

# #YourLocalMelville social media campaign

Supporting our local businesses through curated, community-focused social media content

We recognise how important local businesses are for creating local jobs, providing essential goods and services and contributing to attractive, liveable communities.

To help support our local businesses here in Melville, we want to share great community stories across our social media platforms to highlight the diversity and range of our local businesses. We encourage our local businesses to share their stories and photos with us for possible sharing on our Facebook, Instagram and Twitter platforms\*.

The purpose of this initiative is to:

- add to a **sense of place** in our City
- support a **sense of pride** to live, work or play in the City
- support our local economy by encouraging people to **shop with local businesses**

Before making a submission, please ensure:

- ☐ the business has a store, or a service, which operates within the City of Melville
- ☐ the story/image is community focused; helps create a sense of Melville pride and/or place
- ☐ the story/image relates to one of the community outcomes below:



## How we select and publish stories

When selecting stories, we will assess the following:

- how community focused the story is
- whether the story adds to a sense of place or supports a sense of pride
- how unique/quirky the story is
- whether we have previously promoted that business/story before
- whether the story is related to our community outcomes or our strategic focus
- whether the story aligns with our social media approach
- how high-quality the image is and whether it compliments the story. We recommend:
  - minimum 1080x1080 resolution
  - square shape preferred
  - images that are in focus, [brighter](#), utilise the [rule-of-thirds](#), have a shallow [depth-of-field](#), have a dominant colour and a dominant element (the focus of the picture).

\*We retain absolute discretion of when and how we publish any images and text submitted and we may reject or modify content at times. This is to ensure the image and story comply with our social media terms and conditions, and align with our strategic objectives. We will not manipulate your submission in a way that misrepresents or negatively impacts your business. We do not publish *purely* promotional/advertising images and stories from businesses.

# Image and story submissions (examples only)



“John Smith has been tending to the crops at @yourbusiness where thier harvest includes cherry tomatoes, pumpkins and one huge watermelon.”

Where’s a good place to grab fresh yummies in your neighbourhood? @otherbusiness @otherbusiness2 @otherbusiness3

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#yourlocalmelville #melvillecity #gardening  
#freshproduce #sustainableliving #freshfood  
#cafefood #organic #gardenorganics



“The three most busy days of the year for a florist are Valentines Day, Mothers Day, and school ball days!”

@yourbusiness snapped this great photo of their native bouquets. @florist1 @florist2 @giftbusiness1 @giftbusiness2

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#yourlocalmelville #melvillecity #flowers  
#springtime #bouquet #valentinesday  
#nativeflowers



“My morning was made a little better when I saw we have a brand new mural on this building right outside our store. It makes for a nice lunch view!”

Mural by @artist1 outside @yourbusiness livens up the area!

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#yourlocalmelville #melvillecity #shoplocal  
#perthstart #streetart #smallbusiness #publicart  
#perthcafeculture #urbanjungle