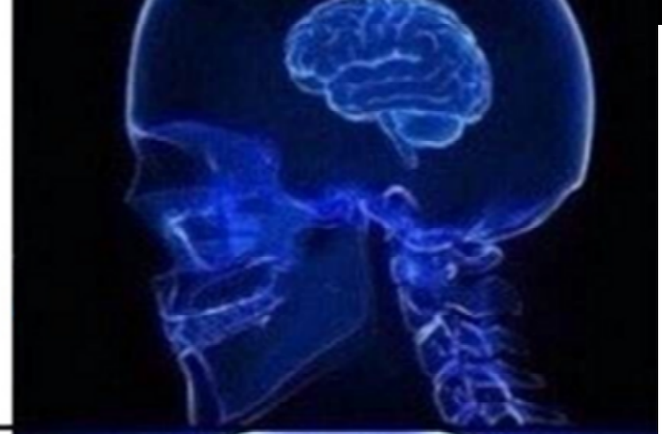
COMMUNITY RECOVERY

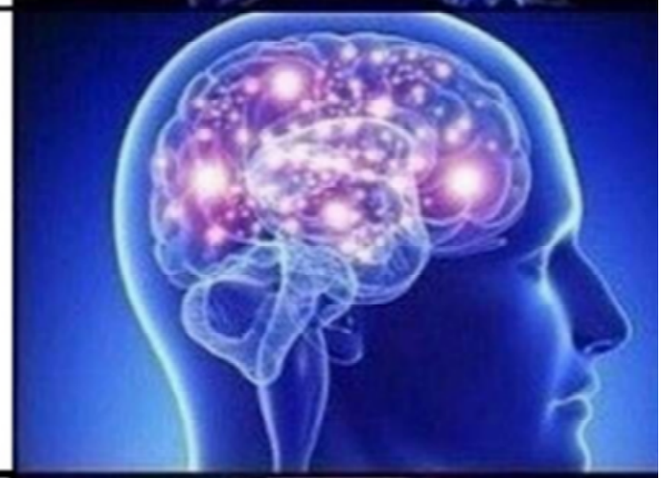
Building Community Networks

THE JOURNEY SO FAR

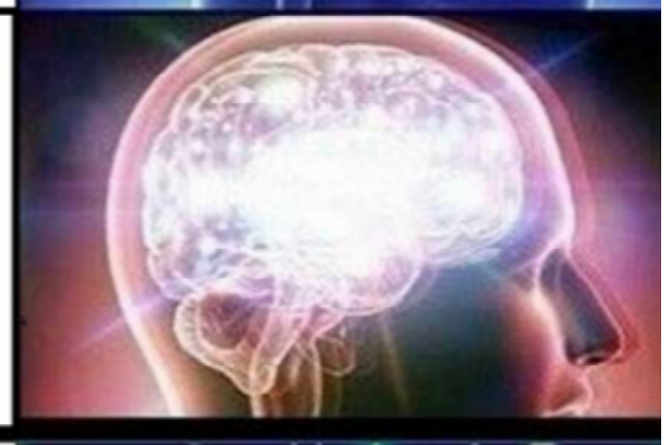
1. New Community Recovery social media strategy



2. Dynamic content during disasters



3. Improved customer service



4. Ongoing information and community support

Community Recovery

THE NEW HOME FOR INFORMATION

- COMMUNITY RECOVERY AWARENESS AND ASSISTANCE MESSAGING
- CUSTOMER ENGAGEMENT AND RESOLUTION
- COMMUNITY RECOVERY ONLINE GRANTS PORTAL AND GRANT INFORMATION
- ASSISTANCE HUB UPDATES
- ON GROUND VIDEOS AND GOOD NEWS STORIES

Building Community Networks

AUDIENCE COMES FIRST!

- BEING DYNAMIC AND PROACTIVE DURING A DISASTER
- PROVIDING ONGOING VALUABLE INFORMATION AND SUPPORT OUTSIDE OF DISASTER SEASON
- SHARING AND SUPPORTING COMMUNITY AND PARTNER ORGANISATION CONTENT.

The Off Season

NON-DISASTER AND PREPAREDNESS SEASONS

- PROMOTION OF GOOD NEWS STORIES
- OUTREACH PROMOTIONS
- PROMOTION OF ORIGINAL COMMUNITY RECOVERY DISASTER PREPARATION-RELATED INFORMATION
- SHARING POSTS FROM PARTNER NGOS AND QUEENSLAND GOVERNMENT AGENCIES

COMMUNITY RECOVERY
SOCIAL MEDIA TACTICS

PRE+DURING DISASTER

DISASTER ACTIVATION

ACTIVITIES

SOCIAL MEDIA TARGETED ADS
DRIVE AUDIENCE TO COMMUNITY RECOVERY FACEBOOK PAGE
SHARING INFORMATION FROM AUTHORITY AGENCIES

COMMUNITY RECOVERY PROACTIVE MESSAGING
PROMOTE SELF RECOVERY APP, GRANTS PORTAL HOTLINE.
LOCATIONS OF COMMUNITY RECOVERY HUBS
COMMUNITY MONITORING
IDENTIFY STORIES "FROM THE GROUND"
PROMOTION OF PARTNER ORGANISATIONS
IDENTIFY/PRODUCING GOOD NEWS STORIES FOR SOCIAL MEDIA.

