

Social Media Success

A field guide for
Live & Learn offices



*Turn your social media into
a powerful development tool!*



live & learn
ENVIRONMENTAL EDUCATION

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Introduction

Your stories are important. They allow you to convey the values and identities of you, your organisation, your communities and your countries, and are important in expressing who you are and what you are doing in whatever way you want.

Social media is one of the best places to communicate your stories. Managing your office's social media can feel like a burden – we get it. But done right, you can turn your social media platforms into powerful tools that help you promote your projects, communicate your organisation's values and tell the world who you are.

With this field guide in hand, you'll be able to more effectively use social media to influence change in your communities in a new way, as well as build stronger relationships with donors, partners and supporters.

By following the clear, easy-to-follow steps in this guide you can have social media success.

Inside you'll find steps, tips and resources that will help you:

- Find great content in activities you're already doing
- Take better photos and video to share
- Set up and optimize Facebook and Instagram pages
- Create engaging social media posts
- Send content to Live & Learn Australia to extend your reach (even if you're not 'doing' social media)

This guide will give you the tools you need to share your stories on social media, but remember: there is no wrong or right way to tell a story other than the way that is authentic and meaningful to you. These stories belong to you, and only you can decide how to tell them; this guide is simply here to help you share them more effectively with the world.



THE LIVE & LEARN MESSAGE

The Live & Learn network has gained attention for its social media by posting consistently and always taking the time to celebrate small achievements. Live & Learn aims to share positive messages that reflect the organisation's values and vision for a better and more sustainable future. Remember, your posts don't need to be perfect, they just need to reflect the personality of your organisation.

Step 1: Finding great content



Great content is right under your nose!

Before you can post to social media, you need content – and you need it to be great. But don't worry, 'great' doesn't have to mean 'hard'. In fact, in a busy Live & Learn office like yours it should be easy. You and your office have so many opportunities to get great content, because the activities you are already doing are creating it for you.

Here's a list of just some of the opportunities you already have to get great content for your social media:

- When you go to an event
- At the launch of a new project or project activity
- During a community visit
- Throughout the implementation of your project activities
- When you're conducting a workshop or a facilitation session
- ... and the list goes on.

TIP:

As a staff or project team, take a moment every fortnight to review upcoming activities and make a plan to gather social media content.

SOCIAL MEDIA PLAN

MONDAY Community event	TUESDAY WASH in Schools work update	WEDNESDAY Field work photos
THURSDAY International day celebration	FRIDAY Share news article	



SOCIAL MEDIA CONTENT TYPES

What kind of content do you need? That is a great question.

- Project participant stories – share the experiences and transformations experienced by the people and communities you work with.
- Quotes – short words of wisdom, reflection or insight that reflect the work, vision and mission of Live & Learn.
- Photos – take people on an engaging visual journey to your projects – the people, places and things which make them great.
- Video – even short, unpolished video can make the needs and work of people more accessible and meaningful than the best written words could.

Remember, you don't have to get everything perfect in the moment. Take your notes and some photos – then review them and plan for their use when you're back in the office.

TIP:

When you are getting content it is vital that you ask permission to take a photo and/or record the responses of a project participant.



QUESTIONS TO ASK

Sometimes it can be difficult to think of questions to ask people in order to share their story. Use the list below to help guide your conversation with project participants.

- What was your life/the situation like before working with Live and Learn?
- What was the biggest problem you/your family faced?
- What did you need help with?
- How did you feel about the future at that time?
- How long have you been involved with the project?
- What has your experience with Live & Learn been like?
- What has the project done for you and/or enabled you to do?
- What improvements have you seen in your life and the community because of the project?
- How have your hopes and dreams for the future changed since being involved with the project?

Asking questions like this will help you gather a great story to share that demonstrates how our work helps the people in our communities.

TIP:

Don't use this list to interrogate people – the most powerful stories come through conversation, so follow your nose and really connect with the person you're speaking with.



Celebrate international days

8 MARCH International Women's Day	21 MARCH International Day of Forests		
22 MARCH World Water Day	22 APRIL Earth Day	22 MAY Biodiversity Day	28 MAY Menstrual Hygiene Day
5 JUNE World Environment Day	8 JUNE World Oceans Day	19 AUGUST World Humanitarian Day	SEPTEMBER Biodiversity Month
11 OCTOBER International Day of the Girl	15 OCTOBER Global Handwashing Day	16 OCTOBER World Food Day	19 NOVEMBER World Toilet Day

These are just examples – if there is an international day that you and your team would like to celebrate – do it! Or, if there is a particular national or regional day that influences or reflects the work that you do, be sure to add that to your calendar too.

If you do not have any WASH projects, you won't want to take part in Global Handwashing Day. But if your office focuses on environmental protection, you can showcase your work over Biodiversity Month. Every country is different and every office has different priorities. Find out what is important to YOUR office.

TIP!

You won't always have to create content for these posts yourself. Each international day often has its own resources for you to use, just like this example from World Toilet Day.



To find any resources related to an international day, visit their website to find out more. Or, reach out to the team and Live & Learn Australia – we'd love to support the great things that you are doing.

A group of four people are seen from behind, sitting on a wooden boat. They are looking out over a body of water towards a dense tropical forest with many palm trees. The scene is bright and sunny. A large teal circle is overlaid on the upper left portion of the image, containing white text. A teal diagonal shape is also present in the top right corner of the page.

Step 2: Making things look good

Pictures make your posts pop!

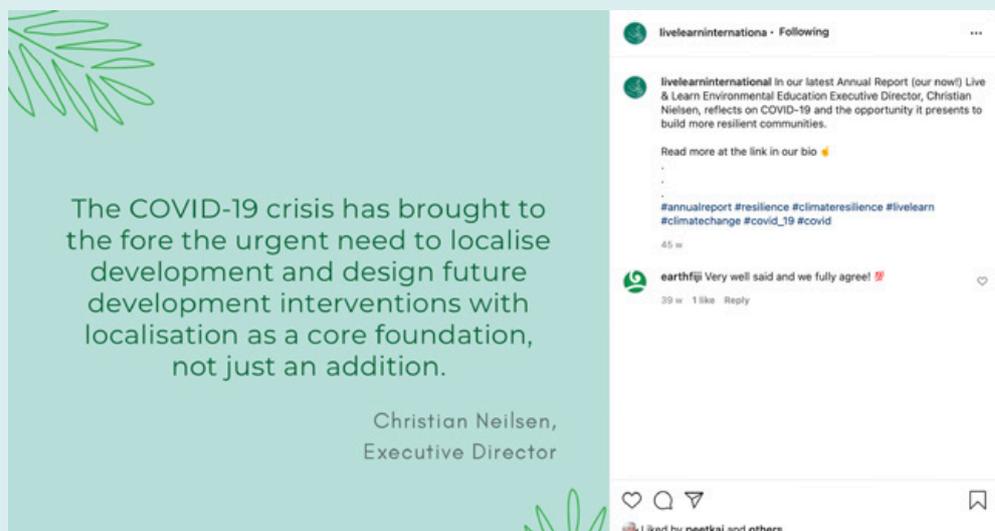
So, you've got a picture in your mind about the type of content you want to share about a recent project activity. The story is great, the quotes are powerful and the pictures... well, they just never seem to turn out right.

Low quality visuals can make your social media post into little more than a waste of time. Why? Social media is an overwhelming visual experience – people view, like and share text-only posts far less than anything that has an image or video attached. If you really want to engage your audiences, good visuals are a must.

It doesn't take the best equipment – or even the best operator – to make your photos and video look good. A focus on the basics, combined with a bit of practice will make your social media images look good – really good.

TIP:

Don't have any photos or video – just a powerful, short quote? You can turn that into a highly visual social media post too!





Photography permissions

Stop! Before you go any further it's vital to remember that you must get permission to take pictures or video of people. For both legal and moral reasons it is important to get written or verbal consent from anyone appearing in your image. This can be done in two ways:

1. Get written permission by using the Live & Learn *Photography/Film Release Form* – you should have this in your Google Drive, but if not, please contact the network office at jake.watson@livelearn.org.
2. Take a short video on your phone of a person or group of people saying that they give you permission to film and photograph them. This works well for large group photographs.

PERMISSION FROM MINORS

When photographing or filming minors (anyone under the age of 18) you will need written permission from the child's parent or guardian. Written permission can be obtained using the *Photography/Film Release Form*.

Remember, when working with children it is essential to follow Live & Learn's *Child Protection Code of Conduct* – not just when you're taking photos.

Here are some things to keep in mind before taking footage/photographs of minors:

- **Assess and endeavour to comply with local traditions or restrictions** for reproducing personal images. It's important to understand the values of the community you are visiting. Some communities are uncomfortable with having their photo taken, images being taken in certain contexts or won't want it to be shared widely.
- **Always obtain consent from the parent or guardian** of the child BEFORE taking their photo – not after. As part of this process, you must explain how the photograph or video footage will be used, and make sure your subject is happy with how you will depict them. If the photo will be used with a story, tell them what the story will be about and how they will feature.
- Ensure photographs and videos **present children in a dignified and respectful manner** and not in a vulnerable or submissive manner. Children should be adequately clothed and not in positions that could be seen as sexually suggestive.
- Ensure **images are honest representations of the context and the facts**. The photos and videos you take should capture real life, and not staged or false versions of the truth. The photos taken and used by Live and Learn should never implicate or blame other parties.
- When sending photos or video footage, **ensure file labels do not reveal identifying information about a child** – this includes to partners, donors or other Live and Learn offices. Children can be identified by the logos on their school uniform, or by standing in front of community signs, so be aware of what is visible.

TIP:

Building trust with people is a key part of taking good photos. Instead of seeing getting permission as a chore, use it as an opportunity to strengthen your relationship with people by asking questions or sharing a joke as appropriate.



How to take a good picture

A good photographer can take powerful photos with a bad camera. That's good news because not everyone can have the most advanced camera in the world, but all of us can learn to be better photographers.

So, no matter what camera you have in your hand – be it your mobile phone or a high-powered DSLR – here are some tips and tricks to help you Get ready, Set and Shoot.

GET READY

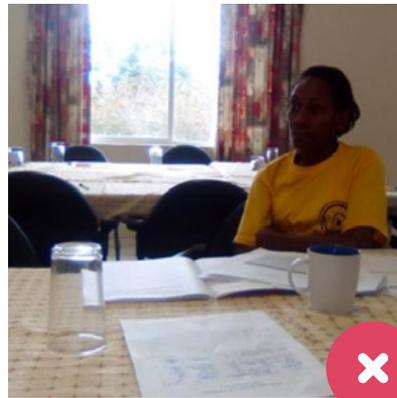
1. Before you start, **make sure your lens is clean and free from dirt**, specks or smudges. You can clean your lens with a soft handkerchief or tissue.
2. **Make sure your camera/phone is charged**. If you are traveling to the field to gather content, always bring extra batteries for the camera and make sure your device has a full battery before you leave.
3. If possible, **have a plan in mind** about the type of images you want to capture before you leave. This will help make best use of your time and save you having to go through hundreds of photos when you get back to the office.

