

The title "Community Promotional Support Package" is displayed in a blue circular graphic. "Community" is written in a yellow, cursive font, while "Promotional Support Package" is in a white, bold, sans-serif font.

Community
**Promotional
Support Package**

If you are a local community organisation in the City of Kwinana, there are a number of opportunities you can utilise to promote your business for free to the wider Kwinana community.

Free Promotional Opportunities

Social Media

Social media is an important part of most organisations marketing mix these days, but especially for community organisations and small business due to its reach and low cost.

Any organisation can create a social media presence online for free in a few simple steps. There are a number of online resources that can assist you to:

1. [create a Facebook page for your business](#)
2. [create an Instagram page for your business.](#)

Having an organisational Facebook page is an important promotional tool that allows you to create Facebook events which you can then share in local community Facebook groups to help get your events and programs in front of a large section of the community.

While the City of Kwinana primarily reserves the use of its social platforms to promote its own programs and services, there are a number of local community groups on Facebook which allow local organisation to promote their services and participate in conversations that occur on that page with local Kwinana residents.

Organisations with a social media presence can benefit by participating on local business advertising days in these groups, inline with the terms and conditions for each of the individual groups.

Some local Facebook groups, with large followings to consider include:

- [Kwinana Chat](#)
- [Kwinana Real Chat](#)
- [Wellard Village Chat](#)
- [Bertram Chat](#)
- [Leda Chat](#)

Google Business Profile

The days of the yellow pages are long over. When customers look for an organisation they often start by searching on Google. Organisations with an online presence will be easily found by prospective customers who can then easily be connected with your online content.

A Google My Business profile allows you to manage your online presence across the entire Google platform. Once you create and claim ownership of a Google My Business profile, you can access and edit all of the information that appears in your listing — from the business hours and the location to any photos.

By controlling this information, you control the information that shows up in Google Maps or Google Search when potential customers search for your business online.

Find out how to create your [Google Business Profile](#).

Media

The local newspaper provides an important promotional tool for community organisations.

The local newspaper covering the City of Kwinana is the Sound Telegraph. They provide both advertising and editorial opportunities for stories relevant to the Kwinana and Rockingham local government areas.

For editorial, including pitching news ideas contact:

Editorial: editor@soundtelegraph.com.au

Phone: (08) 9592 0200

Coast FM also cover local media they can be contacted at newsroom@coastradio.com.au.

Online Event Listings

If you are hosting an event with a broad appeal to it there a number of free online listings that you can list your events on:

- [Localista](#)
- [Coast FM](#)
- [Buggybuddys](#)
- [Eventbrite](#)
- [So Perth](#)



Promotional Opportunities

The City of Kwinana provides a number of promotional opportunities through its own communications channels to local community organisations.

While the City primarily reserves these channels for the promotion of City provided services, where possible, the City is able to provide support to community organisation through the following channels.

To be eligible to be considered for promotion via any of the channels below

community organisations must meet the below criteria:

- be a non-for profit organisation
- be based or hosting an event within the City of Kwinana boundary
- be affiliated with the City (e.g. partnership, sponsor, MOU, grants recipient etc).
- provide a program/event open to the wider community
- align with the community's vision for Kwinana outlined in the City's Strategic Community Plan.

What's On Events Listing

The City of Kwinana provides opportunities for local community events to be listed on the City's **What's On** section of the website. To be listed on What's On Kwinana, events must:

- be open to the public;
- be community focused over commercial focused;
- be held at a public venue within City of Kwinana boundaries;
- have all details finalised (incomplete listings will not be accepted);
- be one-off events, not ongoing programs or courses; and
- be clear and specific (events with an unclear purpose or audience cannot be listed).

To find out more, browse the events section of **What's On** or [submit your community event](#).

eNewsletters

The Community Corner within the City's monthly What's On eNewsletter provides an opportunity for local community organisation to promote events that are occurring in the local area.

To be featured within the What's On eNewsletter, eligible organisations require the following:

- all events must be listed on the City's What's On section of the website;
- image, copy and a website link must be provided in full by the organisation for consideration.

Please note: the City has the right to reword the copy for consistency, and editorial discretion lies with the City of Kwinana.

eNews ideas can be submitted via the online [promotional request form](#).

Spirit Magazine

The City of Kwinana produces a quarterly community newsletter **Spirit of Kwinana** which highlights the City's services to the community. Additionally, within the magazine the City has the option to included a community profile, providing a spotlight on a local community groups that share a partnership with the City.

To be featured within the Spirit of Kwinana, eligible organisations are asked to provide the following:

- a 100-word Spirit Spotlight article highlighting their community organisation (no events);
- a high-resolution image 3 to 4MB attached as a jpeg attachment; and
- a relevant hyperlink for more information e.g. website.

Please note: due to long production timeline and specific publication release dates, the City will not promote specific time sensitive events and editorial discretion lies with the City of Kwinana.

Articles ideas can be submitted via the online [promotional request form](#).

City of Kwinana Social Media

Social media is a fast paced and ever evolving landscape. The City's primary social media presence is on Facebook, however, recent changes on the Facebook platform means that most organisations are required to boost their posts, at a cost to the organisation, to get their posts in front of a higher percentage of their audience.

Non-boosted posts and shared content often have limited effectiveness in this platform and as such the City of Kwinana primarily reserves the use of its social platforms to promote its own programs and services via carefully created content that better aligns to Facebook requirements.

Within the City's content scheduled is a fortnightly #kwinanacommunitycorner series with provides community organisation with an opportunity to have their organisation profiled on the City's social pages.

To be featured within the #kwinanacommunitycorner, eligible organisations must note the following:

- all copy and imagery must be provided in full to the City;
- the City reserves the right to reword as required; and
- the City reserves the right to change the posting frequency at their discretion.

Social media requests can be submitted via the online [promotional request form](#).

