**Instagram:**

Telstra

* **Theme 1: Nostalgia and Pop Culture**
  + Description: Comments related to nostalgic moments, references to past trends or events, and mentions of popular culture.
  + Example comment: Remember when choosing your Myspace Top 8 was the biggest decision of your life.
* **Theme 2: Connectivity and Communication**
  + Description: Comments related to the importance of staying connected, making calls, and the role of telecommunication in communication.
  + Example comment: When the unthinkable happens, the first thing on your mind is to contact loved ones, not worry about the cost of the call.
* **Theme 3: Partnerships and Collaborations**
  + Description: Comments related to partnerships and collaborations with other brands or organizations.
  + Example comment: We're working with the @afl on tech like this.
* **Theme 4: Customer Service and Support**
  + Description: Comments related to customer service experiences, support provided by the brand, and addressing customer needs.
  + Example comment: Like answering 100% of calls right here in Australia.
* **Theme 5: Product Updates and Releases**
  + Description: Comments related to new products, updates, and releases from the brand.
  + Example comment: Telstra is thrilled to offer Apple's new products, including the most advanced iPhone lineup ever.

Optus

* **Theme 1: Support for Ambassadors and Athletes**
  + Description: This theme focuses on posts that express support and well wishes for Optus ambassadors and athletes, particularly ahead of important events or competitions.
  + Example post: It's game time. Tonight, we'll be cheering on Optus Ambassador @stephcatley. Good luck from your friends at Optus and @optussport.
* **Theme 2: Pride and LGBTQIA+ Support**
  + Description: This theme revolves around posts that celebrate diversity, inclusion, and support for the LGBTQIA+ community, particularly during events like Sydney WorldPride.
  + Example post: Great things happen when we say yes to lifting each other up. Thanks to everyone who shared their messages of support and inspiration. This is what it looks like to say yes to Pride and dream big – and it's gorgeous!
* **Theme 3: Partnership and Community Engagement**
  + Description: This theme highlights posts that showcase Optus' partnerships with various organizations and their involvement in community events and initiatives.
  + 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. Bus Stop's students living with disability have the opportunity to turn dreams into promising careers and we couldn't be prouder of our small role in 'Mise en Place'
* **Theme 4: Product and Service Promotions**
  + Description: This theme focuses on posts that promote Optus' products and services, such as new phone models or special offers.
  + Example post: Pre-order the new Samsung Galaxy Z Series at Optus and get bonus value up to $729. Score a Galaxy Tab A8 + phone storage upgrade. Offer ends 01/09/22. $729 value based on phone storage upgrade (RRP up to $200) and Galaxy Tab A8 Grey 64GB (RRP $529). Eligible customers and Channels only. Max 5 per account. T&Cs & redemption criteria apply.

Vodafone AU

* **Theme 1:** **Exclusive Access and Privileges**
  + Description: This theme revolves around Vodafone offering exclusive pre-sale access to concerts and events for their customers. It highlights limited availability and encourages customers to act fast to secure their spot.
  + 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. Click the link in our bio to find out more.
* **Theme 2: Vodafone Ticket - VIP Experiences and Exclusive Invites**
  + Description: This theme focuses on Vodafone Ticket, which offers customers pre-sales, VIP experiences, and exclusive invites to see the biggest artists touring Australia. It highlights the benefits of being a Vodafone customer and provides a link for more information.
  + 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. Click the link in our bio to find out more.
* Theme 3: **Vodafone's 5G Network Rollout**
  + Description: This theme highlights the rollout of Vodafone's 5G network across Australia. It emphasizes the coverage in selected areas of major cities and the requirement of a 5G approved device. It also includes promotions and competitions related to the 5G network.
  + Example post: Vodafone's 5G network is rolling out across Australia. And to celebrate, we're giving you the chance to win 1 of 20 x $5,000 holiday vouchers or 1 of 10 Samsung Galaxy Z Flip3 5G (128GB). Vodafone's 5G network is rolling out in selected areas of major cities. 5G approved device required. Check website for coverage. Competition open to customers aged 18+ who sign up or upgrade to a new eligible Vodafone plan.

Amaysim

* **Theme 1:** **Customer Appreciation and Loyalty**
  + Description: This theme includes posts that express gratitude towards customers and highlight their loyalty to the brand.
  + Example post: Thanks for being with us, Janith!
* **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 Competitions**
  + Description: This theme includes posts that promote special offers, discounts, and competitions run by Amaysim.
  + Example post: WIN It's Goodybag time and we're giving away some Bose headphones for you and a friend – perfect for when you feel the thrill of a whole lotta mobile for less and want to run down the street in celebration!
* **Theme 4: Social Responsibility and Support**
  + Description: This theme includes posts that highlight Amaysim's efforts to support various causes and provide assistance during challenging times.
  + Example post: In response to the devastating earthquakes in TÃ¼rkiye and Syria, amaysim is providing customers with free standard international calls to these regions from Australia.