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VIVA! Communications and LIV – social media

SoMe = social media

VIVA! SoMe channels:

- LinkedIn
- Facebook
- Twitter
- Instagram

LIV SoMe channels:

- Facebook
- Twitter

VIVA! Communications brand personality:

- Aussie
- Quirky
- Humorous

Writing dates at VIVA!:

VIVA! uses the American version of writing dates in the order: Day, Month Date, Year

Writing VIVA! LinkedIn posts:

VIVA! Communications LinkedIn page addresses: clients, stakeholders, connections, journalists, industry media and competitor public relations agencies in a corporate tone. Messages should be short messages around 200 words or 1000 characters. Topics to cover on VIVA!'s LinkedIn: industry media/news (healthcare and communications), agency updates, GHMC updates, and key health dates. When leveraging messages on VIVA!'s LinkedIn channel, address all key health dates, ensure relevant organisations are tagged, relevant hashtags are included, and organisation/campaign websites are linked. Ensure all GHMC partners are tagged when leveraging a post about GHMC press releases, agency updates, GHMC meetings and whenever we work with other GHMC members to champion health + wellness.

Writing VIVA! Facebook posts:

VIVA!'s Facebook SoMe message writing style is punchy and direct, involving asking audiences questions, addressing audiences more casually, and creating an Aussie brand personality that speaks to Aussie patients, advocacy campaigns and the public. Facebook messages should generally be shortened and tailored to address our Facebook audience – taking into account which advocacy groups/audiences we are addressing in the message. Ensure relevant patient advocacy groups and campaigns are tagged. Make sure relevant hashtags are included in post. On Facebook ensure that the posts are speaking on behalf of the brand – creating a post showing VIVA!'s advocacy towards health campaign, key health date or public holiday. Whenever possible try to get a team photo of VIVA! participating in health campaigns and advocacy.

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Writing VIVA! Instagram posts:

VIVA! Instagram posts are casual and funny. Always using team events such as Awards Nights, celebration of Christmas, Melbourne Cup, Birthdays, team bonding, travel, agency updates, welcome posts, pilates etc. to leverage a post on our Instagram. Funny moments in the office can be leveraged as a story or post depending on the photo op. Make sure photos taken for our Instagram are good! Make sure Instagram posts are planned. A lot of our Instagram audience involves past employees at VIVA!, health campaigns, GHMC partners & friends of VIVA!. The caption of VIVA! Instagram posts should average at 280 characters as a short message to spread advocacy or discuss our agency.

Writing VIVA! Twitter posts:

Twitter posts have a character limit of 280 characters. To maximise engagement and impressions on Twitter posts embellish hashtags within the posts. Tweets should always intrigue audiences about advocacy for health dates or campaigns on VIVA!'s Twitter channel. Development of messages about our team and industry media perform the best.

Writing LIV Facebook posts:

LIV Facebook's channel is more casual than VIVA!'s corporate channels shown through the use of emojis. LIV's blog addresses a wellness audience which can involve everything health related to exercise regiments, health blogs, health news, new treatments, patient advocacy and health media. Always develop quirky tiles to accompany LIV messages – LIV's main colour scheme involves a pink or a fuchsia.

Writing LIV Twitter posts:

Twitter posts have a character limit of 280 characters. To maximise engagement and impressions on Twitter posts embellish hashtags within the posts. The use of emojis and hashtags should intrigue audiences. Developing messages for our blogs should always be consumer facing – developing messages about health + wellness to communicate messages for an audience interested in health.

Sharing with the team:

After leveraging on our SoMe channels it is essential to send a email to our team about the leveraged post hyperlinking our channels in the email as such:

[LinkedIn](#)
[Facebook](#)
[Twitter](#)
[Instagram](#)

Social Media Tile Development:

Most our social media tiles are developed via Canva, sourcing our images from Canva itself or Adobe stock. VIVA! brand personality when developing social posts is always best shown through using Aussie animals to communicate and express a quirky and humorous side to VIVA!. Heavily alter or filter images so they can be used as our personal images we use that

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show VIVA!'s creativity. Photoshop, Adobe Illustrator, or Adobe Lightroom. Be creative and make tiles that stand out that are dynamic with animations or creative animations.