

## Promote Digital Sisters on your social media channels and other communications platforms

Use all the platforms you have available to let everyone know that you are participating in the Digital Sisters program and highlight the impact this program has had on your community. This will help advocate for the program to be re-funded and extended, and it's also a good way to find new learners to attend your sessions.

Adjust your message and images to the platforms you are using. For example, when you post on Facebook, the text has to be fun, informative and focused on program participants. On the other hand, LinkedIn has a more professional focus, and you can showcase the impact of the program and share why it's important for your organisation.

When posting on your social media channels please remember to tag us and also share your posts in the [Network Partner Facebook Group](#). We will comment and share your post. You can find us on every platform as "Good Things Australia".

Other tips, ideas and content for your social media posts:

### **1. Share graphics and session information**

This will not only help you find participants but will also help you show that you are hosting free sessions to support migrant and refugee women.

Add all the relevant information, including what, when and where. Don't forget to add a call to action (Register here! Or come to our session!) and add some clear

examples of what people can learn in a session (come and learn how to use your phone, come and learn how to find jobs online).

**Tip:** Add some key information in the graphic/image, but do not overfill the space. You can add the rest of the details in the copy/text of the post.

**Tip:** [We have social media tiles available that you can download and use for free.](#) You can add your logo and information in the image or just in the copy. We have different options and formats you can choose.

**Social Media text you can use** (copy and paste it and adapt it to your own style. Replace the text in the [ ] with your session information):

*Join us this [Add day, date and time] to learn how to use the internet in a safer way and how it can help you find a new job [You can add any other skill you feel it's important for your community, like helping your kids with their homework, connect with your family overseas, etc]*

*These sessions are FREE and part of the Digital Sisters program. Refugee and Migrant women of all ages are welcome. It doesn't matter how much you know or don't know about how to use a computer or smartphone, our friendly staff [volunteers or mentors] will help you.*

*[Add details if registration is required] We are excited to see you soon! Don't miss this session [Add date and time again].*

## **2. Share pictures of your sessions**

Ask your participants for their consent and take some pictures of the session. If your learners don't want to be on camera, you can take photos of their backs or hands using a device or your resources. This helps you show what you are doing, talk about how your session went, and motivate other participants.

**Tip:** Add a quote from a learner, mentor or program manager to showcase the impact of the program. That will make it real, and you can show its importance with an example.

**Tip:** You can change the learner's name if they don't want to be identified or you can say 'a Digital Sisters Program participant' to protect their identity.

**Social Media text you can use** (copy and paste it and adapt it to your own style. Replace the text in the [ ] with your session information):

*What an amazing Digital Sisters session we just had. [Add number of participants] women in our community were part of a fun and free session where they learnt about [add details of what you learn].*

*Learning how to use smartphones and computers safely and confidently helps you be more connected with others and find new and exciting opportunities. Are you looking for help too? Join our next session [add details, or if you are not hosting a session, add the link to [our free resources](#)].*

### **3. Use our program graphics to talk about why this program is important in your community**

Let people know that you are part of the Digital Sisters program and why this program is important for women in your community. You can include details about how many sessions you have had or how many people you have supported, as well as a quote from a learner or a digital mentor.

[Use the images we have available](#), or create your own. You can also use photos of a session or a quote from a learner. The main focus here is to let people know that you are part of the Digital Sisters program and its importance. You can tag some local authorities, us, and other relevant accounts to make sure you have visibility.

**Social Media text you can use** (copy and paste it and adapt it to your own style. Replace the text in the [ ] with your session information):

*We are proudly part of the Digital Sisters program, supporting refugee and migrant women in our community with digital skills so they can feel safer and more confident online.*

*We have seen the positive impact this program has had on the participants, helping them feel more connected with their families overseas, being able to help their kids with their homework and creating resumes to find new job opportunities.*

*One of our learners commented [add a quote of a learner]. If you want to learn more about this program, check out the Good Things website <https://goodthingsaustralia.org/our-programs/digital-sisters/>*

#### **4. Think about other communications channels and opportunities to talk about Digital Sisters:**

There are lots of ways that you can let people know about your organisation and the programs you run. Do you have a local radio or TV station? Have you got a local Facebook page? Is there a local Chamber of Commerce? Are there other organisations and businesses that would be happy to spread the word?

We encourage you to have as many conversations as you can, so that we can get this important Digital Sisters program re-funded and extended.