

LGANT ELECTION NOMINATION CAMPAIGN SOCIAL CONTENT PILLARS & KEY MESSAGES

Tactical Message Themes

Why Not You? Encouragement and eligibility framing

- You don't need a big resume. Just big reasons.
- If you care about your community, you're qualified.
- You're already doing the work — why not take a seat?
- There's no one better placed to lead your community than someone from it.

Representation Matters: Diversity and inclusion messages

- Real leadership looks like all of us.
- Be the voice that makes space for others.
- Change starts with someone just like you.
- Stronger councils start with broader voices.

Closest to Community: Impact of local council and relevance to daily life

- Councils shape communities — and they should reflect them.
- Local government turns decisions into parks, paths and possibilities.
- Where neighbours become leaders, real change begins.
- Lived-in leadership means knowing what matters.

You'll Be Supported: Reassurance and pathways

- You don't need all the answers, just the courage to begin.
- Support comes with the role.
- Learn as you lead.
- Leadership grows on the job.

Lived Experience in Action: Real stories from real councillors

- Leadership starts with showing up.
- Hear how others turned care into action.
- From community connection to council chamber.
- Proof that everyday people make extraordinary leaders.

CONTENT TYPES

A. Council Champions Video Series

4 x short videos profiling diverse current/former councillors from across the NT
Edited into platform-optimised formats for Facebook and Instagram (organic and paid)

Hope to be able to start rolling out from Monday 30th July? Production pending.

B. Carousel / Animated Info Series

"So You Want to Be a Councillor?"
"Do You Like to Get Things Done?"
"What Do Councils Really Do?"
"Who Can Nominate?"

C. Inspirational / Identity Tiles

"Representation Starts With You"
"You're Already Doing the Work"
"Why Not You?"
"Local Council Needs More People Like You"

D. Time-sensitive Countdown & CTA Posts

"Nominations Open in 2 Weeks"
"1 Week to Go"
"Nominations Now Open!"
"Only 3 Days Left!"
"Last Chance to Nominate — Closes 12pm Thursday!"

"Nominations Close Tomorrow!"

E. Testimonial Series

Real quotes from past or current councillors
Paired with messaging such as: "Be the Change You Want to See"

F. Explainer Tiles / Myth Busting

"No Experience? No Problem."
"Yes, You Can Nominate If You're Under 35"
"Yes, There's Support If You're Elected"

DRAFT SOCIAL CONTENT SCHEDULE: KEY DATES

Phase 1: Warm-Up (17–30 June)

X–X posts/week

Focus: Closest to Community + Why Not You?

Content: Carousel info posts, early encouragement, teaser quotes from councillors

Time Sensitive Information: Nominations Open in Two Weeks (on Friday 27th)

Ideally, first Council Hero clip for Monday 30th?

Phase 2: Awareness Push (1–10 July)

X posts/week

Focus: Representation Matters + You'll Be Supported

Content: Testimonial tiles, myth-busting, video teasers, early countdown posts

Time Sensitive Information: Nominations Open in One Week (on Friday 4th)

Ideally, second Council Hero clip for Friday 4th?

Phase 3: Nomination Window (11–21 July)

X–X posts/week

Focus: Tactical CTAs + Continued Inspiration + Urgency

Content:

"Nominations Now Open"

Inspirational quotes and testimonial support

Third and fourth Council Hero clips in this week

Phase 4: Urgency Window (22–31 July)

X–X posts/week

Focus: Tactical CTAs + Continued Inspiration + Increased Urgency

Content:

"1 Week Left to Nominate"

"Only 3 Days to Go"

"Nominations Close Tomorrow!"

"Last Chance to Nominate — Closes 12pm Thursday!"

Video highlights and final testimonial encouragement