**Facebook:**

Telstra

* **Theme 1: Technical Issues and Resolutions**
  + Description: This theme revolves around posts discussing technical issues faced by Telstra customers and the subsequent resolutions provided by the brand.
  + Example post: Update 7:35PM AEST: And, we're back! Thanks for being so patient. We know it's a real pain when you can't get to your email.
* **Theme 2: Product and Service Updates**
  + Description: This theme includes posts that inform customers about new products, services, or updates offered by Telstra.
  + Example post: Telstra is thrilled to offer Apple's new products, including the most advanced iPhone lineup ever with iPhone 14, iPhone 14 Plus, iPhone 14 Pro, and iPhone 14 Pro Max, AirPods Pro (2nd Generation), Apple Watch Series 8 with best-in-class health features, redesigned Apple Watch SE at a new starting price, and Apple Watch Ultra with a new bold design and wide range of features built for endurance, exploration, and adventure.
* **Theme 3:** **Data Breach and Privacy Concerns**
  + Description: This theme focuses on posts related to data breaches and privacy concerns involving Telstra customer details.
  + Example post: You might've heard that some of our customers' details incorrectly appeared in the White Pages and Directory Assistance. We're so sorry to those we've let down.
* **Theme 4:** **Customer Support and Assistance**
  + Description: This theme encompasses posts where Telstra offers support and assistance to its customers, such as helping them secure passwords or providing updates on service disruptions.
  + Example post: Queensland legend Billy Moore & Gocsy are here to help NSW Blues fans secure their passwords (promise it's not a stitch up).

Optus

* **Theme 1: Sports Sponsorship and Events**
  + Description: This theme revolves around Optus's involvement in sports sponsorships and events, particularly the FIFA Women's World Cup and partnerships with athletes and sports teams.
  + Example post: The FIFA Women's World Cup™ quarter finals are here. Watch every inspirational moment on Optus Sport, the only place to watch every match live.
* **Theme 2: Product Promotions and Offers**
  + Description: This theme focuses on promotions and offers related to Optus products, such as Apple Watches, smartphones, and smart devices.
  + Example post: The perfect gift for Mother's Day. There's an Apple Watch for every Mum, designed to help them stay active, connected, and healthy. Shop today at bit.ly/3M9IxUj.
* **Theme 3: Diversity and Inclusion**
  + Description: This theme highlights Optus's commitment to diversity and inclusion, including partnerships with LGBTQIA+ organizations and support for disability inclusion.
  + Example post: Inclusion starts with yes. Optus is proud to partner with inclusive filmmaking organisation Bus Stop Films. Created as part of Bus Stop's Accessible Studies Program, the short-film 'Mise en Place' stars celebrity chef Miguel Maestre and budding star Ashley Khule.
* **Theme 4: Holiday and Seasonal Celebrations**
  + Description: This theme focuses on posts related to holiday and seasonal celebrations, such as Valentine's Day, Lunar New Year, and Halloween.
  + Example post: Wishing you good fortune. Happy Lunar New Year from all of us at Optus!

Vodafone AU

* **Theme 1: Exclusive Pre-Sale Access to Concerts**
  + Description: Customers with Vodafone AU get exclusive pre-sale access to various concerts and events.
  + Example post: \"Calling all Jonas Brothers fans! Get exclusive pre-sale access when you're with Vodafone to see Jonas Brothers in Australia for the first time ever. Limited availability, so act fast. Pre-sale kicks off on 4.8.23.
* **Theme 2: Brand Ambassadors and Partnerships**
  + Description: Vodafone AU has partnerships with ambassadors and teams in the racing and music industries.
  + Example post: We're thrilled to introduce one of our newest Vodafone Australia ambassadors, Broc Feeney! Broc joins forces with Vodafone Australia, bringing his undeniable talent and passion, as a part of the Red Bull Ampol Racing Supercars team.
* Theme 3: **Vodafone Ticket - Exclusive Offers for Live Music**
  + Description: Vodafone AU offers exclusive pre-sales, VIP experiences, and invites to see popular artists touring Australia through Vodafone Ticket.
  + Example post: Vodafone is connecting customers to the magic of live music - introducing Vodafone Ticket. This is your ticket to Vodafone only pre-sales, VIP experiences and exclusive invites to see the biggest artists touring Australia. Want to find out more?

Amaysim

* **Theme 1: Customer Appreciation and Engagement**
  + Description: This theme includes posts that express gratitude towards customers, encourage engagement with the brand, and promote a sense of community.
  + Example post: Thanks for the love, Victor!
* **Theme 2: Product and Service Updates**
  + Description: This theme includes posts that announce new products, services, or features offered by Amaysim.
  + Example post: We've been working on something amay-zing. Can't wait to share it with you next week!
* **Theme 3: Promotions and Discounts**
  + Description: This theme includes posts that promote special offers, discounts, and promotions for Amaysim products and services.
  + Example post: EXCLUSIVE MOBILE OFFER $10 for 55GB first renewal!
* **Theme 4: Social Responsibility and Charity**
  + Description: This theme includes posts that highlight Amaysim's involvement in social causes, charity work, and community initiatives.
  + Example post: Today is International Batten Disease Awareness Day and we're doing a shoutout to our long-time amaysim customer Julia Mickler who puts so much of her time and heart into this charity.