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# Visibility Frameworks for Social Media

[www.claudinethorntoncreative.com.au](http://www.claudinethorntoncreative.com.au) | 0488 151 778 | [hello@claudinethorntoncreative.com.au](mailto:hello@claudinethorntoncreative.com.au)

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Yamgura (hello) 🖐️



# Visibility Framework Elements

What enhances visibility on Social Media




# Visibility through Branding

Seeing Ourselves  
Our values or  
A credible source.

## 1. Deadly Branding

- ★ Culturally inclusive Artwork
- ★ Consistent style, colours or graphics  
**across all touchpoints.**
- ★ Ambassadors Sporting, celebrity
- ★ Ambassadors Locals, Elders
- ★ Ambassadors Ex-Smokers
- ★ Mascots
- ★ Merchandise / incentives





**WORLD NO TOBACCO DAY**

**LIVE PODCAST**  
10AM | MONDAY 31 MAY

**Deadly Choices**  
A DEADLY CHOICE IS A HEALTHY CHOICE

**deadlychoices** • To celebrate World No Tobacco Day we're going LIVE on Facebook Monday, 31 May! Tune into our podcast from 10am, where we'll be yarning with our DC Ambassadors, sporting partners, DC teams across Australia, @iuh clinic professionals, Quitline, community and other special guests. We'll even top it all off with trivia and prizes including tickets to State of Origin Round 2! Who will be tuning in?


If you can't make our online event, find out if there is a local event near you via the link in our bio.

#committoquit

4d

**Deadly Choices**  
Sponsored


Your local health clinic can help you quit the smokes, get healthy, support your mob & make Deadly Choices.



PROTECT YOUR FAMILY  
PROTECT YOUR COMMUNITY

DEADLYCHOICES  
Click the link for...

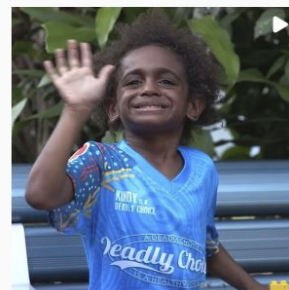
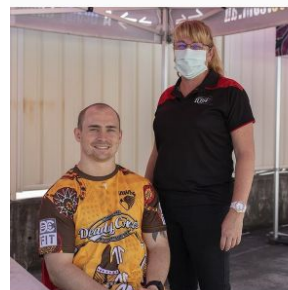
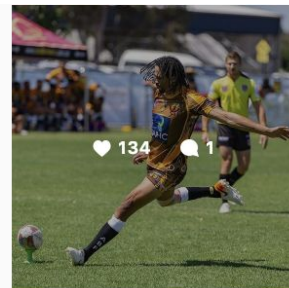
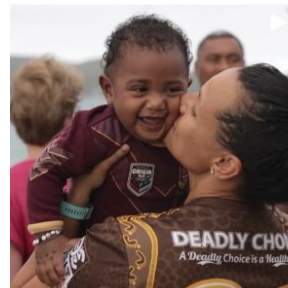
Learn More



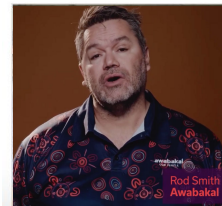
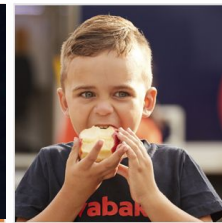
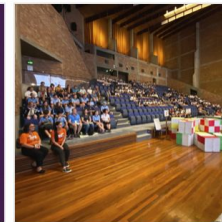
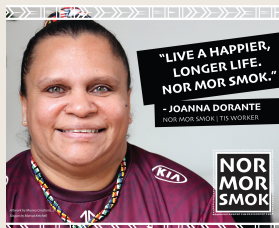
DEADLYCHOICES  
Phone to book your...

Learn More

See Ad Details







Nicotine Replacement Therapy Sample Packs



# Visual cues for Captions.

Seeing **Ourselves**  
**Our values** or  
**A credible source.**

## 2. Visual cues

*Trends - Unicode*

Emoji's 

GIF's

Social Stickers

Language

Identifiable Colours

C.x





**Koori Quitline**

Sponsored

Healthy binji, healthy boori! ❤️💛💚

Lead the way for a smoke-free future with support from the Quitline.

Call 13 7848 and ask to speak to an Aboriginal Advisor.



[HTTPS://WWW.ICANQUIT.COM.AU/REASONS-TO-QUIT/SMOKIN...](https://www.icanquit.com.au/reasons-to-quit/smokin...)

Lead the way.

Quit smoking support is only a click away.  
Visit [iCanQuit.com.au](https://www.icanquit.com.au) to access a host of...

Learn More

This ad has multiple versions.



**Koori Quitline**

Sponsored

*"Yeh, some of my friends at school have offered me smokes.  
Sometimes it's hard to not give in and try one, but I just tell them it's  
not my thing." -- Chanelle, 15*

Choose to be different, say "No, it's not my thing."

Message the Quitline team if you need support with a call back



Quit smoking support is only a click away. Visit [iCanQuit.com.au](https://www.icanquit.com.au) to acce...

Send Message



**Koori Quitline**

Sponsored ·

When you quit smoking, you care for yourself, as you would care for country. ❤️💛💚

You give the gift of better health for YOU...your kids & our mob!

The Quitline is a confidential phone service available 7 days/week - 7... **See More**



C.x

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**Be discoverable.**

3. **#Hashtags**
4. **Community engagement**



# Amplify Visibility

## 5. Boosted & Paid Ads



Active

Started running on May 20, 2021

ID: 208114401275907

...