PHOTO CHECKLIST

- Clean camera lens
- Check camera battery is charged
- Make a plan

SET

4. **Good lighting is essential for a powerful photo** – it not only helps the subject be seen, but can help convey the mood of the setting.
- When indoors, always try to take your pictures in natural light. This may mean moving the subject, or the angle you are taking the picture, to take advantage of a window or open door. Don't have the lighting coming from behind the subject, otherwise it may put them in shade.
 - When outdoors, attempt to find a shaded area – but be mindful that there is still enough light to make your subject visible.
 - Whether indoors or outside, watch out for bright light (such as from the sun or a light bulb) creating glare, or flares across the image.
 - The only time you should use a flash is when you cannot get enough light on the subject any other way – turn on all the lights, move or find something to reflect light with before turning on the flash.



TIP:

Try to avoid window and light glare by placing the photo subject in a different position to achieve 'softer' light.

TIP:

If you can't get your subject in focus, it often means you are either too close to them, or your lens is dirty. Take a moment to check those.

- 5. Make sure your subject is in focus.** Once you have chosen your subject, location and have the lighting under control it's important that the subject doesn't come out blurry. If you're taking photos with a smartphone, you can hold your finger on the screen where your subject is to focus on them. This trick also works for most digital cameras.



You can't fix out-of-focus photos with editing, so make sure you get this right!

- 6. Avoid using the zoom feature if you're using a smartphone*.** Using zoom can make photos look blurry or pixelated. Instead, try getting closer to the subject, always keeping in mind your own safety. You'll be surprised how much better quality your photos will be when you get a little closer to your subject.

** If you are using a DSLR or another dedicated digital camera, using zoom is fine. However, in particularly dark situations (such as can occur indoors) zooming in too far can make it difficult to get a quality image.*

SHOOT

- 7. Take multiple photos.** By taking more pictures you have options if people are blinking or moving. If you are taking a staged photo, make sure everyone is smiling and looking at the camera.
- 8. Try different angles.** Instead of taking a photo straight on, try taking your photo from different perspectives and angles. This will give you a range of interesting pictures to choose from.
- 9. Experiment and have fun!** Taking photos from a unique perspective or unexpected angle can make your photos more memorable, so don't be afraid to experiment. Also, why not take time to learn what your camera can do by practicing on your family and friends – you'll end up with some great memories, and hopefully photos to share with each other.



TIP:

Experimenting and taking photos from different angles can give you more interesting pictures!



Smartphone tips

Many people don't have access to a dedicated digital camera. With the advances in technology, smartphone photography can produce some amazing images – when done right.

With just a few simple adjustments, you can make your sure your smartphone is always ready to take great pictures.



TIP:

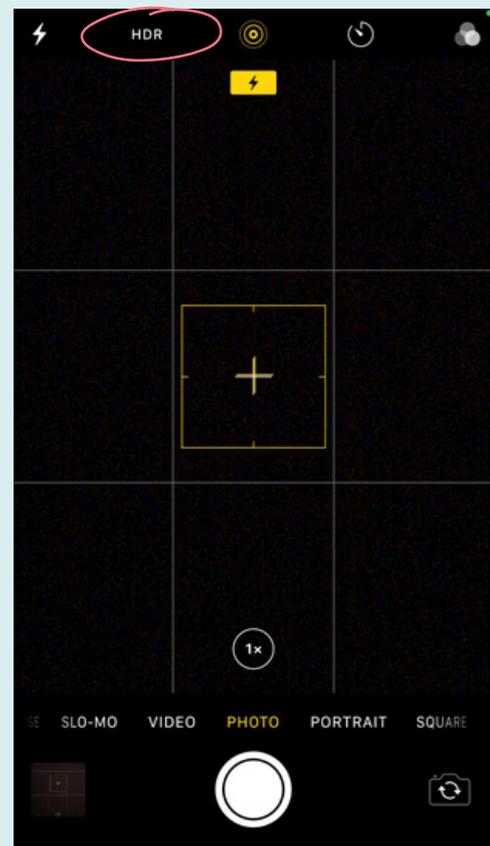
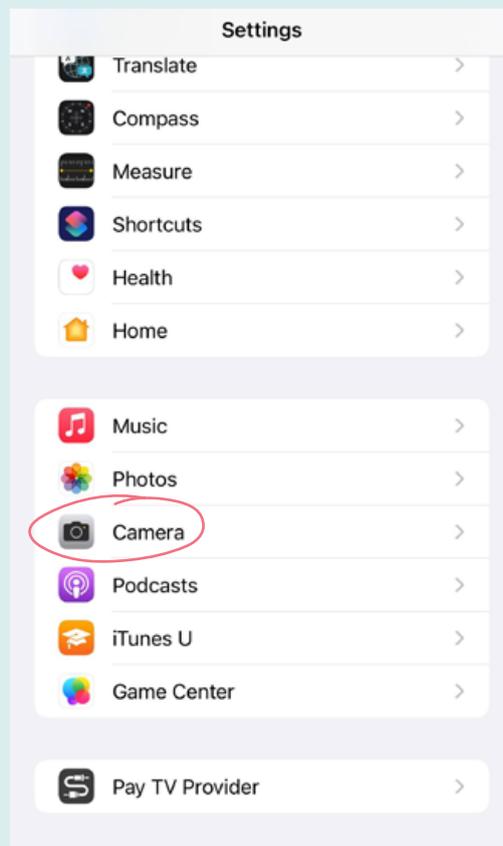
You can crop-in, enlarge and use part of an image if it is high resolution, while maintaining visual quality.

RESOLUTION

Set your camera to the highest resolution – the higher the resolution, the more information or pixels your camera will collect. Higher resolution images are easier to edit and use both on and offline. To check your phone camera is set to the highest resolution, go into your phone settings, then, under 'Camera' find the option that allows you to set your camera to a high resolution. You should also be able to access this setting through your Camera app itself.

HDR SETTING

Use the HDR setting if it's available – HDR, or High Dynamic Range, is a setting that allows your camera to cope with setting with both bright lights and shadows. It's a simple setting that can really help in situations where you can't move or control the light well. Look for the HDR option in your camera setting or in your camera app.

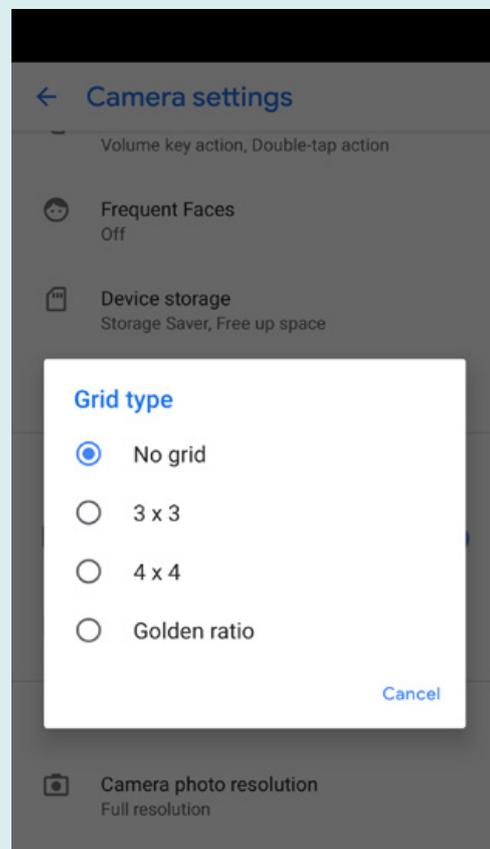
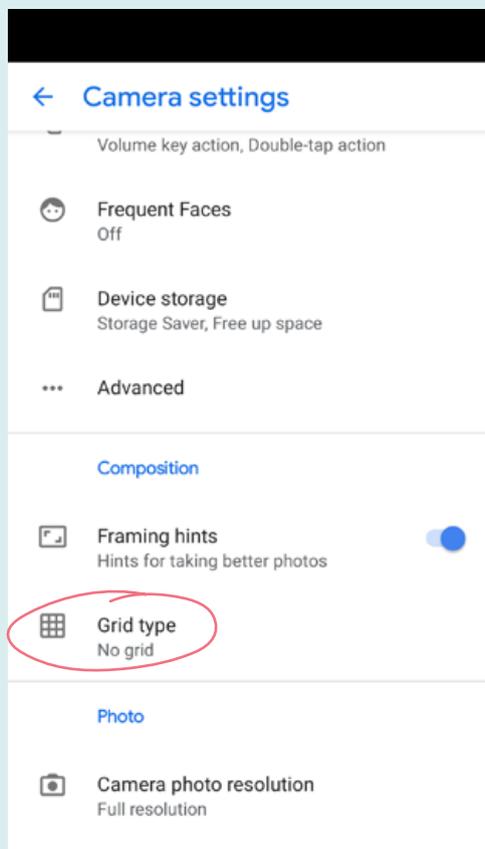


GRIDLINES

Use Gridlines. Gridlines are visual guides that help you balance your shot, and ensure it's not taken with a dramatic tilt. Simply, align your subject and background with the horizontal and vertical gridlines on the screen. To turn on Gridlines there are two options...

Android:

- Open the camera app
- Go to 'settings'
- Find the Grid option and turn it on



iPhone:

- Go to 'settings'
- Select 'camera'
- Find Grid option and turn it on



FOCUS

Tap and hold your screen to keep your subject in focus. This is particularly useful when you are photographing a person, as opposed to a context or scenic photo. By using this method to focus on your subject, it prevents you from having dark images, especially against skies.



What to photograph

The short answer to the question, 'What do I take pictures of?' is 'people'. As humans we empathise and connect with other people more than anything. So, most of the photos you should be taking should involve people – be it the people Live & Learn are helping with, partnering with or, other Live & Learn staff in action.

These photos fall into three categories:

1. **Portrait photos** – these are more staged images, showing people's head-and-shoulders with them prepared for the photo and looking at the camera.
2. **Working photos** – candid images of people working or in real-life settings – of course, you may need to set these photos up and have people 'pretend' to be working if it is not actually occurring at the time.
3. **Context photos** – images of the location, groups or items that form the context of a person's story, event or activity that you are hoping to share.

As we've highlighted, your office's activities already present a wide range of opportunities to create content for your social media. Here are some ideas to get you thinking creatively when you are photographing an event or activity.

AT A WORKSHOP



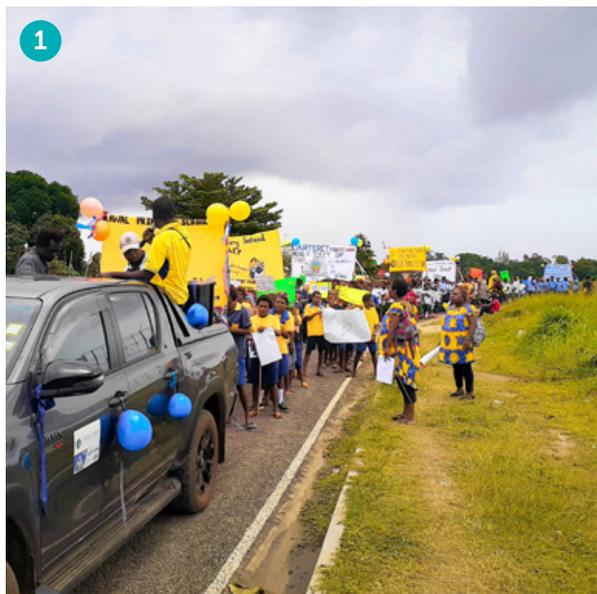
1. Take photos from above to see what exercise participants are working on.
2. Take photos of people engaging with the session e.g. working in small groups, asking questions or speaking.
3. Capture small details e.g. materials used or close up of activities being completed.

