

VicHealth Reimagining Health Grants – social media pack

Congratulations on your successful grant application!

This pack will provide you with a few ideas and tools to promote your project on your organisation’s social media channels and attract more attention online.

Reimagining Health Grant Badge

We have created a new Reimagining Health Grant badge that you can use to promote your project on your social media channels and on collateral (e.g. merchandise).

We would prefer the logo is not used alongside other logos including alcohol, gambling and junk food logos. This is in line with our Harmful Industries Policy which can be found [here](#). We will need to approve the use of these if there are logos from other sponsors/organisations.

If you have any questions about using the Reimagining Health Grant badge alongside another logo please contact us via Logo@vichealth.vic.gov.au.

You can access the badges [here](#).



Promoting your project on social media

Below are some examples of text that you can copy and use to promote your project on your organisation’s social media channels. All you need to do is fill in the yellow highlighted sections with the details relevant to your project.

<p>Twitter and Instagram</p>	<p>(Organisation name) is happy to announce we’ve received a @VicHealth Reimagining Health Grant, to support our community to (insert description of how funding will help eg: increase access to healthy and affordable food, get more physically active, build meaningful social connections for those experiencing isolation or loneliness).</p>
<p>Facebook</p>	<p>Great news! We’ve received a Reimagining Health Grant thanks to @VicHealth. That means (insert description of how funding will help your organisation eg: equipment, volunteer support expenses, staffing). Contact us today to learn more.</p> <p>We’ve received a @VicHealth Reimagining Health Grant to help support those who need it most. Funds will go to ensuring more people in our community can (insert description of how funding will help eg: increase access to healthy and affordable food, get more physically active, build meaningful social connections for those experiencing isolation or loneliness).</p>

Other ideas to boost your social media accounts.

- 1. Find new community members with your social media posts** – your social channels are not just for those who already know about your organisation. Social media is a great way to share updates, make more people aware of your organisation and the great work you're doing and encourage new community members through the doors.
- 2. Use the 'About Us' section on Facebook** – Often the first place people look to find information about your organisation is the About Us section. Keep it updated regularly with contact numbers, location, key dates and events and other important information.
- 3. Promote your organisation** – A great way to promote the hard work of your organisation is to call out how you will use the funding to support your community. See the examples in the table above which we encourage you to use.
- 4. Tag @VicHealth so we can amplify your amazing work** - Don't forget to tag @VicHealth and use our hashtag #ReimaginingHealthGrants so we can see and share your organisation's fantastic achievements in improving the health and wellbeing of your community.