SAcommunity Social Media Process

Volunteer

Research - Select Organisation & Event

Visit SAcommunity Community Events
Blog https://sacommunity.org/blog or
thesaurus https://sacommunity.org/thesaurus/13396-Community_Events

Visit Govt Special Dates & Events
https://www.australia.gov.au/about-australia/special-dates-and-events

End
Collect & Store Feedback

Coordinator

Gain Approval
(Must be of Community Benefit
A Not-for-Profit or Charity
Not religious/political)

Try Again ☺

Editing

Editing/Adding

YES

Volunteer

Update Organisation
on SAcommunity

Call Organisation for
best media contact by
Phone/ Email

Register Plans for
Organisation/Event in
Volunteer Planner

Email Coordinator

Email Volunteer

Add to SAcommunity Twitter
(scheduled)

Send Standard
Media Thank you
Email with Links

CC Coordinator

Media Article +
Images

Send Media Article
+ Images

CC Coordinator

Add to SAcommunity Facebook
(scheduled)

Email | Phone

Send Standard
Media Email
(Large / Small
Enterprise)

CC Coordinator

Deliver Media
Script (Offer Email
or Interview)

Writes Media Article
+ Social Media Leads

Edits/Prepares Image

Add to SAcommunity eNews
(scheduled)

Mark
Media
Releases in
Email
Folder &
Volunteer
Planner as
Complete

Email &
Request Image/Photo

Undertake Interview /
Make Interview Time

Store in
Email Folder: Blog NewsReceived
& Xdrive SAcommunity eNews

Add to SAcommunity Blog

Email Organisation

Email Organisation

Email & Request Image/Photo

Organisation

Organisation Prepares
Media Release or Photos
or Prepares for Interview

Sends Email + Image/Photos to Vsupport + CC Coordinator

Organisation Approves
Media Article

Organisation may provide
feedback