AT A TRAINING SESSION



1. Capture the action; If participants are learning a new skill, photograph the process.
2. Take photos of the instructor/teacher engaging with participants.
3. When the training is complete get a group shot of the participants involved.

AT AN EVENT, E.G. A PROJECT LAUNCH OR INTERNATIONAL DAY



1. Photograph people participating in activities e.g. public speakers, people singing, performing or walking in a parade.
2. With photographic permission capture smaller groups of participants or Live & learn staff.
3. Take photos of signs or banners from the event.

AT A PROJECT LOCATION



1. Make use of the negative space by photographing people as well as the environment around them.
2. Take some scenic shots; this can include beaches, forests or wildlife.
3. Photograph Live & Learn resources, this can include posters, stickers and guides in public places or in schools.
4. When taking photos of people, encourage them to act naturally. Sometimes staged photos can look stiff, so try helping people relax before the photo is taken to get the most authentic shot.
5. Take pictures of people using Live & Learn resources. This can include guides and other documents.
6. Photograph project beneficiaries. If a participant is receiving something from Live & Learn, like a Foodcube or hygiene kit, take their picture with one of these items.
7. Photograph project staff interacting with communities and project participants.

Editing photos

Now that you have taken your photos it is time to make them shine! While some photos may be ready to use straight out of the camera, most could use a little bit of editing to ensure they are as engaging as possible.



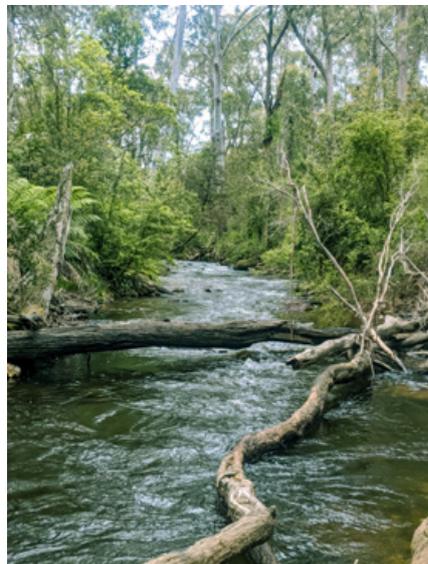
By taking a few moments to edit your photos you can make them:

- Brighter
- More vibrant
- Decrease shadows
- Crop out empty space or distractions
- The right dimensions for use (we will touch on this later)

Before



After

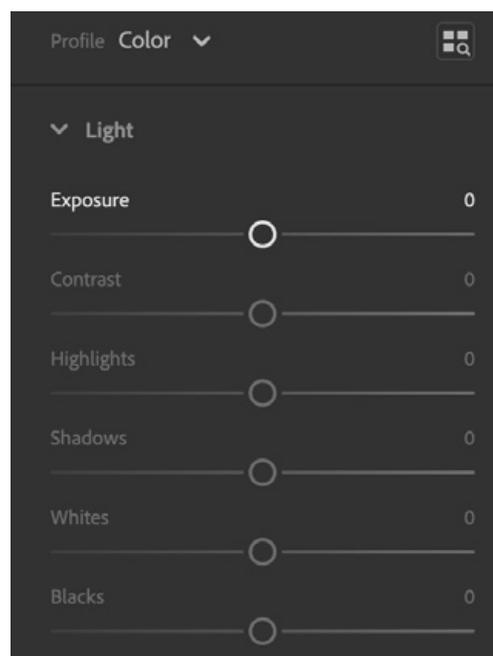


On your computer you may have access to editing software such as Photoshop – this is a powerful, but often overly complicated editing tool. Other, free software like those listed below can do everything you need them to do.

- GIMP (Windows and Mac)
- Photoshop Express (Windows and Mac)
- Ashampoo Photo Optimizer (Windows only)

Photo editing can also be carried out on your smartphone. Whether you are using an iPhone and Android device, there are a range of free editing apps available, including:

- VSCO
- BeFunky (also available on the computer)
- Snapseed
- Adobe Photoshop Express
- Canva (great for adding text to images and can be used on the computer)
- Instagram (the app gives you the option to edit images before sharing)
- Over (great for adding text to images)



These are the main editing functions you should focus on.

TIP:

TIP: Photo editing can be fun but it's important not to go overboard with filters – good photo editing does the least amount of work to make the best photo.

HOW DO I RESIZE PHOTOS?

When you return to the office with photos – or a colleague sends them to you – they are often not the right size for use, particularly on social media.

There are many ways to resize your photos (the right sizes for Facebook and Instagram are listed later in the guide). Below are some options to try, depending who you are and how you work:

- If you are using an Apple computer, you can resize images using the Preview app.
- If you are using a PC, you can resize images using the Pictures or Paint applications.

However, there are other, possibly more useful ways of resizing your images:

- Most of the photo editing applications listed above will allow you to crop and edit the size of the images you are working – Canva and Befuny are particularly good for this.
- A number of websites will allow you to upload images, select how you want to use them – such as Facebook or Instagram – and resize the image for you in multiple formats. This can be particularly useful if you want to use the same image in multiple ways. The best free options to do this are:

<https://sproutsocial.com/landscape/>

<https://promo.com/tools/image-resizer/>

Step 3: Putting it on social media



TIP!

This calendar doesn't have to be complicated – in fact, it shouldn't be! You can find simple content calendars online.

Make a simple plan

Like any good project, using social media well takes planning. Ensuring you, and your colleagues, are aware of your office's plan – including what content will be needed when – will go a long way to making your social media efforts successful.

Before you begin, take some time to answer just a few important questions:

- How will you know your social media is being successful?
- Who is responsible for social media in your office?
- How much time can your office devote to social media?

When you have answered these questions it's time to create a Social Media Content Calendar that is purposeful, achievable and clear.

The key questions answered by your content calendar are – What content are we sharing? When are we sharing it? Where are we sharing it? Who is responsible?

Answering these questions ahead of time will allow you to plan for gathering engaging content and be prepared to share it ahead of time (this is particularly important if the key person in your office is unavailable).

Your Content Calendar will include:

- Date of posting
- Social Media Platform
- Project/International Day/Event being highlighted
- Text to go with the post
- Images or video file names
- Any additional notes

TIP:

Make sure more than one person in your office has access to your Social Media Calendar. This means your content can continue to be shared even if someone is sick, away or leaves Live & Learn.

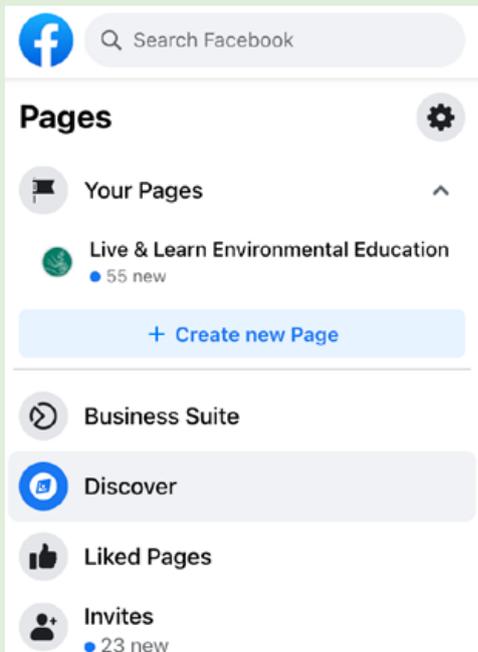


Facebook content guide

GETTING STARTED ON FACEBOOK

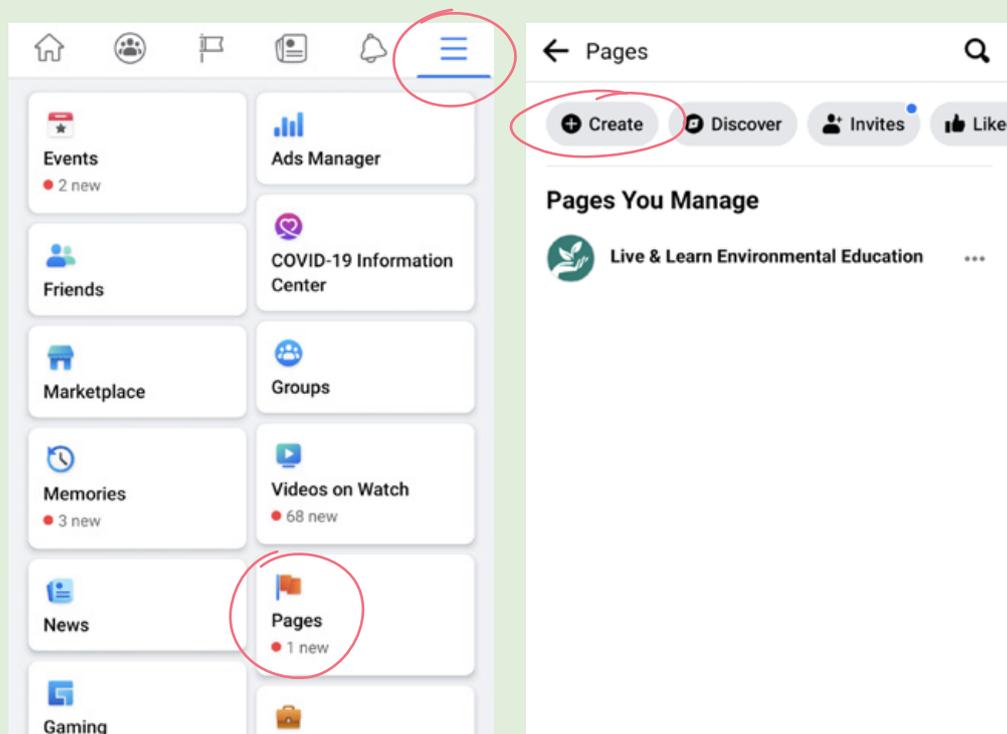
For your Live & Learn office to exist on Facebook you need to create a Facebook page. In order to do this, you will need to have a Facebook profile – which is what everyone ‘on’ Facebook has.

To create a page for your Live & Learn page, first you need to make sure you are logged into Facebook. If you are using Facebook on your computer, click on ‘Pages’ in the top menu bar (it looks like a flag) then click ‘Create New Page’ in the left hand column. Then, simply follow the prompts.



On your
computer

If you are using Facebook on your smartphone, click on the 'Menu' icon (it looks like three short horizontal lines – often they are called the 'hamburger menu'), then scroll down until you see the 'Pages' button (with the flag icon). Click on this, then select 'Create New Page' and follow the prompts.

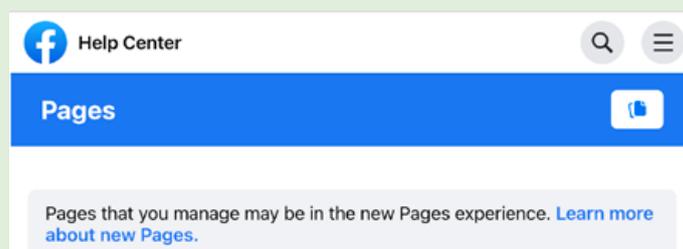


On your smartphone

Creating a Facebook page for your Live & Learn office helps separate the organisation's messages and events from any personal messages you or your colleagues may have. It also provides different functionality, which is more useful for an organisation like yours.

