Media and social media toolkit

Congratulations on receiving Healthway funding! This toolkit is designed to support you in acknowledging our funding across your social media channels and in the media. By sharing your story, you help inspire healthier communities and highlight the positive impact of your initiative.

How to acknowledge us

Please use the following statements when acknowledging Healthway funding.

The standard acknowledgement is:

> **Healthway and (organisation name) - creating a healthier WA together.**

When a health message is also involved, the following acknowledgment should be used:

> **Healthway and (organisation name) - creating a healthier WA together through (campaign name).**
>
> e.g. Healthway and Rugby WA creating a healthier WA together through Fuel to Go & Play®.

In your social posts, please ensure you tag Healthway in your posts and use the relevant hashtags **#creatingahealthierWAtogether #HealthwayWA.**

Please follow/like us on the following channels:

- @HealthwayWA
- @Healthway.wa
- @Healthway
- @HealthwayWA



When to acknowledge us

Milestone	Channel
1 **Partnership announcement** (contracts have been signed)	Social media Media release If your grant is over $100,000, a possible joint partnership announcement may be considered.
2 **Funded program has commenced** If Healthway funding supports your: • launch, exhibition, podcast, competition, tour, workshop, volunteer event etc. • update to club environments • new leadership roles and policies created to support health and wellbeing initiatives.	Social media
3 **When your funded program concludes and its positive impact becomes clear, it's a great opportunity to celebrate and share outcomes with the community.** For example: highlight a meaningful community achievement, or host an end-of-season event to thank volunteers and acknowledge Healthway's support.	Social media Media release Please see media template below for more information.
4 **When your contract ends and you submit your final report, it's a valuable moment to reflect on health outcomes achieved through our partnership.** For example: your participants recorded an increase in positive mental health and wellbeing.	Social media Media release Please see media template below for more information.

Social templates

To help you celebrate your milestones on social media, we've created two optional templates you can use:

No image template

Use this template if you don't have any imagery of the partnership yet. Simply add your organisation's logo and update the background colour to match your branding.

Image template

Use this template if you have imagery that reflects our partnership. Insert your chosen image and organisation logo and adjust the template colours to match your branding.

Media guide

It is important that our funded partners work with us to promote the health outcomes achieved through our partnership. By doing this, we not only celebrate your achievements but also create opportunities for growth, collaboration and lasting health impact in the communities you serve.

Health outcomes are realised at either milestone three or four

3 When your funded **program** concludes and its positive impact becomes clear, it's a great opportunity to celebrate and share outcomes with the community.

4 When your contract ends and you submit your final report, it's a valuable moment to reflect on health outcomes achieved through our **partnership.**

What we can do for you!

- Let us know before initiating, taking part in media interviews or publishing any media statements, as we may be able to provide extra support and help with your media and public relations.
- Please send us any media statements for review about **two weeks** prior to publishing. We can include quotes from Healthway's CEO and liaise with the Minister for Preventative Health's office on a possible Ministerial media announcement on your behalf.
- Please let us know about any media talent* who can talk about the value of the program/partnership, as we can help to amplify your program/partnership success.
- After the media opportunity, please send us any articles and photos (at least 1MB or more), as this will add value to your final report.

If you're not sure if your outcome is newsworthy, please talk to us! media@healthway.wa.gov.au or 0476 979 348.

*Media talent refers to program participants or representatives from your organisation who can share compelling stories or insights that resonate with the public.

Media release template

Insert your logo and include a Healthway logo at the top of the page

Date
Headline
The headline should summarise main point but be catchy and strong. It's designed to catch the reader's attention.

Lead paragraph
This is the key part of the media release. It needs to be punchy and has the story hook. It includes the significant outcome your organisation and Healthway achieved.

Body
This section expands on the lead point and where you start telling the story. Use short sentences and short paragraphs in active language. Prioritise messaging from most important to least important.

Use direct and indirect quotes from your CEO e.g. how outcome achieved, benefit from working with Healthway, building on momentum and next steps.

Include any key program/partnership statistics.

We will supply a quote from Healthway CEO Colin Smith

Final paragraph
The last paragraph is the least important information and can include background information on the program/partnership. Always finish the release with 'Ends'.

-Ends-

Media contact: [insert your organisations media contact]/**Healthway media contact**: Karmen Grzetic media@healthway.wa.gov.au or 0476 979 348.

** indicate here what media talent is available for further interviews**

About your organisation: [insert your organisations boiler plate]

About Healthway: Healthway is the State Government's only agency solely dedicated to health promotion and preventative health. We work in partnership and across systems to create healthy environments, empower individuals to make healthy lifestyle choices, and influence policy to reduce barriers to health and wellbeing. Through strong leadership, smart partnerships and world-class research, we support initiatives that help our communities thrive.

Media release examples (outcome announcements):

- Clubs recognised for Kick off the Conversation commitment
- Healthway partnership helps breaks 20-year drought
- From little seeds, big things grow
- City of Vincent Smoke-Free town centres gain overwhelming support in one-year review

Ministerial media statement examples (funding announcements):

- Supporting young minds in a time of crisis
- Mental health support for WA Football