



# USING SOCIAL MEDIA TO SPREAD TIS MESSAGES!



# WHY USE SOCIAL MEDIA?

- Accessible
- Widely used by the public - tapping into existing active audiences
- Cheaper than traditional advertising
- Allows TIS teams to build trust through consistent messaging
- Has the opportunity to go further (virality, tags, sharing)

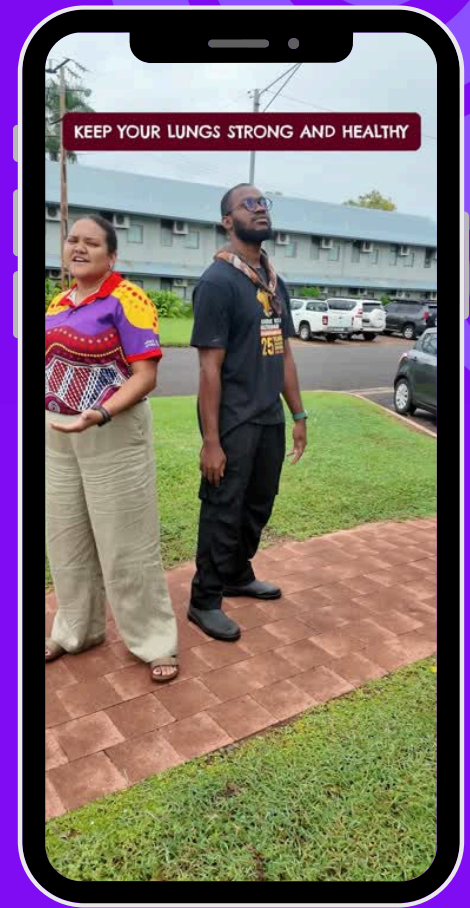
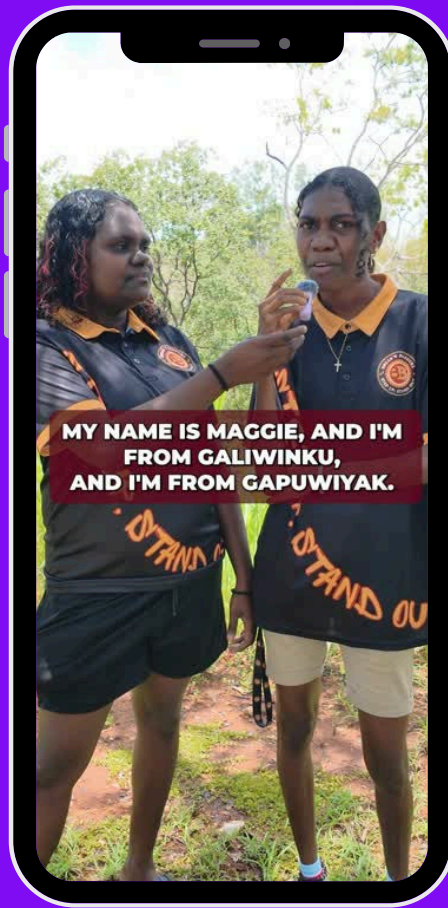
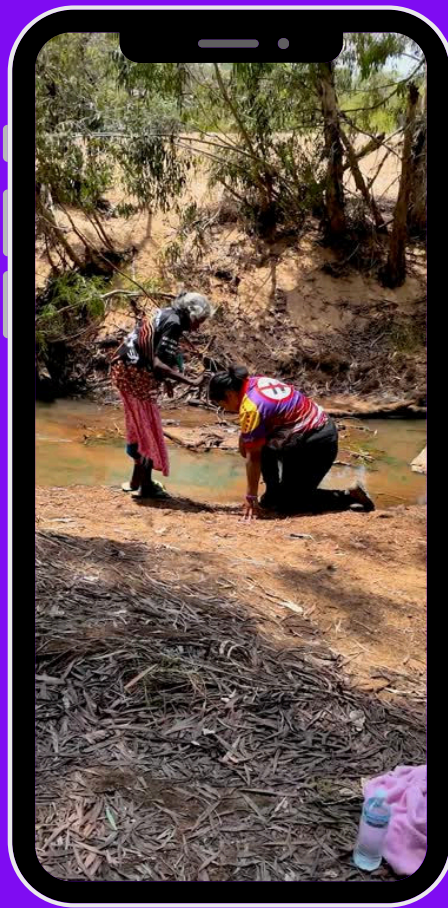
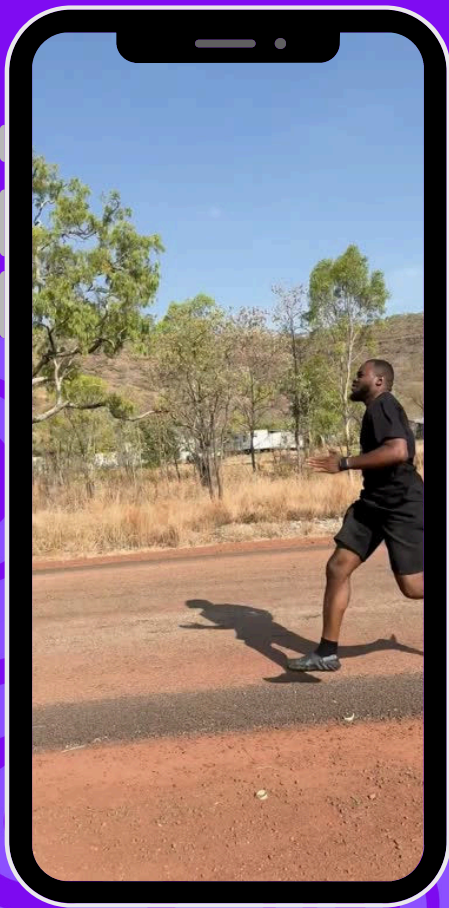