Once you have created the page you can begin posting straight away – but don't rush in. Before you start sharing your stories and photos, take the time to fill in your office's details, set up your Pages photos and add additional people to help manage the page.

Facebook has great tips to help you do more with your Facebook Page, simply go to facebook.com/help and select 'Pages' from the menu. Or, reach out to the team at Live and Learn Australia for help.



WHAT TO POST ON FACEBOOK

As the most used and diverse platform there are really no limitations when you share content on Facebook. If you are stuck for ideas here are a few things to think about posting:

- **Project updates.** Is there a new resource available, is a program entering Phase II, what activities are being conducted?
- **A profile of a project participant.** Who are they and how they have been impacted by a project?
- **Live & Learn News.** What is happening in the network? Is there a new project, has a new agreement been signed, will you be working in a new location or with a new community or school?
- **Photos and stories from a recent event.** Has there been a workshop, a launch or a community visit?
- **Celebrations for international days.** How is your office celebrating World Toilet Day or Global Handwashing Day?
- **Shared stories from other Live & Learn offices.** If another office won an award or started a new project, why not share the news to your own followers?
- **Stories from the field.** Share the experiences of your project participants, how Live and Learn has impacted their lives and their reflections on how the project has helped them.
- **Videos.** Have you interviewed a project participant on film, done a news update related to a disaster or created a promotional short video for a project?

SHARING VIDEOS ON FACEBOOK

Uploading videos directly to Facebook can greatly benefit your page. Videos are a great way to capture the attention of your audience and promote your organisation.

It is likely your audience will be interacting with your page when they are scrolling through their phone, so they aren't there to watch a long video. Ideally a video for Facebook should be between 30 seconds and 1:30. So, keep it quick and memorable!



PHOTO SIZES FOR FACEBOOK

Photo type	Size (pixels)
Profile photo	170 x 170
Cover photo	851 x 315
Post photos	1200 x 530
Stories	1800 x 1920

WRITING POSTS AND CAPTIONS FOR FACEBOOK

The most engaging posts and photo captions on Facebook follow just a few simple rules:

- **Tell a Story.** Even a workshop or event has a beginning, middle and end. People love a story, so be creative and find a way to tell one.
- **Be positive.** We see the best in people and want to make life better for all. Your followers will love this positive tone, so make sure it shines through.
- **Ask Questions.** People love a question. Why not ask about what people can see in a photo, or think about the quote you have shared?
- **Keep it Short and Sweet.** This rule can be broken for great stories, but usually 2-3 sentences is more than enough.
- **Provide some useful information.** By sharing something valuable with followers, people will keep coming back to Live & Learn for more.
- **Encourage people to take action.** Whether it's clicking a link, sharing the post or simply talking to someone about the post, making a clear call to action really engages people.



Live & Learn Environmental Education

Published by Jake Watson · November 3 at 5:00 PM · 🌐



🌴🌴 BIG NEWS FROM #COP26 🌴🌴

Leaders from 114 countries - which support 85% of the world's forests - have agreed to a deal aiming to end forest loss and land degradation by 2030.

Among the countries committing to the declaration are Live & Learn network countries Vanuatu, Papua New Guinea, Fiji, Vietnam and Australia.

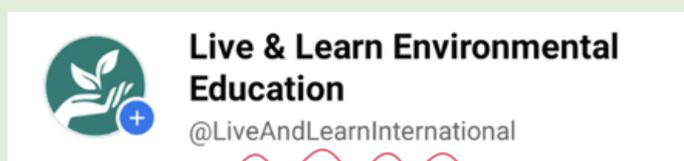
Forests are essential to our food systems, community livelihoods and conserving biodiversity - as well as keeping to only 1.5°C of #globalwarming - so this is a major breakthrough.

More info here 👉 <https://bit.ly/3EJhJnf>

#UN #environmentalprotection #conservation #biodiversity #forests

RECOGNISING DONORS AND PARTNERS

It is important to recognise our partners and donors in any post that focuses on a project they are involved in. A really powerful way of doing this is tagging the partner or donor in the Facebook post by using the 'handles' displayed on their Facebook profiles:



Some of our more prominent partners/donors include:

- Australian Government Department of Foreign Affairs and Trade – @dfat.gov.au
- New Zealand Ministry of Foreign Affairs and Trade – @MFATNZ
- Plan International Australia – @planaustralia
- CARE Australia – @CAREAustralia
- The Australian Humanitarian Partnership – @AHPDisasterREADY
- Water for Women – @waterforwomenfund
- UNICEF Australia – @UNICEFAustralia
- Food and Agriculture Organization of the United Nations (FAO) – @UNFAO
- USAID: US Agency for International Development – @USAID

If a project partner or donor doesn't have a Facebook page it is still necessary to mention them in the text. You can also mention them in the post using Hashtags eg. #DFAT #CAREAustralia

PLEASE DO NOT ABBREVIATE: If you are mentioning a project donor it is important that you spell out their full name. For example, instead of writing 'LLEE', you would write 'Live & Learn Environmental Education.' Why? Because most people reading your post won't know what these acronyms mean.

EXAMPLES OF RECOGNITION

New Times, New Targets

The New Times, New Targets Project is an Australian aid initiative implemented by Plan International Australia in partnership with Live & Learn Environmental Education on behalf of the Australian Government.

Food Futures

The Food Futures program is funded by the Australian Government Department of Foreign Affairs and Trade and implemented by Live & Learn alongside Pacific Community SPC, Biofilta, and DT Global.

Climate Resilient Islands

Climate Resilient Islands is a New Zealand Ministry of Foreign Affairs and Trade initiative, implemented by Live & Learn Environmental Education, to maintain and restore ecosystem services to support climate change adaptation in Pacific Island countries.

HASHTAGS

While hashtags aren't as powerful on Facebook as they are on Instagram (more on that later), hashtags still have their time and place on the platform. It is up to you and your team if you would like to use Facebook Hashtags.

Why add Hashtags to my post on Facebook?

Although not used as often on this platform, Hashtags can help people find your post if they are searching for something specific. Hashtags can help you highlight specific posts or campaigns that your followers might be interested in. When people search for a specific hashtag on Facebook they're super interested in a topic and looking to explore further content. Using the right hashtags mean more engagement – just don't use too many, as it can look unprofessional.

Here are some Hashtag tips to get you started:

- **Keep your Hashtags short, simple and easy to remember.** For example, #FoodSecurity is cleaner and more noticeable than #FoodSecurityInitiativesForBetterNutritionInThePacific.
- **Stay consistent.** Try reusing Hashtags that people associate with your organisation like #LiveLearnFiji or #EnvironmentalProtection
- **Get creative** but make sure it's relevant to your posts. Have fun with your hashtags by thinking about the content of your post eg. Sharing a story about a beach clean-up, try #EnvironmentalWarriors or #CleanBeaches
- **Less is more.** Instead of using 20 hashtags, just stick to ones that are meaningful and well-placed. You should use hashtags sparingly and strategically on Facebook.
- Hashtags can also include the name of the country you are working in eg. #Fiji #Vanuatu #PNG

Continued on next page...

One of the best times to use Hashtags on Facebook is when celebrating an international day, like Menstrual Health Day. Why? Because people across the globe are thinking about, talking about and interested in these days and topics. Using Hashtags is one way you can use their interest to bring attention to your office and the work you are doing.



livelearninternational "I believe that since weather is changing, the type of food for the weather will change too and the island will seek for suitable food they can grow to support people's livelihood. People will need to aware of this change."

While world leaders talk at **#COP26**, we want to hear what the people on the frontlines of **#climatechange** think. This is what Ana, from Live & Learn Tonga, had to say.

#climateresilience #UN #globalwarming #tonga #communitydevelopment #naturebasedsolutions #extremeweather #nature #environment

To get you started here are few of our own based on our thematic areas:

#livelearn	#DisasterResponse
#WASH	#ClimateChange
#GenderEquality	#ClimateSolutions
#WomensEmpowerment	#EnvironmentalProtection
#HumanRights	#Conservation
#DisasterRiskReduction	#FoodSecurity
#DRR	

HASHTAGS FOR CLIMATE RESILIENT ISLANDS

#ClimateResilience	#PacificResilience
#MFATPacific	#BluePacific
#naturebasedsolutions	

For posts that are island specific use the hashtags: **#Vanuatu #Fiji #Kiribati #Tonga**, when relevant.

TIP:

There are plenty of sites to help you generate popular hashtags if you feel stuck. Some free options to get you started include:

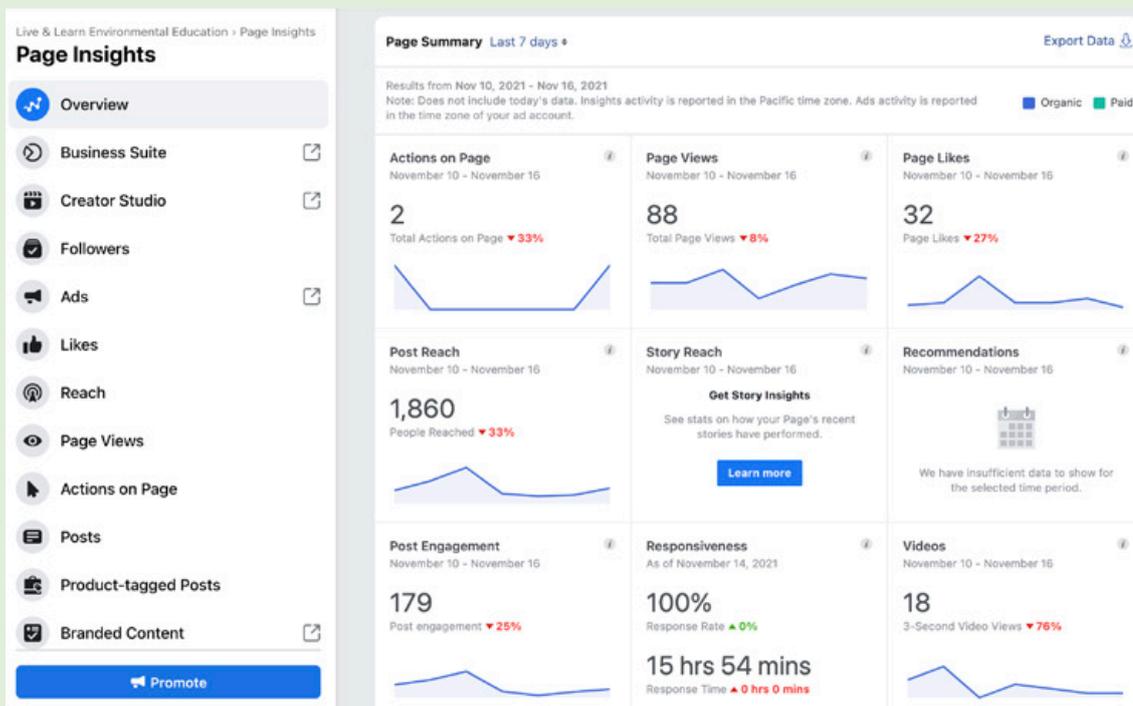
- www.bigbangram.com
- www.allhashtag.com



BEST TIME TO POST

The best time to post on Facebook, may not be the best time for you. The best time to share your content is when your audience is online. You can check these details using Facebook Insights (see below).

