



# QwaLC

QUEENSLAND WATER & LAND CARERS



Supported by  
**Queensland  
Government**



## Acknowledgement

**“We acknowledge the Traditional Owners and custodians of the lands and waters where we meet, pay respect to their Elders – past, present and emerging – and we acknowledge the important and practical role Aboriginal and Torres Strait Islander people continue to play within communities both in Queensland and across the nation.”**





## WEBINAR

### Keeping you Safe on Social Media

QWaLC Chair, Mary-Lou Gittins OAM  
and CEO, Darryl Ebenezer

will be ready to answer your questions  
on minimising risks  
when using social media for your group.

Monday 26 May,  
12.30pm

#socialmedia  
#qwalcmember  
#landcare

[qwalc.org.au/naturally-together-2/](http://qwalc.org.au/naturally-together-2/)

## Social Media \_ QWaLC Online Forum

May 26, 2025 12.30pm

QWaLC Chair, Mary-Lou Gittins OAM  
with CEO, Darryl Ebenezer

Using social media platforms comes with its own risks as well as benefits. Mary-Lou and Darryl will provide a brief overview of using social media.

They will then be ready to answer your questions on minimising risks and some resources that could help for your group.



## General Advice Warning

- The information provided to you today is general advice.
- We are not lawyers



# Why Use Social Media?

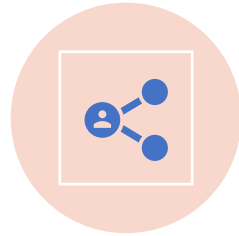
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- RAISE AWARENESS  
OF YOUR MISSION



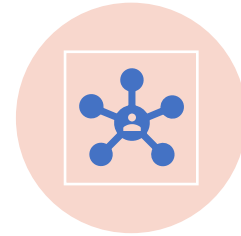
- PROMOTE EVENTS  
AND ACTIVITIES



- RECRUIT AND  
ENGAGE VOLUNTEERS



- SHARE SUCCESS  
STORIES



- CONNECT WITH  
LOCAL COMMUNITIES  
AND STAKEHOLDERS

# Key Platforms for NFP Groups

- Facebook: Event promotion, community groups
- Instagram: Visual storytelling, reels
- X (Twitter): Quick updates, news sharing
- YouTube: Documentaries, tutorials
- LinkedIn: Professional networking

## Top 6 Social Media Platforms in Queensland (2025)



Facebook  
73,6%



Instagram  
55,5%



TikTok  
41,5%



X  
30,7%



Pinterest  
28,6%



LinkedIn  
26,2%

# Crafting a Social Media Strategy



- Define your goals (awareness, engagement, fundraising)



- Identify your target audience



- Plan content themes



- Choose your platforms



- Schedule content in advance



# Best Practices for Posting

- Use clear, respectful, and inclusive language
- Use high-quality visuals
- Include call-to-actions
- Post consistently but not excessively
- Acknowledge contributors and partners

[qwalc.org.au/member-group-social-resources/](http://qwalc.org.au/member-group-social-resources/)

# Community Management

- Monitor comments for feedback
- Respond timely and politely
- Encourage positive interaction
- Address misinformation gently

# Social Media Safety Basics

- Use strong passwords and 2FA
- Limit admin access
- Keep apps updated
- Watch out for phishing
- Use official email addresses

# Privacy and Permissions

- Seek consent before posting individuals
- Avoid personal information
- Respect Indigenous cultural property

# Managing Risk and Conflict

- Have a social media policy
- Set rules for engagement
- Establish a crisis response plan
- Report abuse when needed

## Queensland-Specific Guidelines

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Comply with QWaLC policies

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Relevant legislation

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- Privacy Act (1988)

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- WHS laws

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- Human Rights Act (2019)

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# Volunteers & Social Media



- Provide training to volunteers



- Clarify personal vs organisational posts



- Encourage sharing of official content

# Useful Tools

- Canva: Graphic design
- Buffer / Hootsuite: Scheduling
- Meta Business Suite: Social media management
- Google Alerts: Topic monitoring



# Trend #1 – AI Tools Everywhere

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- AI helps schedule posts, write captions, and analyze engagement

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- Free tools: Canva AI, ChatGPT, Meta AI Assistants

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- Volunteers can save time and boost reach

## Trend #2 – Short-Form Video is King

- Reels, TikToks, YouTube Shorts dominate attention
- Videos under 60 seconds get the most views
- Easy tools: CapCut, Instagram Reels editor

## Trend #3 – Authenticity Wins

- Audiences love real, behind-the-scenes content
- Showcase the work you do and who you are
- Tip: Don't over-edit – be genuine

## Trend #4 – Shopping on Social

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- Social commerce is growing fast (especially among younger users)
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- Even if you don't sell, you can fundraise and promote donations
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- Add donation stickers, product tags (if relevant)

## Trend #5 – New Platforms on the Rise

- Platforms like Bluesky are gaining attention

- Decentralized, privacy-focused platforms are trending

- Keep an eye, but stick with major platforms for now

## Trend #6 – Smarter Influencer Campaigns

- Micro-influencers (even with 500 followers) can make a big impact
- Collaborate with people who care about your cause
- Engage your own network as local ambassadors

## Trend #7 – Social Media as a Learning Tool

- TikTok and YouTube have tutorials for everything
- Encourage volunteers to follow pages that build skills
- Create your own how-to videos to help others