Many Rivers

Sponsored

#DidYouKnow that 32% of small businesses that Many Rivers supports are #Indigenous?

Our Many Rivers coaches will be with you every step of the road, not matter where your journey takes you.

From small loans to kick start your journey, to advice on...



MANYRIVERS.ORG.AU

Free Small Business Support

For people with no or low income

Learn More

See Ad Details

Active

Started running on May 20, 2021

ID: 54077443998644

...

Many Rivers

Sponsored

#DidYouKnow that 32% of small businesses that Many Rivers supports are #Indigenous?

Our Many Rivers coaches will be with you every step of the road, not matter where your journey takes you.

From small loans to kick start your journey, to advice on...




Free Small Business...

Learn More

See Ad Details

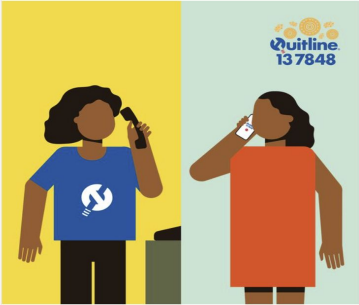
About the Ad

Aboriginal Quitline

Sponsored

ID: 523982048796116

Ready to have a yarn about quitting smoking? Aboriginal Quitline are here to support our mob to live smoke-free. Call 13 7848



QUIT.ORG.AU

Call Quitline 13 7848

Learn More

Active

Started running on Apr 12, 2021

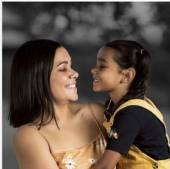

ID: 133550392069215

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Give Up Smokes

Sponsored

Quit smoking and live for the moments

Quit smoking...

Learn More

Quit smoking...

Learn More

giveupsmokes.com.au

giveupsmokes.com.au

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Active

Started running on Mar 31, 2021


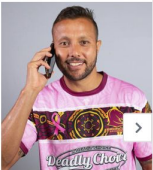
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Deadly Choices

Sponsored

Your local health clinic can help you quit the smokes, get healthy, support your mob & make Deadly Choices.

DEADLYCHOICES

Click the link for...

Learn More

DEADLYCHOICES

Phone to book your...

Learn More

See Ad Details

About the Ad

Butt Out Boondah

Sponsored

ID: 340242790782349

Butt Out Boondah has launched a suite of new education programs!

These programs help our People living within the Queanbeyan, Yass, Cooma and Goulburn regions to quit smoking for good.

Head to our website to learn more.



GRH.ORG.AU

Butt Out Boondah » Grand Pacific Health

The Butt out Boondah Program is funded by a regional grant as a part of the National Tackling...

Learn More

<https://www.facebook.com/ads/library>



Let's yarn  
Metrics that matter.



# The Metrics that matter.

## Community Growth

Followers and Fans

## Reach

Reach / Impressions

Impact / Awareness

## Engagement

Likes, comments, saves, shares

Clicks, hashtags

## Sentiment

Positive

Negative

Neutral

## Intent & Conversions

Website Clicks

Profile visits

Event registrations

Direct Message (DM's)



# Let's yarn

## Focussing on attitudes



Contemplating  
Quitting



Stuck in her ways



Desperate to quit



Relapsed

## Meet Claire

High confidence & low confidence attitudes.





# Growth objective

## CTA's for Claire

### examples;

Like our page to win  
Follow to stay connected  
Show your support  
Share with a friend who needs to join too  
Register today  
Link in the bio  
Head over to our profile and click the link to\_\_\_  
Stay connected online with a community who support you



# Workshop 20 mins

As a team or individual; Create a social media post CTA for Contemplating Claire

1. Call to action Either Engagement or growth 2 mins

2. Focus attitude for caption I plan to quit next week 5 mins

3. Create a visual  
(image or video) 8 mins

Upload it  
(link provided after exercise) 3 mins



Q's?



# Digital goodie Bag

Useful **FREE** resources

**Facebook Blueprint -**

<https://www.facebook.com/business/learn>

**Facebook ads library** <https://www.facebook.com/ads/library>

**Facebook creative studio** - free scheduler

**GIF'S** - <https://giphy.com/search/black-comedy>

**Social Stickers** - search ngarli creative & deadly choices

**Create Meme's, closed captions, audiograms -**

<https://www.headliner.app>

**Video editor for social** - InShot Editor





# Post Objectives

**Passive captions** no 'call to action'

Low ask

**Active captions** direct ask for an action  
or super relative

## Smaller ask engagement ;

Double tap if you agree

On a scale of 😞 to 😊 where are you

On a scale of 😞 1-5 😊

Like our page to...

Save this post for later

Share with a friend who needs to hear this

Going / Interested (event registrations)

Swipe up to see more

Drop a 👊 if you are ...

## Bigger ask comment;

What about you, any\_\_\_\_\_?

Tell us how you\_\_\_\_\_?

Would you rather....

\_\_\_\_\_ or \_\_\_\_\_?

Register for a quit kit

Drop a 😊 and we will send you more info

If you had a magic wand, what would you wish for your right now?

C.x

# Creating Visuals **quickly.** **For Claire**

Scroll your camera roll  
Pamphlets  
Merchandise  
Posters  
Talk to camera - Video  
In-Person & Behind the Scenes (BTS)  
Insta Walls & Billboards  
Share other content  
Colours  
Quick talk to camera, interview someone  
Selfy  
Stock image (not always recommended)



# Workshop Upload link -

<https://padlet.com/CTCreative/2e1qnmwdvfk1sfme>

