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May 2018

## Social media posts

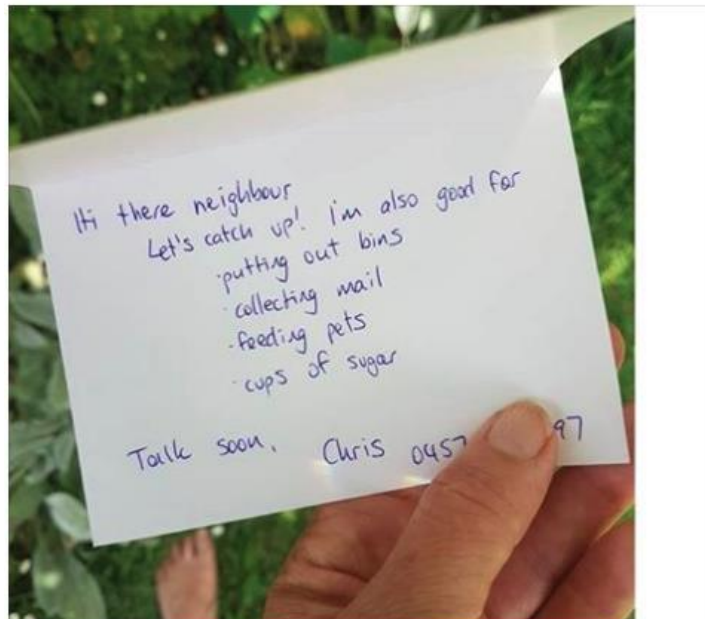
### Australian Red Cross social media Facebooks that have driven *Get Prepared* downloads

While every brand has its own unique way of talking to and engaging with its followers on social media, we thought we would share three successful Facebook posts that have driven downloads of the *Get Prepared* app, or have had high engagement rates.

#### 1: *Know Your Neighbour*

We snapped this actual note to a neighbour and posted it with the below message to remind people how simple the actions they can take to prepare for an emergency are.

Did you know your humble neighbour is the person most likely to help you survive a disaster? As well as building great communities, knowing who your neighbours are helps you #prepare for a #disaster. And there's no better time than right now! More tips: <https://www.redcross.org.au/prepare>





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## 2: The repeat post

This is a link post, linking to Australian Red Cross' emergency page ([www.redcross.org.au/prepare](http://www.redcross.org.au/prepare)) but because we share a regular message of preparedness, we thought we'd have fun with the "broken record".

We know we sound like a broken record, but this is a page you should bookmark and read. It'll help you. #Emergency #GetPrepared.

Also, we're 104 years old. We're allowed to repeat ourselves a few times!



### Are you ready? Do one simple thing

Emergencies can happen anywhere, any time. It could be at or near home, at work, at school or childcare, on holiday, or while out and about.

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## 3: The time-relevant post

It's true, asking people to prepare in the middle of a news cycle about an actual emergency makes no sense. Our followers want real-time emergency actions during an emergency. However, we can use the anniversary dates of past emergencies to remind people of what they risk losing if they have not prepared.

It's been 35 years since the Ash Wednesday tragedy occurred. Today, emergency crews are more prepared than ever for disasters, but you also have to do your bit. Download the free Get Prepared app and check out our simple tips to get prepared [www.redcross.org.au/prepare](http://www.redcross.org.au/prepare)

Photo: Macedon Fire Brigade.



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