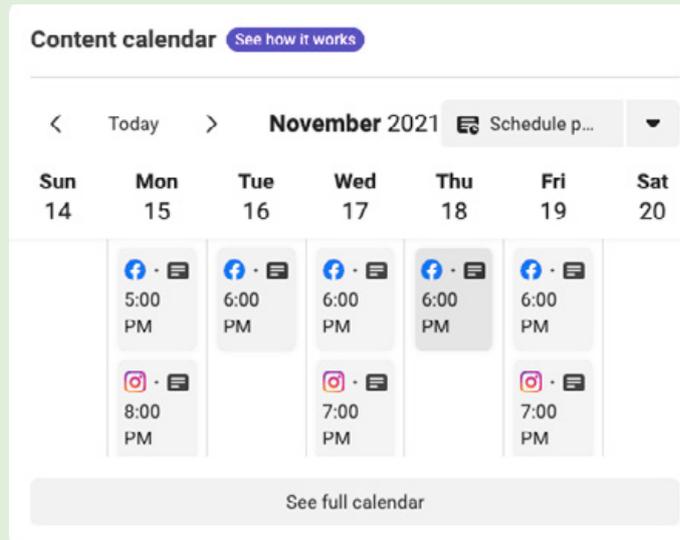
However, a general rule of thumb to follow is between 4pm and 7pm weekdays, when your audience has free time at the end of their day.



HOW OFTEN SHOULD I POST?

The short answer is, as often as you can consistently post quality content.

Quality and consistency are key to social media success. It can be difficult to find a balance between annoying your followers with too many posts and not wanting them to forget about us.



TIP:
Using your content calendar to plan ahead will make three posts a week more than easy.

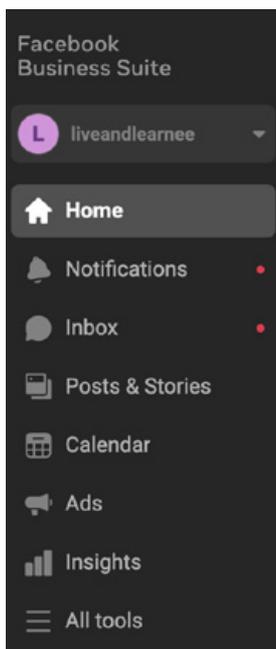
The key is being useful, interesting and engaging. If you can share posts that are all of these things every day – great. If you can only do this once a week – that is ok too.

Most studies have suggested that posting once every day is ideal. It is unwise to post more than this but if your team doesn't have a lot of time on their hands, at minimum you should aim to post to your Facebook page 3 times per week.

To save time you can get Facebook content ideas from other NGO pages and plan a week or a month's worth of posts at once using the 'scheduling' option in the Facebook Business suite.

TIP:
Avoid sharing multiple posts in quick succession. Try allowing several hours between your posts if you are sharing more than one. 'Too many updates' is the number one reason people unfollow Facebook pages.

USING THE FACEBOOK BUSINESS SUITE



Facebook has many powerful tools that allow businesses and organisations to reach more people more effectively. The Business Suite will allow you to manage both your Facebook and Instagram pages, so it is worth spending some time learning the basics.

There is A LOT you can do, but you don't need to worry about it all. Below are some tips to get you started.

- As outlined above the Facebook Business Suite will let you schedule posts ahead of time – for both Facebook and Instagram.
- The Activity and Inbox menu options allows you to quickly and easily review what people are commenting on your posts, or any direct messages you might be receiving. This allows you to quickly and appropriately respond.
- In the Posts tab you can see what posts have reached the most people. You can learn what people want to see from your Live and Learn office and adjust your plans to include more high-performing posts.
- Using Insights will allow you to get a good understanding of who your audience is (Gender, Age, Location etc) and how they are interacting with your Facebook and Instagram posts.

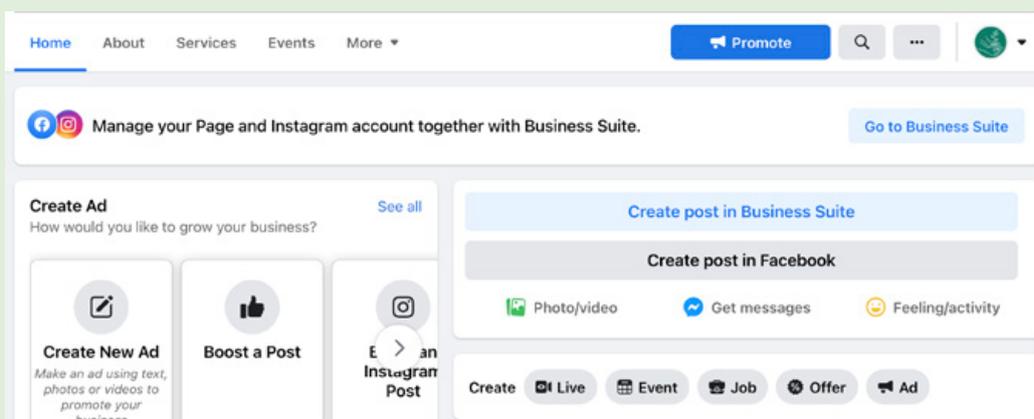
Using the Business Suite to create your posts, and regularly checking on the performance of your social media efforts will help you to learn, plan and improve.

SCHEDULING POSTS

When you create a post on your Facebook Page it will be posted straight away. A great way to stay organised, and ensure your posts appear when your followers are online is by scheduling them using Facebook Business Suite.

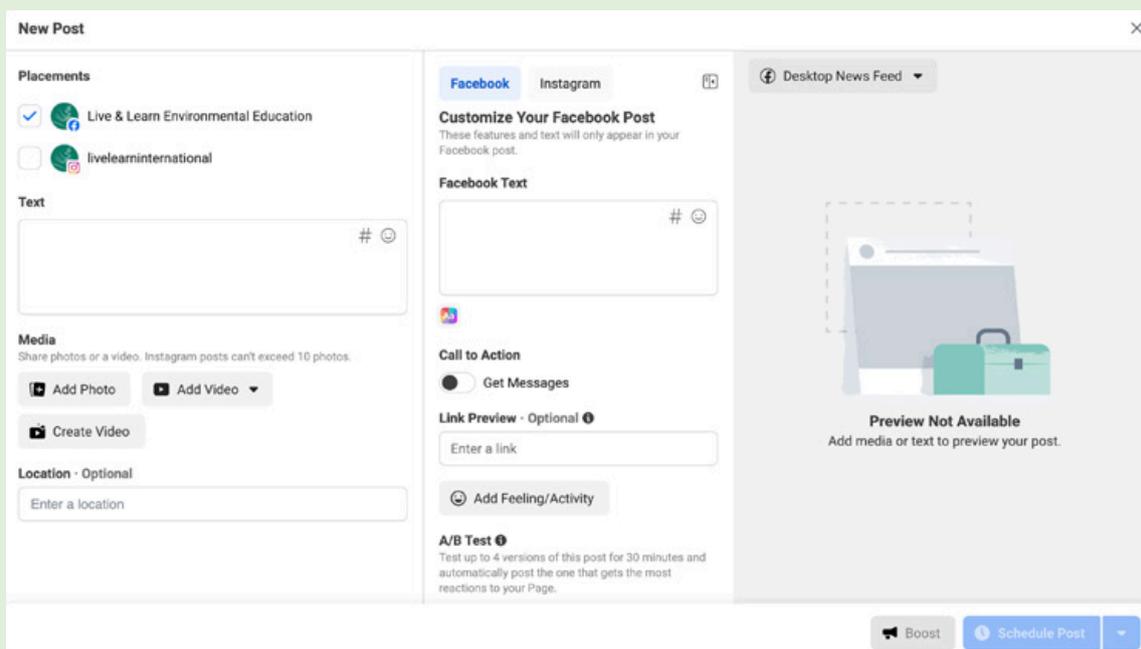
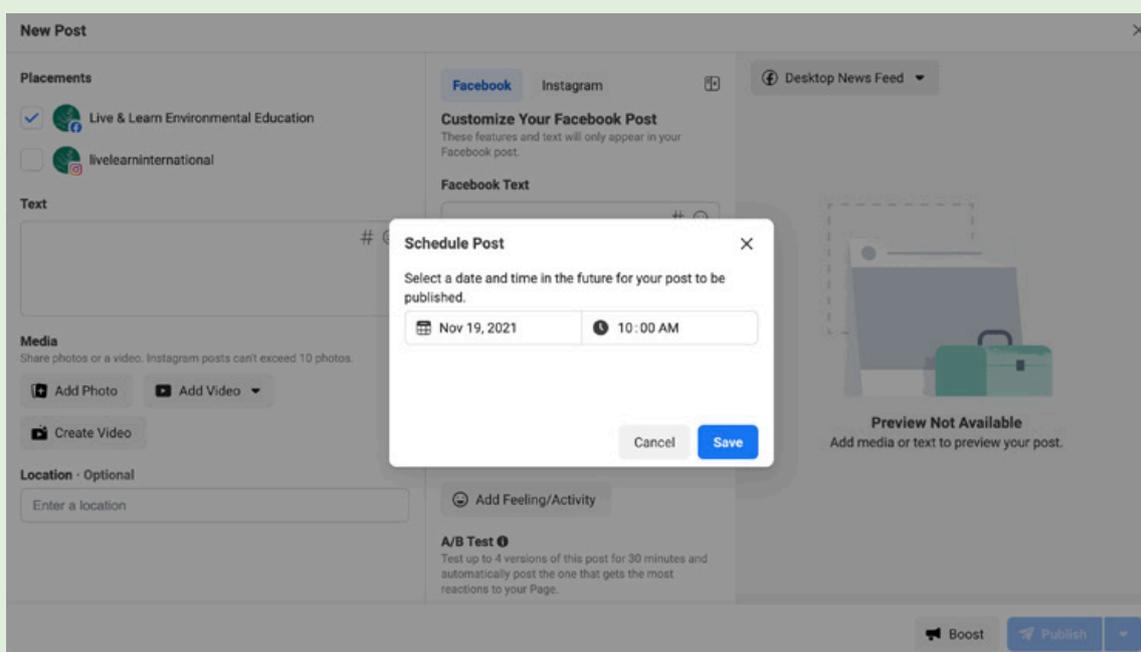
Here's how to do it:

1. Make sure you are signed into Facebook, then go to business.facebook.com, and your Live and Learn Page details should appear at the top of the screen.
2. Click on **Posts** from the left-hand sidebar.
3. Click the **Create Post** button in the top right. You can also click **Create Post** from Home.
4. Select where you want to schedule a post – you can post it to both Facebook and Instagram in the one place, which is really useful!
5. Enter all the details of your post, including text, photo/video etc.
6. Preview your post on the right-hand side. To see a different preview, click on the drop-down menu in the top of the window or on the arrows in the top right. You can see how it will look on Facebook compared to Instagram or on desktop compared to a phone.
7. To publish the post straight way, click the blue **Publish** button.
8. To publish the post later, click the blue arrow next to **Publish**.
9. Then, click **Schedule Post**. Add the date and time that you want to publish your post.
10. Click **Schedule** in the bottom right when you're ready to schedule your post.