# BEST TYPES OF CONTENT THAT CONNECT

- Short form videos (Instagram Reels, TikToks)
- Community centred stories
- Localised photos and videos (unique landscapes, weather, local jokes)
- Behind the scenes - (meet the team, day in the life)
- Entertaining formats - trends, memes
- Everyday relevant content - vlogs
- Event coverage
- Content with a clear call to action



# CONTENT THAT CONNECTED FOR US



# PLANNING YOUR CONTENT



## Ongoing content

- Research trends
- Replicate what other people are doing successfully in the TIS space
- Bookmark/save inspiration posts
- Write down all your ideas immediately (phone notes)
- Create a content plan each month (include significant dates)
- Write out scripts/overviews

## Events coverage

- Write a list of content you want to capture (photos, videos)

# CAPTURING YOUR CONTENT

- Capture a mix of photo and videos (portrait & landscape)
- Capture candid photos & group photos
- Interview people (community, staff, medical experts)
- Make sure your subject is clear and well lit
- Ask for consent - explain your vision

*Note - Having your content plan before filming helps to streamline this process.*



# TAKING PHOTOS & VIDEOS

## Photo tips

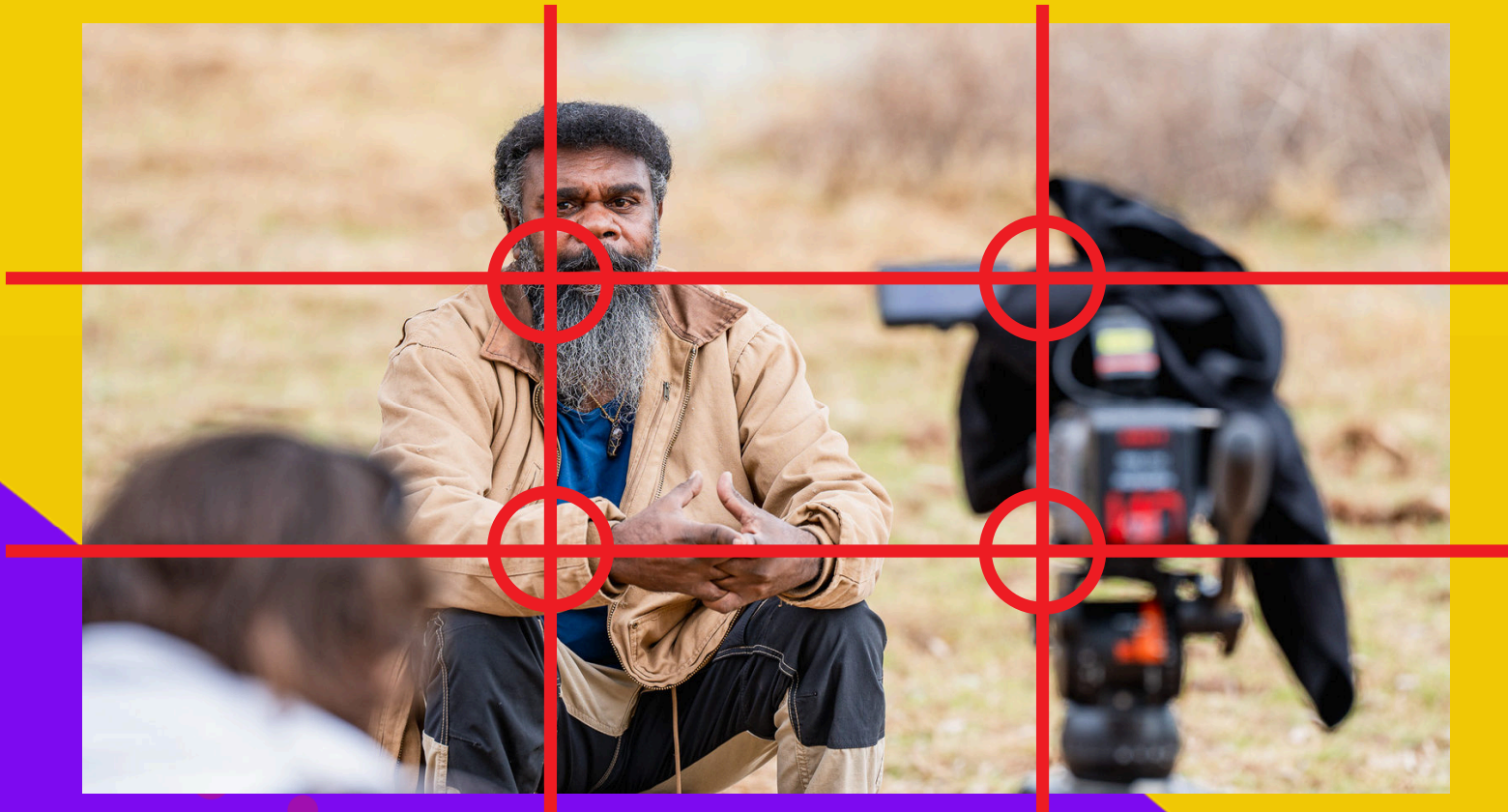
- Rule of thirds
- Find interesting angles

## Video tips

- Film B-Roll clips (landscapes, people doing activities, wildlife)
- Plan out what shots you want to capture
- Film shorter clips with more variety
- Invest in a portable microphone