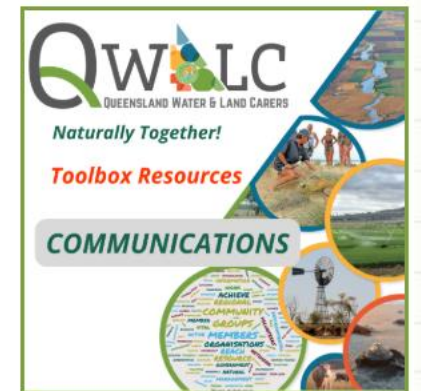
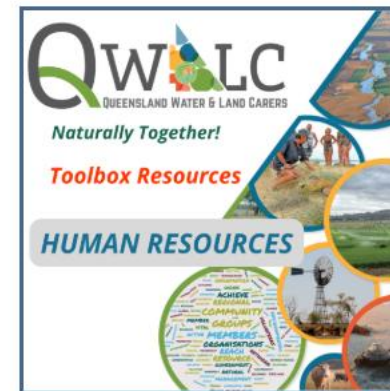


[qwalc.org.au/member-group-resources/](http://qwalc.org.au/member-group-resources/)





# LANDCARE TOOL BOX



# Social media and your organisation

Legal information for community organisations

## This fact sheet covers:

- ▶ the most common forms of social media – Facebook and Twitter
- ▶ the risks to your organisation from social media use, and
- ▶ steps you can take to minimise risks and maximise the benefits of using social media

## What is social media?

Social media refers to any form of internet site or app that allows for social networking. It includes sites and apps such as Facebook, Twitter, Instagram and Snapchat. This fact sheet focuses on Facebook and Twitter (the two most popular forms of social media) however, the risks identified and recommendations made to minimise these risks apply to other sites and apps that may be used by community organisations.



### Note

This fact sheet provides information on social media. This information is intended as a guide only, and is not legal advice. If you or your organisation has a specific legal issue, you should seek legal advice before making a decision about what to do.

## Facebook

Facebook has been an incredibly popular social networking service. As early as 2017, there were over 1.86 billion monthly active Facebook users worldwide. Facebook connects people who have signed up to Facebook (users) with other users, events, businesses, causes, not-for-profits and interest groups.

Individual users on Facebook create a 'profile', which includes information about themselves and a 'wall' on which people can post comments. Once a profile is created, users can post onto Facebook and add other users as 'friends'. 'Friends' can see each other's profiles and share stories, photos, video, events and other content.

If you want to set up a profile for your organisation, you can create a 'page' for your organisation. This works in a similar way to an individual profile. When people 'like' your organisation on Facebook this means they see your organisation's page and, if permitted, can write messages and post content onto your organisation's wall.

Facebook also allows organisations to create and join 'groups', to advertise goods and services and to integrate Facebook with other applications. It also provides a number of tools to help you fundraise.

# Risk management and insurance for community organisations

Oct 2024

# Defamation and Not-for-profits

10 April 2025

Guest presenters:

Richard Leder and Blake Pappas, Wotton Kearney

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[www.nfplaw.org.au](http://www.nfplaw.org.au)



Resources



Advice



Referrals



Advocacy



Training



## Cyber security

Legal information for community organisations

**This fact sheet covers:**

- ▶ key cyber security terms
- ▶ common cyber risks
- ▶ protecting information from data breaches
- ▶ creating response plans
- ▶ reforms under the Cyber Security Act



### Disclaimer

This fact sheet provides information on cyber security. This information is intended as a guide only, and is not legal advice. If you or your organisation has a specific legal issue, you should seek legal advice before deciding what to do.

Please refer to the [full disclaimer](#) that applies to this fact sheet.



### Note

This fact sheet aims to help your organisation handle personal information in a way which is consistent with both your legal obligations and community expectations.

The Office of the Australian Information Commissioner's ([OAIC](#)) [Australian Community Attitudes to Privacy Survey 2023](#) demonstrates a major shift in how Australians expect their personal information to be handled – Australians value organisations who take proactive and quick reactive actions to protect customers and only collect information that is necessary.

**Cyber-attacks on Australian organisations are becoming increasingly widespread and Cyber security is one of the most important concerns for Australian organisations.**

Cyber security and compliance with privacy laws are two sides of the same coin – both work to protect your organisation's information, electronic systems and digital information and reduce the likelihood of a breach.

While it's not possible to guarantee that your organisation will never suffer a cyber incident or data breach, there are steps you can take to minimise the likelihood of an incident or breach occurring, and to limit the extent of harm caused.

# Resources

[www.qwalc.org.au](http://www.qwalc.org.au)

<https://www.communitydirectors.com.au/>

[www.acnc.org.au](http://www.acnc.org.au)

[www.nfplaw.org.au](http://www.nfplaw.org.au)

[The Australian Indigenous Governance Institute](#)

<https://conservationvolunteers.com.au/safety-management-toolkit/>

[www.connectingup.org.au](http://www.connectingup.org.au)

<https://volunteeringqld.org.au/governance/>



# Items to note

QWaLC 21st year  
celebration

21 in '25

[qwalc.org.au/qwalc-21st-celebrations/](http://qwalc.org.au/qwalc-21st-celebrations/)



National  
Landcare  
Conference 2025  
Gold Coast 21<sup>st</sup>  
September to  
24<sup>th</sup> September

[nationallandcareconference.org.au](http://nationallandcareconference.org.au)