TIP:

If you're scheduling a post for the first time, you may have to reconnect your Instagram account. Simply follow the prompts.





Instagram content guide

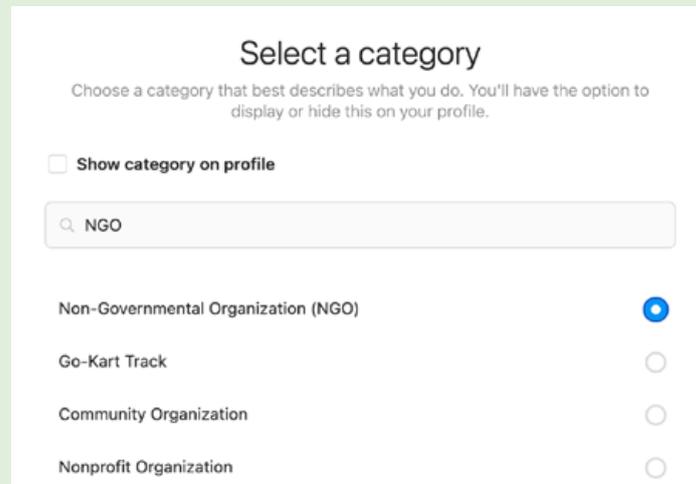
GETTING STARTED ON INSTAGRAM

For your Live & Learn office to exist on Instagram you need to create an Instagram professional account. In order to do this, you will need to have a personal Instagram account – which is what everyone ‘on’ Instagram has.

The screenshot shows the Instagram sign-up interface. At the top is the Instagram logo. Below it, the text reads "Sign up to see photos and videos from your friends." There is a blue button labeled "Log in with Facebook" with the Facebook logo. Below that, it says "OR" and provides input fields for "Mobile number or email address", "Full Name", "Username", and "Password". A blue "Sign Up" button is at the bottom. At the very bottom, there is a small line of text: "By signing up, you agree to our Terms, Data Policy and Cookie Policy."

The screenshot shows the Instagram account settings page. On the left is a menu with options: "Edit Profile", "Change password", "Apps and websites", "Email and SMS", "Push notifications", "Manage contacts", "Privacy and security", "Login activity", "Emails from Instagram", and "Switch to Professional Account" (which is circled in red). On the right, the account details for "livelearn_example" are shown. The "Name" field contains "Live & Learn". The "Username" field contains "livelearn_example". The "Website" field is empty. The "Bio" field is empty. Below the bio field, there is a section for "Personal information" with a note: "Provide your personal information, even if the account is used for a business, pet or something else. This won't be part of your public profile."

1. To create your Live and Learn account, you first need to make sure you are logged into Instagram.
2. In settings find 'Account' and tap Switch to Professional account.



3. Next, you will need to pick a category (out of the 1,500 options). We recommend you choose Non-Government Organisation (NGO), Non-Profit Organisation, or Charity Organisation.

You're all set – you've got an Instagram account for your Live & Learn! Now, simply follow the prompts to set up your profile.

Your Instagram homepage is the first thing your audience will see when they find you, so make it stand out! Fill out all the details in your bio and make your profile picture a logo or image that accurately represents your organisation. Remember, this picture will be viewed on small screens, so it should be easy to recognise.

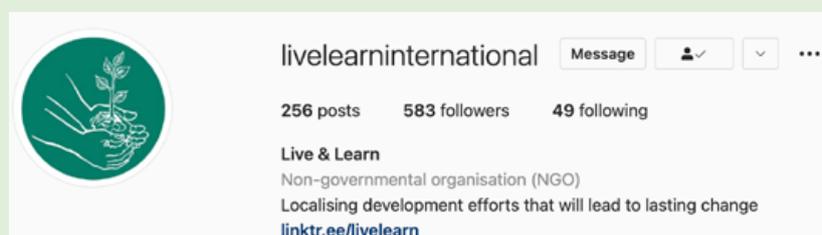
WRITING YOUR INSTAGRAM BIO

Your Instagram bio is where new people get to know you – it should be engaging, quick and inspire them to follow you and take action. Your bio should tell people what your organisation is, what you do and why they need to engage with you. You only have 150 characters to do this, so be creative and to the point.

In your bio you may want to mention where you work, what project types you implement, the length of time you've been implementing or reflect on your office's mission.

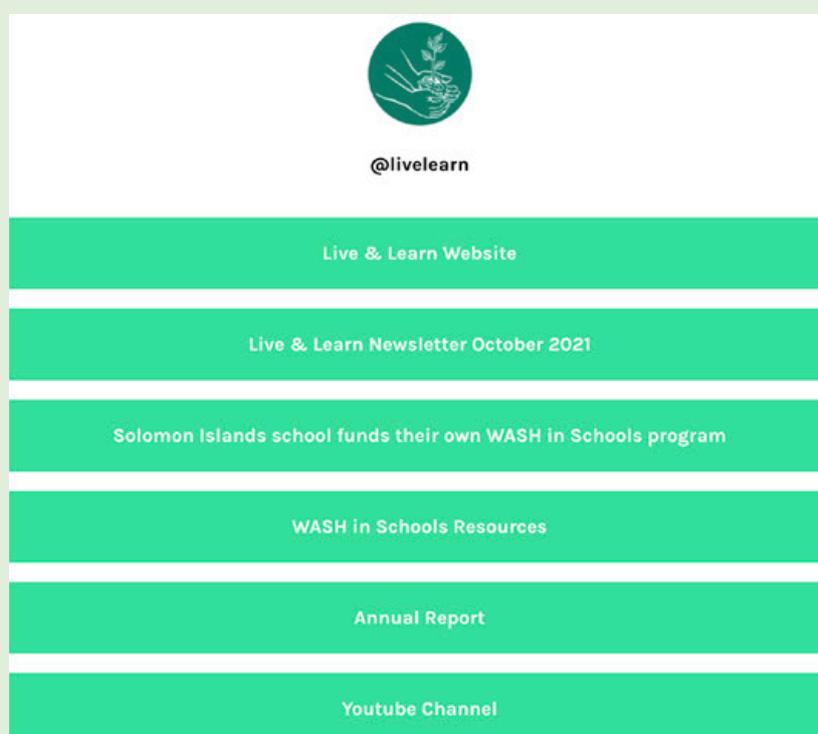
In addition to text, you can also add emojis to your Instagram bio, which is a quick way to add a bit of fun and visual interest – just make sure they are appropriate.

Your Instagram bio is the only place you can use links in Instagram. Make sure your bio includes either a link to your website or use a service like Linktree to provide links to a number of pages, videos or other content outside of Instagram.



USING LINKTREE

One big limitation of Instagram is not being able to use links in your posts – they simply don't allow it. This means you can't give your followers links to videos, websites, resources or documents you might want them to engage with – unless you use Linktree.



Linktree is a free service that allows you to create a landing page that holds all the links you would like your Instagram followers to engage with. All you need is a link to your Linktree in your bio (as mentioned in the previous section).

To set up your Linktree simply:

1. Set up a free account at <https://Linktr.ee/register>
2. Make sure you are logged in then, click 'Add New Link'. A link builder will appear below.
3. Give your link a title – this is what will appear in the button on your Linktree.
4. Next, add a URL.
5. Your link will now be live on your Linktree.

Anytime you want to provide links to your Instagram followers, make sure you add this link to your Linktree (and remove old links as necessary), then simply add the note 'Link in Bio' on your post.



WHAT TO POST ON INSTAGRAM

The content you can and should post to Instagram is a little more limited than Facebook, but don't let that stop you!

Being a highly visual platform means Instagram gives you the freedom to express the personality of your organisation in a different way. You should be aiming to post your best, most engaging photos to Instagram – photos of your project participants and people active on the project site, in workshops or events.

While you can share videos on Instagram, they must be under 30 seconds, so it doesn't give you a lot of time to share your stories. However, Instagram also has two options that can allow you to share more video content on the platform:

- **Instagram Stories** – 15-second clips that can be viewed on your Instagram profile for 24 hours, before they disappear.
- **IGTV** – Allows you to post video that's between one and fifteen minutes long (or up to 60 minutes if you upload it from your computer).

Below is just a quick introduction to each of these options.

GETTING STARTED WITH INSTAGRAM STORIES

The content you post on Instagram Stories should be different than your 'grid' or normal posts:

- Story content is more casual or informal and only lasts 24 hours.
- Grid content is more planned and lives on your profile forever.

To create a story, simply tap the camera icon in the top left-hand corner of your screen within the Instagram app.

Now, here's how to add content to your Instagram story:

- **Photo:** Simply press the white button at the bottom once.
- **Video:** Press and hold the same white button. It will record until you let go of it. However, it is far easier to swipe across the bottom menu and select 'handsfree' so you don't have to hold the button.

If you want to use a photo or video that you already have on your phone, tap the square at the bottom left of your screen and select the file from your camera roll.

There are many other things you can do with stories – such as adding filters, text, polls and stickers – but the best way to learn these is to simply start and experiment.

However, the most useful feature for your Live & Learn office is the ability to add links to your Instagram stories – meaning you can send people to your website easily. Just click on the 'Link' option and paste the URL you want to send people to.

GETTING STARTED WITH IGTV

Before you can do anything, if you've never used IGTV before, you will need to create an IGTV channel. You can do this on the Instagram app on your smartphone, or on your desktop.

Once you have created your IGTV channel you have two options for uploading your videos:

1. Uploading IGTV videos from your computer
 - Sign into your Instagram account through your web-browser and go to your profile.
 - Click on the IGTV icon.
 - From here you can add a title, description and cover photo for your video. You can also choose whether you want a preview of your video to appear in your profile and feed.
2. Uploading IGTV videos on your smartphone
 - Open the Instagram app and click on the IGTV icon in the top right corner.
 - Then, click the + sign to upload the video.
 - From here you can add a title, description and cover photo for your video. You can also choose whether you want a preview of your video to appear in your profile and feed.

PHOTO REQUIREMENTS FOR INSTAGRAM

Photo type	Size (pixels)
Profile photo	320 x 320
Landscape post	1080 x 566
Portrait post	1080 x 1350
Square post	1080 x 1080
Instagram Stories	1080 x 1920



WRITING CAPTIONS FOR INSTAGRAM

While an eye-catching photo or video is the heart of every Instagram post, what you write in the caption is equally essential. Typically, Instagram captions are shorter than Facebook posts, but the rules are generally the same:

- **Tell a Story** – even a workshop or event has a beginning, middle and end. People love a story, so be creative and find a way to tell one.
- **Be positive** – we see the best in people and want to make life better for all. Your followers will love this positive tone, so make sure it shines through.
- **Ask Questions** – people love a question. Why not ask about what people can see in a photo, or think about the quote you have shared?
- **Keep it Short and Sweet** – This rule can be broken for great stories, but usually 2-3 sentences is more than enough.
- **Provide some useful information** – By sharing something valuable with followers, people will keep coming back to Live and Learn for more.
- **Encourage people to take action** – Whether it's clicking a link, sharing the post or simply talking to someone about the post, making a clear call to action really engages people.



livelearninternational "These Foodcubes are very useful to me. It eased the planting of my crops because of the limited land space we have. We can easily plant and grow what we need."