COMMUNITY RECOVERY
SOCIAL MEDIA CONTENT

PROACTIVE CONTENT

REACTIVE CONTENT

EXAMPLES OF CONTENT

SOCIAL MEDIA TARGETED ADS
SHARING INFORMATION FROM AUTHORITY AGENCIES
END OF DAY REPORT VIDEO
· GRANT INFORMATION
CHECKLISTS FOR CUSTOMERS
· COMMUNITY OUTREACH TEAM OPERATIONS
· HOW RESIDENTS CAN HELP EACH OTHER
LINKING CUSTOMERS TO COMMUNITY RECOVERY SERVICES

COMMUNITY RECOVERY CHATBOT
STORIES "FROM THE GROUND" – PEOPLE AFFECTED AND COMMUNITY RECOVERY STAFF.
ADDRESSING COMMON CUSTOMER QUESTIONS ADDRESS AND INACCURATE INFORMATION

CUSTOMER SERVICE

GENERATE PROACTIVE SOCIAL MEDIA POSTS WITH SOLUTIONS AND ADVICE

ASSIST CUSTOMER COMPLAINTS OFFLINE IN ORDER TO PROVIDE A CUSTOMER BASED SOLUTION

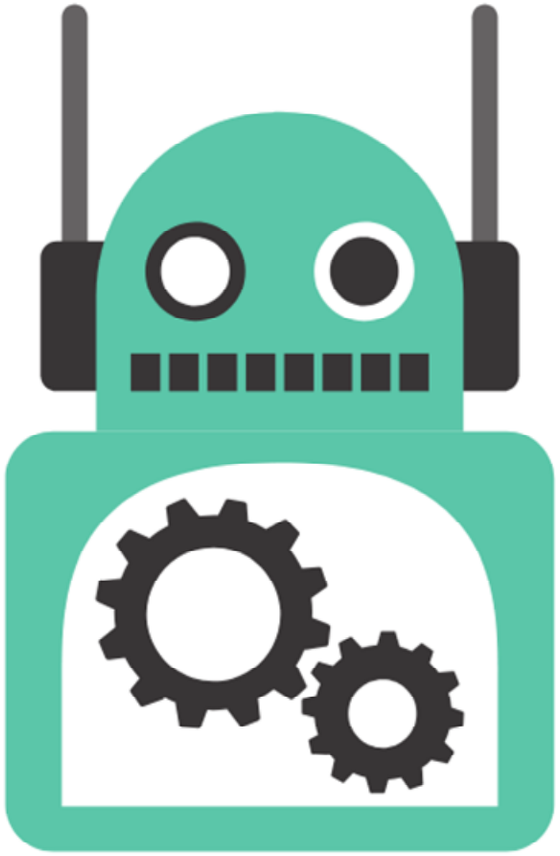
PROVIDE UNIQUE CUSTOMER INQUIRIES WITH COMMUNITY RECOVERY EXPERTISE

REDIRECT CUSTOMERS TO APPROPRIATE WEBSITE INFORMATION

CHATBOT

THE CHABOT AND ITS FUNCTIONS ARE TO TAKE THE LOAD FROM CUSTOMERS DIRECTLY MESSAGING COMMUNITY RECOVERY THROUGH THE SEND MESSAGE FUNCTION

CUSTOMER SERVICE



PEOPLE WITH COMMUNITY RECOVERY REFERENCE NUMBERS

CUSTOMERS WHO HAVE NOT YET APPLIED FOR ASSISTANCE, THAT NEED COMMUNITY RECOVERY EXPERTISE

CUSTOMERS THAT CAN BE REDIRECTED TO THE OFFICIAL WEBSITE/PORTAL

CUSTOMER SERVICE PROCESS

Customer makes contact with Community Recovery though:

-Chatbot

-Redirection via DMs

Social media team sends customer inquiry to Community recovery for:

-Fact checking

-Solution to customer inquiry

Community Recovery provides correct information and advice to social media team.

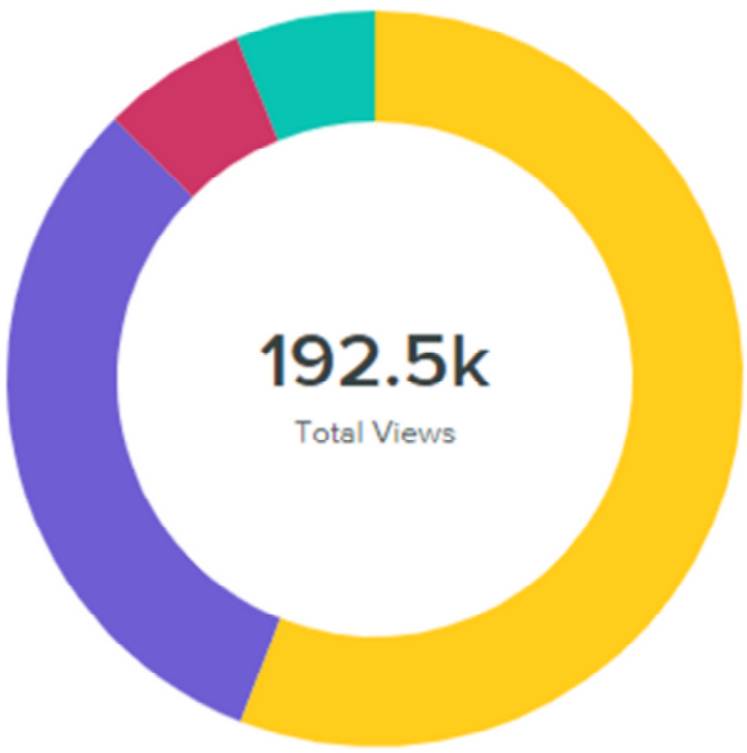
Social media team replies to customer with answers and solutions within 48 hours of first contact.

Impressions	Engagements	Link Clicks
4.9m	238.7k	19.5k

Facebook Video Performance

View your aggregate video performance during the reporting period.

View Metrics



Organic Full
11,797

Organic Partial
60,706

Paid Full
12,278

Paid Partial
107.7k

Viewing Breakdown

Organic Views
38%

Paid Views
62%

Click Plays
7%

Auto Plays
93%