

AWP News and Social Media Guideline for Partners

Acknowledgements and Social Media

Where AWP has directly funded an activity/event, appropriate acknowledgement should be given on any promotional materials and news. Partners can do this before, during and after an activity/event by tagging AWP on social media platforms where the Partner already has a profile. This alerts the AWP communications team to the potential of resharing the post, and also provides appropriate context for AWP / Australian Government support. The messaging and format should be tailored for each platform or audience. The use of inspirational tone and quotes is encouraged and often results in more engagement.

AWP Social Media Profiles

<p>Twitter @WaterPartnersAU https://twitter.com/WaterPartnersAU Concise post, preferably with a photo and link to more information on the AWP or Partner website if available.</p>	<p>Required hashtags: #PartnershipsForRecovery</p> <p>Tag other Australian and International Partners that are involved in the activity/event where available.</p> <p>Optional hashtags: #SDG6 #SDG5 #Water4All #TeamAustralia (for intl audience) + specific water topics</p>
<p>Facebook @australianwaterpartnership https://www.facebook.com/australianwaterpartnership/ Detailed post with 1-3 photos and a link to more information on the AWP or Partner website if available.</p>	
<p>LinkedIn @Australian Water Partnership https://www.linkedin.com/company/water-partners-au Detailed post with photo and a link to more information on the AWP or Partner website if available.</p>	

Please use the suggested text below as part of the social post. The text in **bold** should be replaced by tagging AWP on each social platform (type @ followed by the handle name):

- “This [activity/event name] is supported by the Australian Government through the **Australian Water Partnership...**”
- “Thank you to the **Australian Water Partnership** for your support / for supporting this activity...”
- “With the support of the Australian Government through the **Australian Water Partnership**, we are...”
- “Through the **Australian Water Partnership** the Australian Government is supporting this year’s [activity/event name]...”

For more formal acknowledgements in reports, the following should be used:

“This project/activity/publication/report was funded by the Australian Water Partnership (AWP). The AWP is supported by the Australian Government and managed by eWater Ltd.”

News Articles

Use the following points to frame your article:

- When, what, where, who? This should be stated in the first 1-2 sentences.
- What are the objectives and intended outcomes?
- Overview of AWP support, lead AWP Partner, other Australian and International Partner organisations, and in-country participants.
- Summary of activity highlights, sessions and/or presentations, including key personnel (using salutations, full names and roles).
- Include at least one quote by a key partner that fits well with the telling of the story.
- Lessons learned, any deliverables, and future opportunities.

For a good example of article structure, see the following articles:

- <https://waterpartnership.org.au/strengthening-bilateral-cooperation-between-australia-and-hindu-kush-himalaya-countries/>
- <https://waterpartnership.org.au/piloting-waterguide-to-address-water-scarcity-in-the-indo-pacific/>
- <https://waterpartnership.org.au/supporting-thailands-water-data-reform/>

Photos

Articles should be supported by 1-3 high quality photos with captions and photo credit. Required format:

- 300dpi JPEG, approx 2-5mb (phone photos acceptable provided at least 150dpi and at max pixel size), mixture of well lit candid/action shots and profile/group photos, close up and wide angle where possible to allow for selective cropping.
- Caption – name people in the photo (and where they are positioned in the photo if unclear), location and date.
- Photo credit – the person or organisation that should be credited for the photo.

More photos are encouraged in general and may be selected to go on the AWP Flickr stream. Video clips are useful (if they are of high quality and appear steady) but aren't compulsory.

Note: The AWP follows DFAT's guidelines on ethical photography. See <https://dfat.gov.au/about-us/publications/corporate/Pages/consent-for-use-of-images-videos.aspx>