The UN Food Systems Summit is on tomorrow in New York, searching for solutions for people everywhere to take action to transform the world's [#foodsystems](#) and achieve the Sustainable Development Goals.

Live & Learn's Food Futures Program in Tuvalu and Kiribati, funded by the Australian Department of Foreign Affairs and Trade, aims for the same goal. Together, we can increase community resilience and food security in the Pacific.

[#dfat](#) [#sdgs2030](#) [#unfss2021](#) [#tuvalu](#) [#kiribati](#)

HASHTAGS

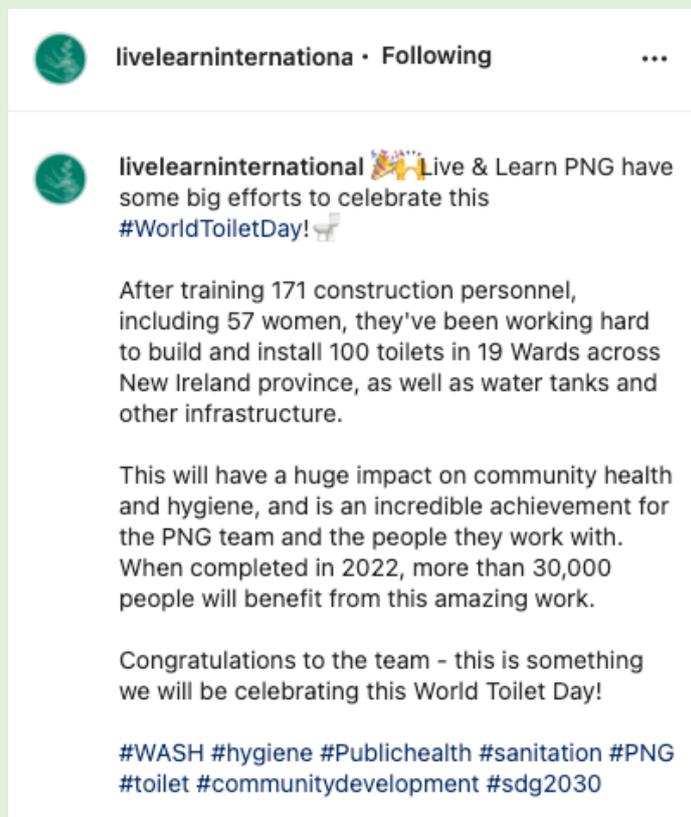
Using hashtags on Instagram can be a powerful way for people to find your post and follow your profile. They are far more widely used on Instagram than Facebook, with many posts featuring multiple hashtags.

When people search for a specific hashtag on Instagram they're super interested in a topic and looking to explore further content.

Using the right hashtags means more engagement, so here are some Hashtag tips to get you started:

- **Keep your Hashtags short, simple and easy to remember.** For example #FoodSecurity is cleaner and more noticeable than #FoodSecurityInitiativesForBetterNutritionInThePacific.
- **Stay consistent.** Try reusing Hashtags that people associate with your organisation like #LiveLearnFiji or #EnvironmentalProtection
- **Get creative** but make sure it's relevant to your posts. Have fun with your hashtags by thinking about the content of your post eg. Sharing a story about a beach clean-up, try #EnvironmentalWarriors or #CleanBeaches
- **Less is more.** The maximum number of hashtags you can use on a single post is 30, but experts suggest five to six per post. The number you use may vary from post to post – the key thing is that they are appropriate and useful.

One of the best times to use Hashtags on Instagram is when celebrating an international day, like Menstrual Health Day. Why? Because people across the globe are thinking about, talking about and interested in these days and topics. Using Hashtags is one way you can use their interest to bring attention to your office and the work you are doing.





TIP:

There are plenty of sites to help you generate popular hashtags if you feel stuck. Some free options to get you started include:

- www.bigbangram.com
- www.allhashtag.com

To get you started here are few of our own based on our thematic areas:

#livelearn

#DisasterResponse

#WASH

#ClimateChange

#GenderEquality

#ClimateSolutions

#WomensEmpowerment

#EnvironmentalProtection

#HumanRights

#Conservation

#DisasterRiskReduction

#FoodSecurity

#DRR

BEST TIME TO POST

The best time to post on Instagram, may not be the best time for you. The best time to share your content is when your audience is online. This is usually on weekdays at lunchtime (11am-1pm) and in the late afternoon/evening (4-7:30pm).

The best way to find what will work best for you is to check Instagram Insights or the Facebook Business Suite to find out when your audience is online.

The screenshot shows the Facebook Business Suite interface. At the top, it says "Calendar" and "Live & Learn Environmental Education". Below that, there are tabs for "Week", "Month", and "Today". The calendar view shows three days: Sun 12, Mon 13, and Tue 14. On Monday, there is a post scheduled for 10:00 PM. The post features an icon of a hand holding a smartphone with an Instagram logo. The text of the post reads: "This week, your Instagram followers are most active at this time." Below the text is a "Schedule" button with a dropdown arrow.

TIP:

Using your content calendar to plan ahead will make three posts a week more than easy.

HOW OFTEN SHOULD I POST?

Generally, it is recommended to post on Instagram once per day, but what is more important is consistent posting. Instagram favours quality over quantity, so if your team doesn't have the time to post daily, pick one or two days a week and post regularly on those days.

To save time you can get content ideas from other NGO pages and plan a week or a month's worth of posts at once using the 'scheduling' option in the Facebook Business suite.

Avoid sharing multiple posts in quick succession. Try allowing several hours between your posts if you are sharing more than one. 'Too many updates' is the number one reason people unfollow Facebook pages.

SCHEDULING POSTS

When you create a post on Instagram it will be posted straight away. A great way to stay organised, and ensure your posts appear when your followers are online is by scheduling them using Facebook Business Suite (FYI - Instagram is owned by Facebook).

Here's how to do it:

1. Make sure you are signed into Facebook, then go to business.facebook.com, and your Live and Learn Page details should appear at the top of the screen.
2. Click on **Posts** from the left-hand sidebar.
3. Click the **Create Post** button in the top right. You can also click **Create Post** from Home.
4. Select where you want to schedule a post – you can post it to both Instagram and Facebook in the one place, which is really useful!

TIP:

If you're scheduling a post for the first time, you may have to reconnect your Instagram account. You will need to be the Facebook administrator to do this. Simply follow the prompts.



TIP:

This process is the same as for scheduling posts on Facebook, outlined earlier in this document.

5. Enter all the details of your post, including text, photo/video etc.
6. Preview your post on the right-hand side. To see a different preview, click on the drop-down menu in the top of the window or on the arrows in the top right. You can see how it will look on Facebook compared to Instagram or on a desktop compared to a phone.
7. To publish the post straight way, click the blue **Publish** button.
8. To publish the post later, click the blue arrow next to **Publish**.
9. Then, click **Schedule Post**. Add the date and time that you want to publish your post.
10. Click **Schedule** in the bottom right when you're ready to schedule your post.

USING FACEBOOK BUSINESS SUITE FOR INSTAGRAM INSIGHTS

Facebook has many powerful tools that allow businesses and organisations to reach more people more effectively. The Business Suite will allow you to manage both your Facebook and Instagram pages, so it is worth spending some time learning the basics.

There is A LOT you can do, but you don't need to worry about it all. Below are some tips to get you started.

- As outlined above the Facebook Business Suite will let you schedule posts ahead of time – for both Facebook and Instagram.
- The Activity and Inbox menu options allows you to quickly and easily review what people are commenting on your posts, or any direct messages you might be receiving. This allows you to quickly and appropriately respond.
- In the Posts tab you can see what posts have reached the most people. You can learn what people want to see from your Live and Learn office and adjust your plans to include more high-performing posts.
- Using Insights will allow you to get a good understanding of who your audience is (Gender, Age, Location etc) and how they are interacting with your Facebook and Instagram posts.

Using the Business Suite to create your posts, and regularly checking on the performance of your social media efforts will help you to learn, plan and improve.



Managing social media comments, questions and messages

You will likely receive comments, questions and messages on your Facebook and Instagram accounts as you use it. That's good – it means people are paying attention! But it's important to manage them properly.

MESSAGES

The most important thing to remember when you receive a message is to respond quickly. It's best if you can reply to messages within 24 hours – being reliable and trustworthy when responding to messages shows people that your organisation is also reliable and trustworthy.

QUESTIONS

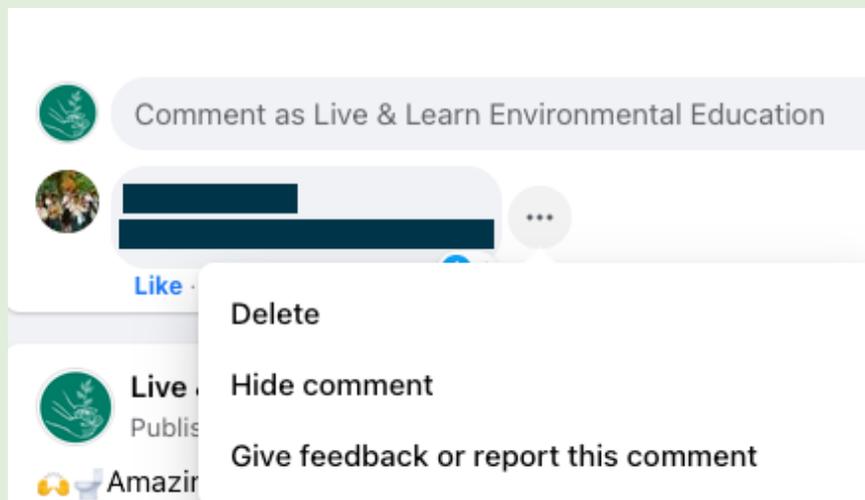
For questions, the same rule applies – try to be prompt with your reply! However, if you don't know the answer, don't pretend to know. You can simply let the person know that you will need to look into it or direct them to another person or organisation who may know the answer.

COMMENTS

Comments are a great way to see if your posts are getting engagement. It's always nice to 'like' a comment people leave you and replying to them is nice as well. This encourages people to engage more with your posts and your page, hopefully leading to a bigger following!

TIP:

If you receive nasty, rude or inappropriate comments, you can click on the three dots next to the comment to delete, hide or report the comment. If it continues, you can block the commenter from your page entirely.



If you are having problems with any of your social media followers and you aren't sure how to handle the situation, always feel free to reach out to the Live & Learn network office for advice! Just email Jake Watson at jake.watson@livelearn.org and explain your problem.



Things to remember when posting on social media

- **Posting consistently is better than posting frequently.** You don't need to post three times a day - just make sure you're posting on a regular basis, whether that's every weekday, or every Monday, Wednesday and Friday.
- **Quality of content is better than quantity of content** (especially on Instagram!). Less is more! Posting a little bit of good content is better than a lot of bad content, so focus on quality, not quantity.
- **Try setting an objective for your social media**, so that you know how much of an impact your posts are making. For example, your objective could be to reach 50 people per post, or 500 people across a full month, or the number of new followers you have gained in a week, so you can track your progress across time.
- **Always check your stats in the manager** to see what works best for your account and get to know what kind of audience you have. Such as: Where are they from? What time are they online? Knowing this helps you create the right kind of content for your audience, and make the biggest impact.
- **Check your insights to see what kind of posts your followers are liking.** For example, do they respond more to videos? Are stories about a certain topic more popular? Does your audience like more of your posts about people? Do they prefer posts of photographs or news articles? Knowing what posts are most popular helps you connect with, and expand, your audience.
- **Don't get disheartened – social media can be tough.** There's no quick, overnight way to grow on social media. It takes time. But as long as you keep posting, keep learning and keep tracking your progress, things will grow. Don't give up!

