



TIS teams working under a broader health service social page need solid systems & good relationships with content custodian/s. Here's how to make approvals smoother for your TIS content.

Track Your TIS Content with a Hashtag

Create a hashtag just for your TIS team (e.g. #WaggaTISTeam). It helps track how many posts you've shared, how they're performing, & builds a recognisable thread for your content. You can also add hashtags for health topics like: #SmokeFreeSpaces or #NRTSupport to make reporting easier down the line.

Get to know your CEO & Content Custodian/s

If there is an already established content flow for approvals, such as software they use, how far ahead they plan, & who needs to approve things. You can plan TIS content to fit this schedule.

Pitch a TIS takeover

Pitch a regular "TIS Takeover" slot (e.g. every Thursday) & drip feed community events & activities as they happen as long as everyone has clarity, friction & lag should be minimal.

Create policies around assigning TIS staff as admins to the Social page.

Questions to guide content batching

Have local staff been involved in captioning & photo selection to keep the tone culturally relevant & grounded?

What story angles get the best engagement?

Can you send us each month an overview of both our top performing & underperforming TIS posts? This should include reach & shares data.

Don't waste time on:

Trying to post live. Send a voice note or WhatsApp with context to photos or day/event & let content custodians handle scheduling.

Posting on the fly if there are strict approvals & deadlines

Workflows that don't work. If it's causing roadblocks, collaborate & find solutions that are easy & painless.

