SOCIAL MEDIA KIT FOR AMBASSADORS

Each year the Australia Day Ambassador program is the cornerstone of local Australia Day celebrations. This year, communities will be looking to the Australia Day Ambassadors to inspire and unite.

Whether you have been an Australia Day Ambassador in the past or are new to the role, congratulations on your selection.

To help you share your story, the National Australia Day Council (NADC) has developed this kit to help you prepare for – and promote – your role as an Australia Day Ambassador.

Should you need you have any questions or need anything further, please contact your state or territory Australia Day Council.

Content plan

The NADC would like to help you promote your appointment as an Australia Day Ambassador. Be sure to tag us in your posts:

@CelebrateAustraliaDay

@australiaday

@AustraliaDay

Include the following hashtags so we can help amplify your post.

#REFLECTRESPECTCELEBRATE

#AUSTRALIADAY

Sample posts for your Facebook, Instagram, X and LinkedIn channels

POST 1 – UPON APPOINTMENT (OR EVEN CLOSER TO THE DAY)

Thrilled to be appointed an Australia Day Ambassador by @[insert org or LGA tag]! To learn how you can reflect, respect and celebrate on Australia Day, visit australiaday.org.au

POST 2

I'll be at the event in [insert @LGA] on Australia Day. To plan your Australia Day, visit australiaday.org.au

POST 3

We're all part of the story of Australia [insert @LGA]. To learn how you can reflect, respect and celebrate on Australia Day [insert YEAR], visit australiaday.org.au

POST 4

Look forward to spending Australia Day in [insert @LGA]. It's not too late to plan your day! Visit australiaday.org.au

Feel free to add your own posts marking your preparation for being an Australia Day Ambassador or facts about the community you are visiting and the event you will be attending. There are Australia Day Key Messages you can utilise.

Tiles for social media

Thrilled to be one of 300 Australians appointed an Australia Day Ambassador.

Click image to download social tiles.

Proud to be a
2025 Australia Day Ambassador

Australia Day
Who we are as a nation and what we aspire to be

Australia Day
An evolving story of our nation – our history, our identity, our people

E-SIGNATURE

You may wish to add the graphic below to your e-signature to let your networks know that you have been appointed an Australia Day Ambassador and to promote the NADC's Australia Day messaging of *Reflect. Respect. Celebrate.* Link it to www.australiaday.org.au

Click image to download signature block.
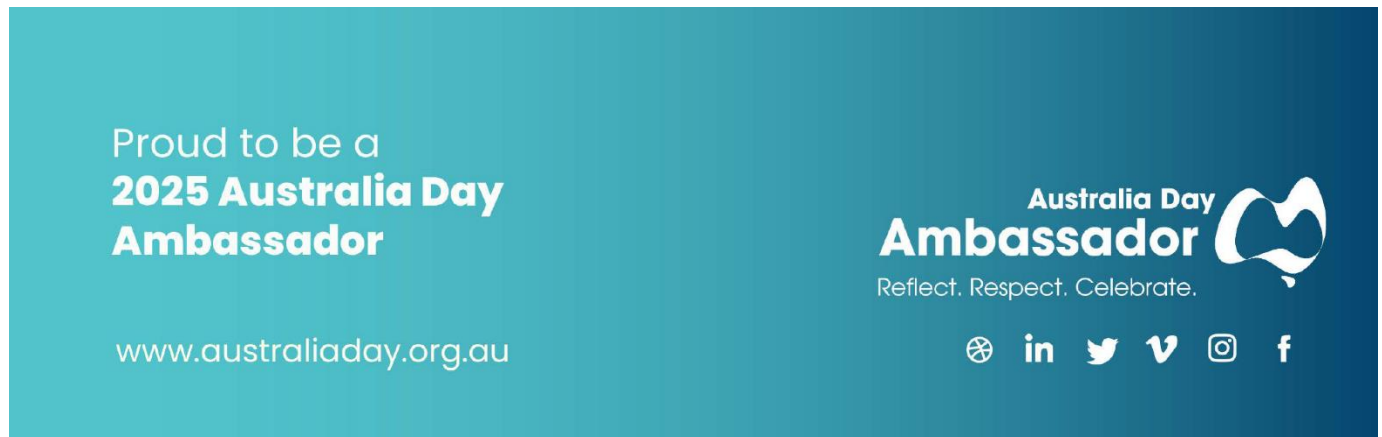
Engaging with the media

Many councils and other event organisers name their Australia Day Ambassador in the promotional materials they distribute to local journalists or post on social media.

Should you choose to participate in an interview with the media, here are some tips to help you through the process:

BE PREPARED

Learn about the local community you are visiting. For example, what is their demographic makeup?

IDENTIFY YOUR KEY POINTS

Choose up to five key points that you would really like to get across during the interview. This will help you stay on message and help keep your responses concise. Review the key messages available on the Ambassador portal and find a way to express them in your own words.

BE CONFIDENT

Your achievements and contributions have led to your selection as an Australia Day Ambassador and you are an important part of the story of Australia.

BE PUNCTUAL

It's important to allow enough time to travel to and from your interview. If it is at the event, make sure you have all the details ahead of time.

BE FRIENDLY AND APPROACHABLE

Even if your audience can't see you, smile and present a friendly and positive attitude. Maintain eye contact and ensure your body language is confident. Speak slowly and clearly and try not to rush your answers.

IT IS ENTIRELY UP TO YOU TO DECIDE WHETHER YOU TAKE PART

If you have any questions, contact your state Australia Day Council or reach out to the NADC.

If you are contacted by a journalist or anyone else who wants to speak to you about the Australia Day message and you would prefer not to participate, please refer the enquiry to the NADC: info@australiaday.org.au.