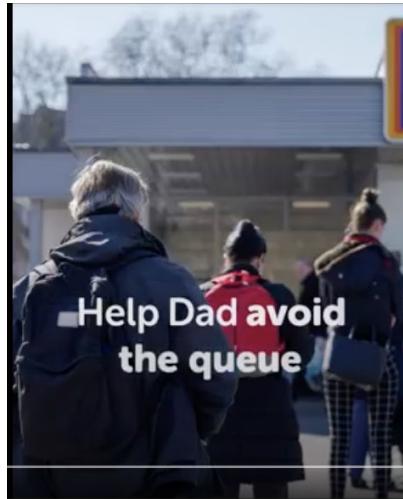
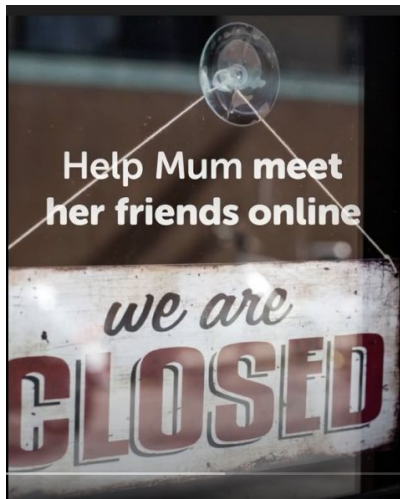
With Victoria still seeing a spike in COVID-19 cases in late June/early July, Good Things Foundation has continued to run the 'Avoid Risk', themed videos in our facebook campaign in that state, as it's message relates more closely to these challenges.

We encourage Victorian Network Partners to use the 'Avoid Risk' themed videos while the spike in cases continues, and lockdowns are reimplemented on your social media accounts.

There are 2 different videos that you can pick and choose from, or run both over the coming weeks. You can download them from the Marketing and Engagement section of the Be Connected Training and Resources page on the [Be Connected Network partner site](#).

Once cases are under control in Victoria, Good Things Foundation may switch our facebook campaign in Victoria over to the 'Celebrating Digital Wins' videos above, which are running in all other states and you may like to do the same.

The two videos for the 'Avoid Risk' version are:



Sample facebook post messages

Feel free to create your own post that will resonate with your community, but here are a couple of examples to get you started.

Don't forget to include your centre's contact details in the sections we have identified using [brackets].

For organisations delivering Be Connected programs digitally:

Learning new digital skills is more important than ever.

The team at [Local Area Community Centre] are delivering Be Connected sessions for older Australians digitally on Zoom.

Talk to us today about getting involved - call [02 9400 0000] or visit our website [www.localareacolleges.com.au]

For organisations delivering Be Connected in face-to-face sessions:

Learning new digital skills is more important than ever.

The team at [Local Area Community Centre] is open and delivering Be Connected sessions for older Australians, with social distancing measures in place.

Talk to us today about getting involved - call [02 9400 0000] or visit our website [www.localareacolleges.com.au]

For organisations not yet reopen for Be Connected sessions:

Learning new digital skills is more important than ever. Be Connected provides free help to get older Australians started. Visit

<https://beconnected.esafety.gov.au/> to find out more.

Need more support?

If you have any questions about these videos, the facebook campaign Good Things Foundation is running, or any other queries, contact the Network Partner Helpline on (02) 9051 9292 or email connect@goodthingsfoundation.org. Our helpline is open Monday - Friday: 9am - 5pm (AEST).