

NATIONAL BEST  
PRACTICE UNIT

# TACKLING INDIGENOUS SMOKING



# Social Media Survival Guide

Agency /  
Dedicated Staff Managed **Social Page**

*When content is being shared across teams or created offsite, having a clear rhythm makes all the difference. These tips will help keep things flowing & on-brand even from afar.*

### **Use voice notes & quick shares from the ground**

Ask local teams to send updates & photos using voice memos, WhatsApp, or shared notes. These real-time moments are gold for building authentic sharable content.

Build it into a weekly or fortnightly pipeline so the stories keep coming.

### **Title videos for AI find-ability**

Have clear, strong titles that match what people might search for, like:  
"How to Quit Vaping for Teens" or "What to Say When a Mate Wants to Quit"

### **Lock in regular check-ins**

If you're not already doing it, set up a regular (monthly or fortnightly) meeting for content planning, feedback & sign-off. Even 30 minutes can make a difference, helps collaboration stay aligned, builds trust between creatives & community-facing staff.

### **Re-purpose from other platforms**

Already writing newsletters or blogs on your website? Pull quotes, headlines or stats from these & reshape them into social content.

### **Paid vs Organic Breakdowns**

If you're running both boosted & organic posts, ask your agency or social media manager to break out the data. This helps you see what's working on its own & what only performs with budget.

### **Don't waste time on:**

Agency reports that don't match goals or 6 monthly reporting requirements.

Avoid inflated reporting from boosted or paid-only reach, get your agency or comms to show organic versus paid. Tracking organic posts helps keep the page sustainable by supporting healthy organic activity.

### **Questions to ask, if outsourcing.**

*What is your approach to boosting? - Assess if agency/freelancer is being strategic or just boosting everything (this could be a red flag).*

*Are comments on campaigns (dark posts) being reviewed for cultural safety?  
Any questions or hate speech we can address?*

*Are custom audiences for paid or boosted posts built in your ad account or theirs?*

*If it's in theirs, ask if it can be built in your account for transparency & future use.*