



Australian Government  
Department of Home Affairs

# HARMONY WEEK

## Online Promotion Kit

Spread the word—promoting your Harmony Week event online and on social media

Using social media and online channels can be a simple, but effective way, of letting your community and networks know about your Harmony Week event and how they may be able to get involved.

This kit contains some simple ways you can promote your Harmony Week event online and through social media.

For further information on Harmony Week events, including ideas for what you could do during Harmony Week and resources to help you celebrate, check out our **Event Planning Kit**.

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## Get the word out on your website

Your website is a great place to start promoting Harmony Week and your event. Here are some simple resources with explanations of how to use them.

### Pop our Harmony Week web badge on your website

A **web badge** is a small image on a website that links to another website or content. The Harmony Week web badge has been developed as a simple way for you to promote your event on your website.

To add the Harmony Week badge to your website, right click, 'save as' on the image and upload it to your website.

Make sure to link the image back to <http://www.harmony.gov.au>.

### Create a Harmony Week event or cultural diversity section on your homepage, or a new page for your website

You may like to dedicate an area of your homepage, or a specific page of your website, to telling people about your Harmony Week event or, more broadly, your organisation's cultural diversity.

We've developed a range of Harmony Week graphics for you to use on your website.

**Web banners** are easy to use content and/or images that can be used on websites to promote events.

You can use the Harmony Week web banners on your website in a variety of ways and on a variety of pages. We've provided large, horizontal and vertical banners that will fit with the layout of your website.

You can also ask your networks to share the banners with their friends and family!

## Spread the word using emails and newsletters

### Add the Harmony Week signature block to your workplace emails

Add the **signature block** to your staff's email signatures, along with a few words about your event's date and location. For example: 'Join us at xxx and celebrate our organisation's diversity' or 'We're proud of our diversity with xx countries represented in our organisation'.

### Include information about your Harmony Week event in your newsletters

Share updates about your event in your newsletters. You can use the graphics we've provided on our website alongside anything from a few words to a longer article about your event or the people from your organization who are involved.

See the **Event Planning Kit** for some key messages to include.



## Get social—use social media to promote your Harmony Week event

You can use Facebook, Instagram and Twitter to let others know about your Harmony Week event.

Don't be worried about regularly promoting your event through your social media networking circle, as it's normal to provide frequent posts about events of this kind. With all the noise and continuous stream of updates on sites like Facebook and Twitter, it's good to put out reminders regularly to catch those that may have missed your previous updates.

A good plan might be to send out content every second week, and then every week in the month leading up to your event.

### Use hashtags to brand your event

If you're promoting your event through **Twitter or Instagram** brand it with a hashtag.

Hashtags are typically a word preceded by a # sign and can be used to unify posts from multiple people on the same subject. Brand all posts about your event with the same hashtag (we recommend using #harmonyday and #everyonebelongs) and encourage your staff and networks to do the same when they mention your event in their own updates.

### Get more people to join the fun—encourage attendance using Facebook events

Create an event on your Facebook page and invite all your Facebook followers to the event. Facebook events is a feature that lets you organise gatherings, respond to invites and easily keep up with RSVPs.

Note: this should only be used if the event is open to public attendance

### Use Harmony Week infographics

A simple way to promote your event through **Instagram** and **Facebook** is to combine one of the infographics we've provided with a short caption or some text about your event.

See the **[Event Planning Kit](#)** for some suggested social media posts.

We've developed versions of the images below pre-sized for both Instagram and Facebook.



## Use the Harmony Week Facebook cover

For those using Facebook, we've also developed a Facebook cover that you can download and use as your cover image in the lead-up to Harmony Week.

## Use Harmony Week instaframes

You can also promote diversity within your organisation and build interest in your event through social media by using our colourful Harmony Week instaframes.

An **instaframe** is a frame which can be used to house a variety of images for sharing online or through social media. You can use an instaframe digitally, or print out a physical frame and get people to pose for photos inside it.

Our simple digital **Harmony Week instaframe** is perfect for framing photos of your organisation. Simply download the frame and open it in your chosen photo editor. Then paste your image neatly inside the frame (you might need to crop or resize your image to make it fit).

We also have a printable version of the simple instaframe available that you can have printed by a local printer. The frame can be used around your organisation to promote your Harmony Week event, and the images will be perfect to promote through social media (and on your website and in your newsletters).

You could also run a competition for the best or most creative images, and display the award winners and entrants during Harmony Week, as well as sharing the outcomes of the competition through social media. Remember to share all of your instaframe images on your favourite social media channels using **#harmonyday** and **#everyonebelongs**, in your newsletter or on your website – we can't wait to see your pics!

## Connect with us

We are also on social media!

You can connect with us on [Facebook](#), [Twitter](#) and [Instagram](#). We love seeing how you are promoting and celebrating the week so make sure you also share photos with us, or tag us in your posts and use **#harmonyweek** and **#everyonebelongs**.

You might even get some great ideas from other people by searching **#harmonyweek** and **#everyonebelongs**.

Finally, remember to **register your Harmony Week event** with us at [harmony.gov.au](http://harmony.gov.au).