# RULE OF THIRDS



# LIGHTING

- Avoid direct sunlight from 10am - 3pm
- Golden hour (Sunrise & Sunset)
- Look for even, diffused light
- Avoid overhead lighting (fluroscent lighting especially!!)
- Shady trees can provide good even lighting



# EDITING

- Use programs like Canva and CapCut (Adobe for advanced users)
- Add captions to videos
- Edit your photos - increase brightness and saturation (ONLY A TINY BIT!)
- Add B-Roll to your videos
- Add your branding elements



# POSTING

## Captions

- Start with the main point in the first line - make it engaging
- Keep it simple
- Make it relatable - tell people why your message matters to them
- Provide a clear call to action - what do you want people to do?
- Use relevant hashtags sparingly
- Tag relevant stakeholder
- Add a location - geotag



# POSTING YOUR CONTENT

## Scheduling and posting

- Schedule your content in advance with tools like Meta Business Suite, Hootsuite, Buffer
- Post when your audience is most active
- Setup an approval process that works for your team - nothing too complex
- Monitor comments when the post goes live



# KEY TIPS

- Reuse content that does well
- Create templates, brand kits
- Share the job of capturing content across the team
- Create a realistic posting schedule
- Get into the habit of capturing every little moment of your TIS work
- Experiment with your content until you hit a sweet spot, then repeat



**THANKS FOR LISTENING!**  
**ANY QUESTIONS?**



Scan the QR code  
check out our  
socials!

