

## PUBLICITY OFFICER REPORT

### Julia Creek 2023

Another great year in the publicity stable for ICPA Qld. We continued to build on our already strong social media presence and once again have grown our numbers. It has been a continued effort to keep content and information rolling throughout the year and we do hope members and friends find what they are looking for. If you haven't already followed and liked our page, please head over now to get involved and informed. Facebook continues to be our main source of information supply to members, friends, and supporters.

Excitingly again I am happy to report we have continued to increase our following on our main social media platforms.

The following statistics are current as at the 4 May 2023:

**Facebook @ICPAQLDINC** – 4708 Followers (up from 4451 last year);

**Instagram @i\_am\_ICPA** – 754 Followers (up from 694 last year);

**Twitter @IcpaQLD** – 495 Followers (down from 506 last year);

Instagram receives cross posting where possible from Facebook and we will continue to work on this to keep it growing and delivering information to members using this platform. It is interesting to note that Twitter continues to fall. This may be because we really don't post much there as it is a platform for short statements of information, however we did do a Twitter push with lots of tagging journalists during our push for an increase to LAFHAS.

Further to our social pages we had some great publicity through our financial assistance video calling for an increase to LAFHAS. As I have reported as part of the campaign, we put out quite a few Twitter posts and tagged different media outlets and journalists along with sending a media release far and wide welcoming all news types and reporters to the associated press conference. Posting and tagging on Twitter was successful in getting the Courier Mail to the press conference which did result in a news printed article. We were very pleased to have an ICPA Qld story run in the popular publication of the Courier Mail and will continue to use Twitter in this way going forward. The new contacts made through the media release, and other social postings has been very valuable to ICPA Qld and has given us new contacts to also use in the future for more ICPA Qld news items.

Alongside our excellent media coverage received, relating to our LAFHAS video, I wish to thank all the families who participated in the filming of not only the main video but for those that contributed after the LAFHAS video release to our other parts of the campaign. This included contributions to the milk bottle slide telling how far to senior secondary school and many family stories as to why an increase is important. Having member faces behind the motions really makes the issues human and your support is appreciated. I truly thank all the families who contributed or encouraged someone else to contribute.

I also hope members and subscribers have found our State Qld articles in News and Views informative and helpful in keeping you informed of our actions and happenings. News and Views has always been a way for ICPA Qld State Council to communicate and we will continue to put our articles in for those that may have missed any going on's via our social channels.

Please let me remind everyone that if you every wonder what ICPA Qld has been up to or what the current issues are then everything is saved on our Facebook page, and you can just scroll back through the year to catch up. If you do spend some time scrolling through the Facebook page, it will hopefully also help to bring our posts up to your news feed on a regular basis.

As always, we continue to encourage the use of the hashtag #iamICPA on all our posting, sharing, and commenting. This includes encouraging branches to use the hashtag on your own social pages so we can link together.

My final reportable item is about the ICPA Qld banner each branch received throughout the year. We hope your branch gets a lot of use from the banner and that it can help promote your branch within your community. We thank Rabobank for providing the funds to deliver those to the branches. It is a good opportunity for your branch to update to the promotion of the correct ICPA logo as well. If your branch needs a digital copy of the ICPA Qld logo to update any banners, flyers or merchandise please just email me and I can get that to your inbox.

I hope you have enjoyed the year of ICPA messages that have come your way via our social spaces and really thank you for your interaction. It is vital and keeps us encouraged and engaged as well.

My final message is that I am contactable on email [publicityofficer@icpaqld.com.au](mailto:publicityofficer@icpaqld.com.au) for any of your media matters. If you have a local media outlet that wants an interview, or you need some ICPA promotion flyers or you are the local branch PO and want to talk about PO “stuff” or you just wanted to talk about a way to use a hashtag then please drop me a line. I’m only too happy to hear from any members or friends.

Happy Days

**Mrs Melissa Iland**

**Publicity Officer**

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