

LAWWEEK
13-19 MAY 2019

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LAW



SPREAD THE WORD
TIPS FOR EVENT PARTNERS



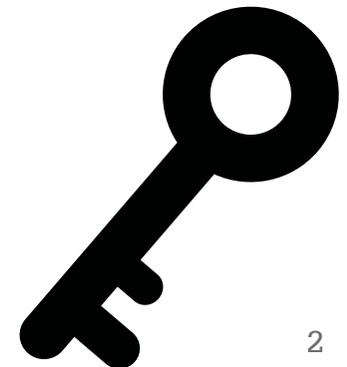
Getting the most out of your social media

Social media is a great way for you to promote your event to the general public; it's candid, accessible and can be done easily from your smartphone.

The following tips can help you to ensure you are using your platforms most effectively.

Victoria Law Foundation will assist in promotion of your event by:

- Creating a Facebook event for your Law Week events, and make you a host of this page
- Promoting your event across our official social media channels
- Providing you with resources for promotion, including social media post templates and best practice tips; contained within this document.



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ENGAGING YOUR AUDIENCE

Consider your target audience

Who is your target audience? Who would be interested in your event? How would you best communicate with them? Your target audience can inform what tone, language and imagery to use in your promotion. You can also think about what times during the day your audience is likely to be on social media to help you decide when to post.

Tone and content ideas

Content that performs best on social media is visually engaging and easily digestible. Keep the tone casual and easy to read. If you have a long body of text to post, think of what you can cut-out to shorten it. Keep in mind your posts are competing for attention with hundreds of other posts in the News Feed, so try to keep text short and snappy and have an image or video to accompany your posts where you can.



How do I get a photo or video for my post?

Images and videos can be as simple as something quickly shot on your smartphone. Some ideas of what to shoot may be; your event venue, your team working on the event, guests or speakers, resources, print material or designs produced for the event, etc.



Hashtags

Facebook, Twitter and Instagram all use hashtags to promote content to new audiences. To create a hashtag, type '#' and any word following the symbol will automatically be tagged. Hashtags cannot include spaces or punctuation.

Tagging people and pages

Other pages can be tagged in social posts by typing the '@' symbol before their handle in the body of the post.

A social media handle can be found by checking the URL of the profile you wish to tag.

Eg. <https://twitter.com/VicLawFoundn>

This will allow this person to see this post, as they will be notified if they are tagged in something.

Possible hashtags:

#LawWeek
#youreventname
#UnlockYourLaw
#CourtsOpenDay

Official Law Week channels:

Facebook: @YourLawVic
Twitter: @VicLawFoundn



Image sizes

Photos uploaded to Facebook can be of any dimensions. However, when you post a URL, Facebook gives you the option to select an image to accompany the link. This image must be 1,200x630 pixels (1.9:1). If the size ratio differs some cropping of the image may occur.

Stories

Stories give your audience a snapshot of what your organisation is doing in this moment. Stories are only able to be viewed for 24 hours after posting. They are limited to vertical orientation, at 1080x1920 pixels (9:16).



Text length

Keep the text shorter than 50 words for a more engaging post.

Video length

The maximum video length that is able to be uploaded is 45 minutes.

Try to include something interesting within **the first 3 seconds** of the video, as this is what will grab the attention of your audience.

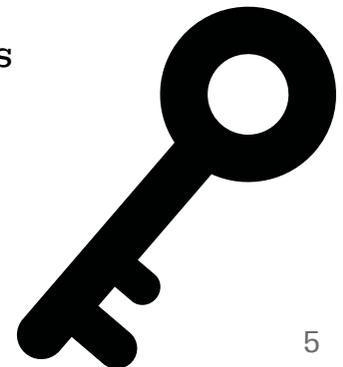




Image sizes

Like Facebook, images uploaded to Twitter can be of any size, unless they are accompanying a link. Linked images must be 440x220 pixels (2:1). If the size ratio differs some cropping of the image may occur.

Text length

Twitter has a maximum limit of 280 characters per tweet. You can have a series of tweets in the same thread by selecting the '+' when composing your tweet. You can also add additional tweets to content that is already published by clicking the speech bubble icon under the existing tweet. This is handy for keeping a number of tweets about the same topic together.



Video length

The maximum video length that is able to be uploaded is 2 minutes, 20 seconds.

Try to include something interesting within **the first 3 seconds** of the video, as this is what will grab the attention of your audience.

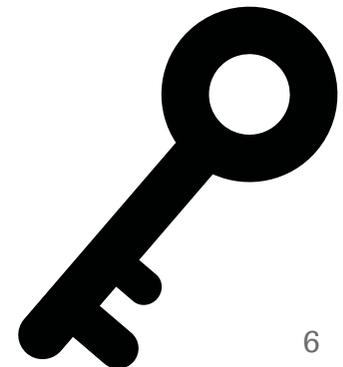




Image sizes

Instagram allows both square and rectangular images up to a ratio of 1.5:1.

Image carousels

Unlike on Facebook, you cannot create photo albums on Instagram. Photos may instead be posted in a carousel, allowing your audience to swipe through up to 10 photos in a single post.

If you are taking many photos, for example during your event, it is advised to select only your best photos for posting on Instagram because of this volume limit.



