

The **TIS Social Survival Guides** were made for teams working across typical social media setups: stand-alone branded pages, shared pages, or fully outsourced content & management.

**The first two** pages cover tools & tips all teams can use.

**The next three** pages offer tailored advice based on your team's setup.

Take what you need. Leave what you don't.

Come back when you're stuck.

## Content Tips

- Batch content to free up time. Use the [TIS Content Wheel](#) to make content planning easier by generating 30 post ideas in under 30 minutes.
- Prioritise community content, aim for a 80/20 mix. Make space for entertainment posts with humour, joy, Black excellence & feature local mob.
- Get to know or nominate content custodian/s. They are responsible for planning, capturing & scheduling posts.
- Use one shared folder to keep visuals, quotes & content ready to go.
- [Strong caption hooks](#) (the first line) encourage clicks to "see more", which signals the algorithm to extend reach.
- Utilise stories to encourage reach.
- Pick a theme to test, or choose one health focus or campaign angle & run with it for the next 3–6 months. This gives you clear content messaging, a way to track performance, & make tweaks without guessing.

## Why use social Media

Showing up online is another form of storytelling, a way our Mob have passed on strength, learning & connection for generations. This is just a new way of doing what we've always done.

When you show up online, you're helping mob discover trusted info, feel seen, & stay connected, even across distance.

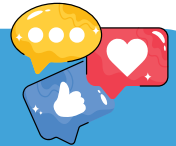
Being discoverable in an AI world can make it even easier for mob to see your messaging, which means creating content that features the kinds of questions mob ask & engage with.

It's not about going viral. It's about being findable, familiar, & strong in our voices.



[Find First Nations Photographers & Artists work within canva.](#)

## What to Track



*If short on time, budget or resources, set one content goal per month;*

**Other clicks:** quiet proof that the message is getting through, even when engagement looks quiet.

**Organic Vs Paid:** content breakdown.

**Video:** % Watched, not just view count.

**Engagement Quality:** saves, shares, comments.

**Top performing posts snapshot:** across all platforms.

**Top performing Non-Follower Posts:** to monitor if follower growth is aligned.

NATIONAL BEST PRACTICE UNIT

# TACKLING INDIGENOUS SMOKING

# Social Media Survival Guide

## General Platform Playbook

### Creating & Maintaining Safe Communities

**Create or update moderation guides & escalation protocols.** Having suggested responses to copy/paste can lighten cultural & mental loads for content custodians.

You can use **this guide** to automate both Meta's Moderation Assist & Comment Filter features to screen out bots, fake accounts & hate speech.

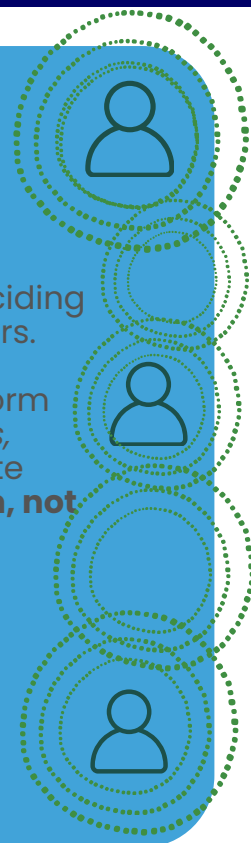
To monitor your brand on live broadcasts or track mentions or topical conversations; **set up social listening** tracking (this is usually only available via third party software but for basic listening you can use Google Alerts).

### Know the Algorithm, Play to its Strengths (2025)

Social media platforms prioritise different user behaviours when deciding which content to show to other users.

By understanding what each platform values, such as: *watch time, shares, comments, or saves*, you can create posts **that work with the algorithm, not against it.**

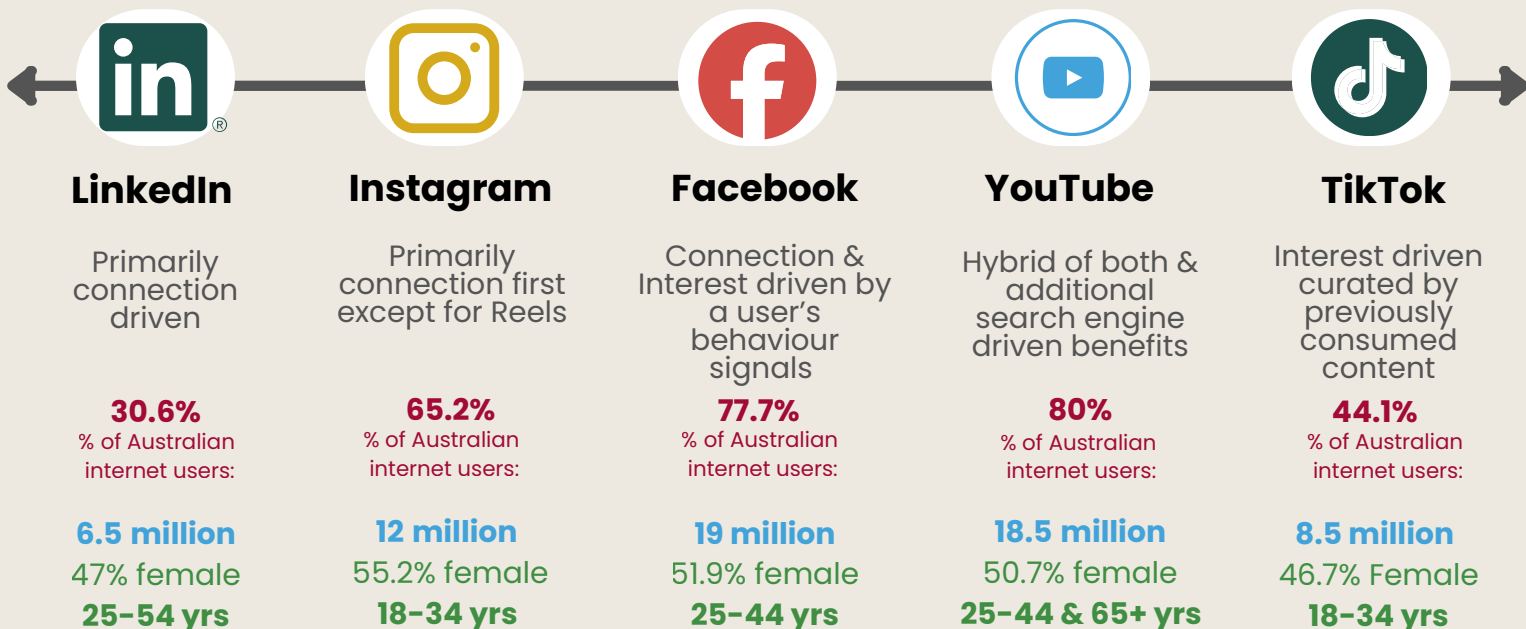
This means tailoring your content style, format, & calls-to-action to match the signals each platform rewards, giving your posts a better chance of reaching more people.



Whether you're posting from the desert or inner city, or using provided graphics always ask: **Does this content feel local or reflect other Mob from somewhere else?**

Connections driven: **Follower first**

Content driven: **Interest-first content**



Monthly Active Users & Demographics