A note about misinformation and personal social media use



STOPPING THE SPREAD OF MISINFORMATION

During the COVID-19 pandemic misinformation has been widespread. False statements, rumours and speculation about the virus and vaccines have circulated on social media, changing opinions and creating fear.

To keep our social media free of misleading information it is important to only share information from trusted sources. If you aren't sure whether the content your posting is accurate and safe to share, ask yourself these questions...

Who shared it? Is the organisation/person you are sharing content from trusted and verifiable?

What is the source of the information? Always check back to see where the content came from originally. Is this someone Live & Learn would be proud to support? E.g. the World Health Organisation or UNICEF.

Why are you sharing it? Does this information support your personal beliefs or the values of Live & Learn? Everything you post must adhere to our organisation's mission and vision.

When was it published? Make sure the content is timely and relevant. Avoid sharing old and outdated information.

Please refrain from posting or sharing anything on social media that targets a specific group or organisation and is not politically neutral. Live & Learn does not discriminate on the basis of ethnicity, gender, age, disability or sexuality and our social media needs to reflect this.

PERSONAL SOCIAL MEDIA USE

As a representative of Live & Learn and as a trusted member of your community, anything you post on personal social media accounts reflects the principles and values of our organisation. Like the Live & Learn social media accounts, it is important to be mindful of spreading misinformation on your personal profiles.

AVOID: sharing confidential information about co-workers, private communications, financial disclosures or other sensitive information.



Step 4:
Sending
content to
Live & Learn
Australia

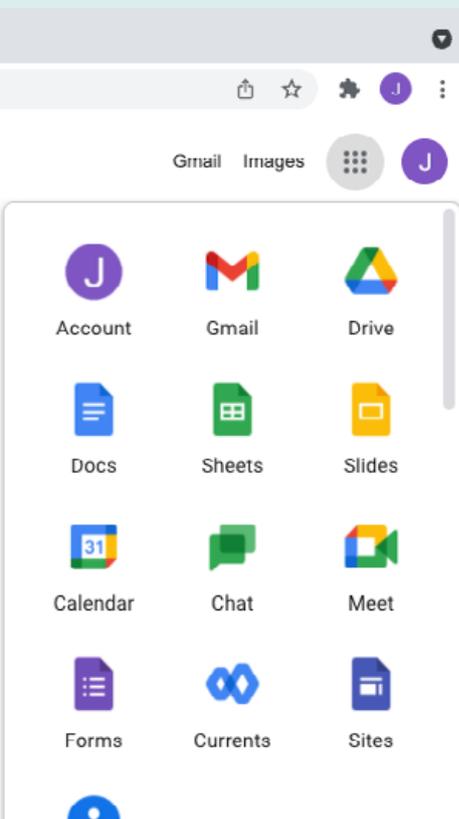
Spread your content far and wide!

If your office doesn't have a social media account, or the time to manage one successfully, don't worry – your amazing stories and photos can still be shared to a wider audience. How? By sending your photos, videos and stories to Live & Learn in Melbourne!

We love to see what your teams are up to and promote your programs and activities through our international Facebook, Instagram and Newsletter. So please, send us your news, project updates, photos, quotes and stories. We would love to share the amazing things you are doing.

TIP:

You can **ONLY** access the shared GoogleDrive from your Live & Learn email address. You will not be able to use the Live & Learn Google Drive if you are logged in using your personal Gmail account.



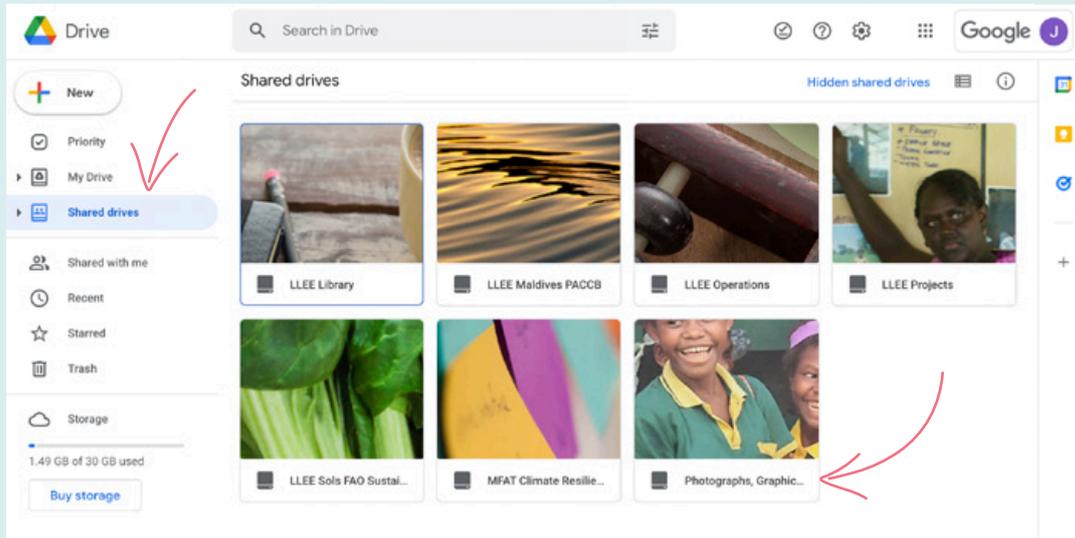
How to send us content

First things first – please avoid sending photos in word documents or PowerPoint presentations. Although the information in internal reports is helpful, we cannot extract photos from documents without ruining their quality. We need the full resolution photos as separate files.

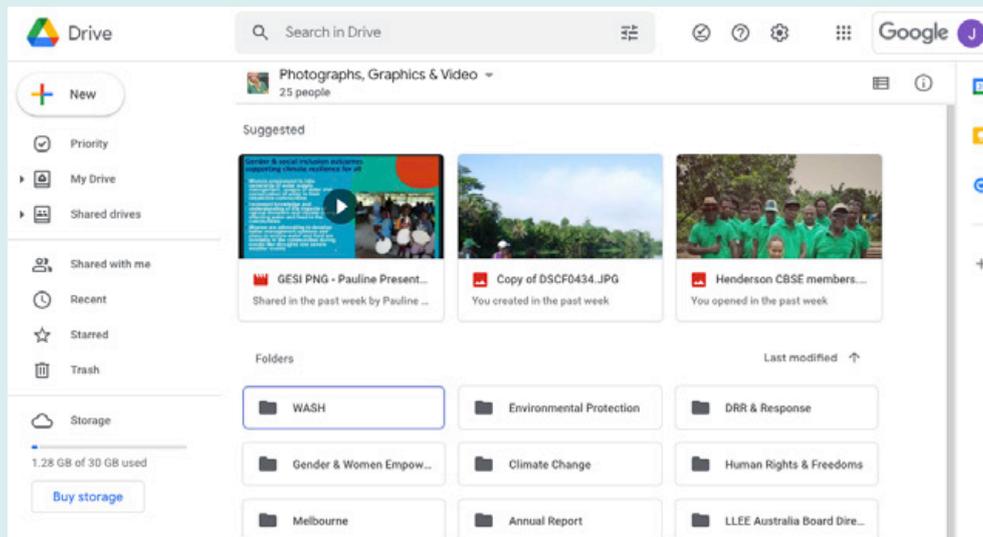
Here's how to get those files to us:

1. Upload content to the LLEE Google Drive.
 - Every staff member with a Live & Learn email address has access to the Live & Learn Google Drive. (If you don't, please contact michelle.able@livelearn.org).

- Once you have access to the Live & Learn Google Drive, you can go to it via the Google Suite.
- Once you have selected 'Shared Drives', on the left. You will see the 'Photographs, Graphics & Video Folder'.



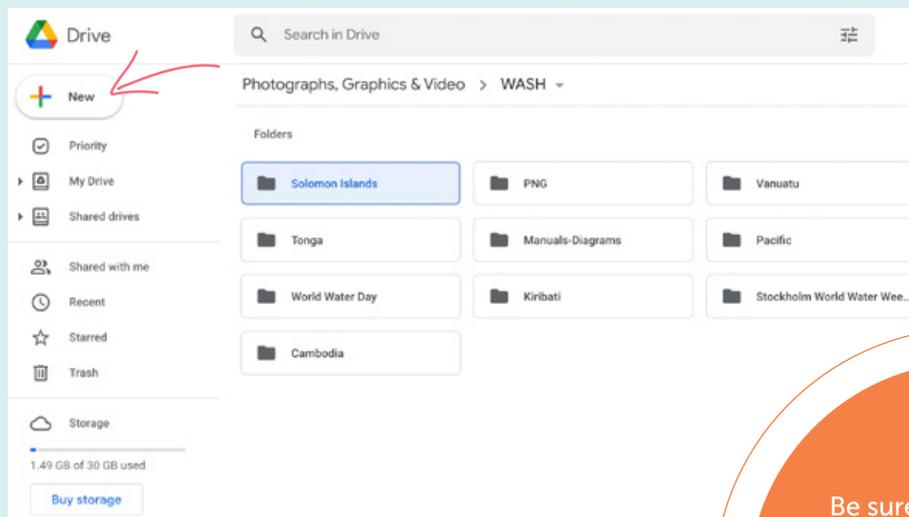
- Once you have selected the 'Photographs, Graphics & Video' folder you can select the relevant thematic area of the project photos that you want to upload. For example Water, Sanitation and Hygiene...



TIP:

Make a folder for each project and then sub-folders for activities e.g. 'Project launch' so that you can easily find content again once it is saved to the drive.

- In each thematic area folder, there will be a folder for your country (if you don't see your country, you can make a folder for it by selecting 'New' and then 'Folder' on the left hand side – be sure to name it after your country!).
- Once you have accessed your country's folder, you can upload folders and files by selecting 'New' on the left-hand side.



TIP:

Be sure to name photos with any important details, so that someone not familiar with the project can tell what is going on, who is involved and where it is happening.

2. Email content to jake.watson@livelearn.org
 - Please make sure photos (in particular) are added as attachments, not embedded in the body of the email.
3. Add content to your office's Dropbox and email the link to jake.watson@livelearn.org

Contact person

To make communication as clear as possible, **please nominate one staff member** from your office to directly correspond with Live & Learn Australia. This person will be the contact person for Live & Learn Australia if we need to discuss project updates, referencing donors, photos, quotes or any missing information.

Keep in touch

The Live & Learn network office is here to help you on your social media journey. For any social media, communication or storytelling questions, please don't hesitate to contact us:

Jake Watson

Communications Specialist

jake.watson@livelearn.org

Heidi McCulloch

Research & Communications Officer

heidi.mcculloch@livelearn.org

Michelle Abel

Director, Knowledge, Learning & Communications

michelle.abel@livelearn.org

Facebook: [@LiveAndLearnInternational](#)

Instagram: [@Livelearninternational](#)



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