Stories

Stories are limited to vertical orientation, at 1080x1920 pixels (9:16) and, like on Facebook, are able to be viewed for 24 hours.

Text length

Keep the text shorter than 20 words for a more engaging post.

Video length

The maximum video length that is able to be uploaded is 60 seconds.





Why go live?

During your event, you may wish to provide live updates. This is a good way to keep your attendees informed and engage those who were unable to attend as they can follow the action from home. Live updates also provide an opportunity to start a conversation with your followers and engage them further in your topic, as they will be able to reply to your updates with their own thoughts.

Live tweeting

Live tweeting refers to the action of providing a play-by-play of your event to your audience on Twitter. This can involve tweeting quotes and key ideas delivered during the event.

Live video

Live video can be done via mobile or tablet on Facebook, Twitter and Instagram. Broadcasting your event or elements of it live is a good way to gain audience attention as they will be notified when you begin a live video.

Facebook and Twitter

This feature can be found as an option when composing a post as usual.

Instagram

This feature can be found by swiping right on the home screen or selecting the camera icon in the top left, then selecting 'live' from the bottom screen menu.



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STANDARD MESSAGING

The following standard messaging for Law Week can be used in your promotional material to explain and promote Law Week, answer FAQ's and give you ideas for wording your content.

General description

Law Week is back in 2019, with events running across Victoria from Monday 13 to Sunday 19 May.

It's an annual festival of events that makes learning about the law easy – helping you unlock your law.

Go behind the scenes at the courts or take part in debates, tours, mock-court trials, legal health checks and music performances.

Stop by our Festival Hub at Fed Square to find out what's on and pick up a Law Week program.

And on Saturday 18 May, enjoy a wonderful day out with the whole family at Courts Open Day. It is a great opportunity for all Victorians to get an insight into the workings of our courts with tours, special events, presentations and plenty of children's activities. Check our website for the full Courts Open Day program.

Join us this year to unlock your law.

View the entire Law Week program online now at www.lawweek.net.au.

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STANDARD MESSAGING

The following standard messaging for Law Week can be used in your promotional material to explain and promote Law Week, answer FAQ's and give you ideas for wording your content.

Unlock your law narrative

The law is complex, and can seem intimidating.

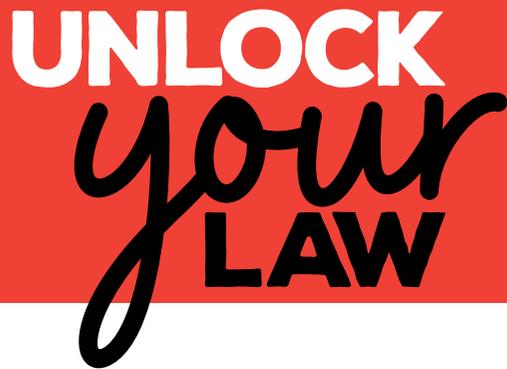
But it doesn't have to be that way.

At Law Week, we make learning about your law easy.

Take a tour of the courts, see a mock trial, or learn from a legal expert.

We're giving you the keys to find out more.

Unlock your law this Law Week.



STANDARD MESSAGING

The following standard messaging for Law Week can be used in your promotional material to explain and promote Law Week, answer FAQ's and give you ideas for wording your content.

Standard answers to FAQs

What is Law Week?	Law Week is an annual festival of events that makes learning about the law easy.
When is Law Week?	Events run across Victoria from Monday 13 to Sunday 19 May.
What is this year's theme?	This year's theme is 'Unlock your Law', encouraging Victorians to explore the history and practice of the law in Victoria – raising our understanding of the system, our rights and our responsibilities
What can I do during Law Week?	Go behind the scenes at the courts or take part in debates, tours, mock-court trials, legal health checks and music performances. Stop by our Festival Hub at Fed Square to find out what's on and pick up a Law Week program.
What is Courts Open Day?	On Saturday 18 May, Victorian courts will open their doors to let you see behind the scenes for Courts Open Day. It's a wonderful day out for the family, offering plenty of activity for every age, including the kids. Check our website for the full Courts Open Day program.
Where can I find more information?	See the entire Law Week program online now at www.lawweek.net.au .

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Calls to action

Whenever you communicate, consider what you would like people to do and how you can entice them to do it. The call to action gives the audience a reason to click on a link, read your article, or register for your event. See some ideas for a call to action below.

Unlock your law

Learn more about how your law works

Find out how our legal system works

Go behind the scenes of our courts

Find answers to your legal questions

Hear stories of our rich legal history



Promotional images

Transparent branded templates for use on your images are available for download. These templates can be overlaid onto images, allowing your promotions to be instantly recognisable as part of the program.

There are also general promotional graphics available for use featuring Law Week branding.



[See branded image templates](#)

[See promotional graphics](#)

Promotional flyers and products not on social media

The placement of the logo on all promotional products outside of social media (flyers, posters, etc) must be approved by the Foundation before final production.

Once you've finished your design, please email it (or a screencap, for website use) to the Events team at [**gangus@victorialawfoundation.org.au**](mailto:gangus@victorialawfoundation.org.au) for final approval.