



NDIS Marketing Toolkit

Inside this toolkit, you'll find social media content and brochures that contain important messages and content that can be used as is or modified to suit your specific platforms and audiences.



**Aboriginal
Health Council**
of Western Australia



Introduction

The Aboriginal Health Council of WA (AHCWA) has facilitated a project in Western Australia to help members better market National Disability Insurance Scheme (NDIS) services.

The NDIS operates like a market and it's important for Aboriginal Community Controlled Health Services and Aboriginal Community Controlled Health Organisations (ACCHS/ACCOs) to compete effectively.

In today's digital world, having a strong online presence is crucial for businesses. A study in 2016 found that many disability service providers, especially those under NDIS, struggle with marketing themselves well. This is often because these organisations lack the resources or money needed to market effectively. Our project aims to help our members improve their marketing strategies in the competitive NDIS environment.

About this communications toolkit

This toolkit was created with input and cooperation from Western Australia's Aboriginal Community Controlled Health Services and Organisations.

Inside this toolkit, you'll find social media content and brochures that contain important messages and content that can be used as is or modified to suit your specific platforms and audiences.

Please note that this toolkit is designed for a general audience and does not cater to specific target groups. Organisations are encouraged to use their knowledge and judgment to tailor the messages according to their audience.

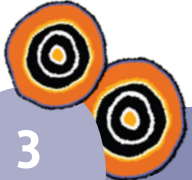
Feel free to utilise the content on your own social media platforms and channels. It's intended to help you promote your NDIS services and inform clients about how they can access the NDIS and its benefits more effectively.



Social Media Graphics

These social media graphic tiles have been created to share on Facebook, Instagram and websites. They can also be printed out to post on noticeboards where appropriate.

The graphics have been divided into three main areas with high resolution copies of social media assets available for download here:

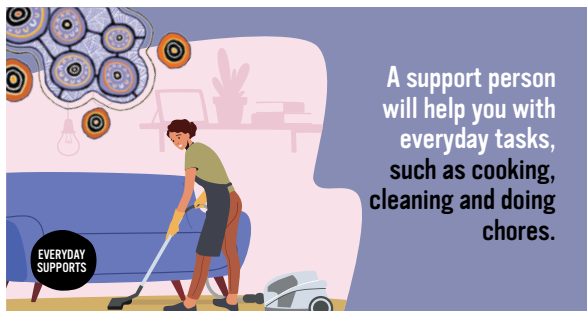


Social Media Graphics

1. Everyday Supports (Core)



Assistance with daily life



Facebook tiles

Instagram tiles

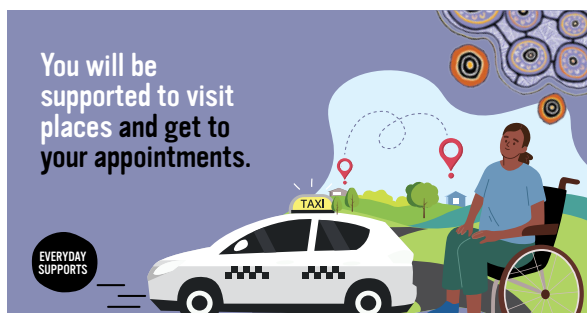
Assistance with social and community participation



Facebook tiles

Instagram tiles

Transport



Facebook tiles

Instagram tiles

Consumables



Facebook tiles

Instagram tiles

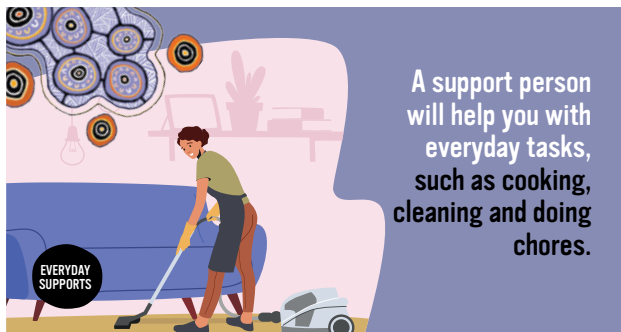
Social Media Examples

1. Everyday Supports (Core)



Assistance with daily life:

A support person will help you with everyday tasks, such as cooking, cleaning and doing chores.



NDIS Description: Assistance with everyday needs, household cleaning and/or yard maintenance.

Example post:

Did you know if you have a disability, you could get someone to help you clean up around the house or even help with the cooking?

Ask about NDIS services at your next appointment.

Assistance with social and community participation:

A support person will help you go out into your community.



NDIS Description: A support worker to assist you with participating in social and community activities.

Example post:

Need help with shopping, going out on country or even fishing? If you have a disability, there are support people available to help you out.

Ask about NDIS services at your next appointment.

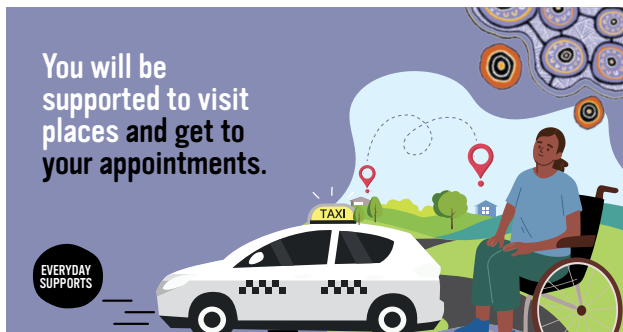
Social Media Examples

1. Everyday Supports (Core)



Transport:

You will be supported to visit places and get to your appointments.



Example post:

Need some extra cash to help with a taxi or a bus to get to your appointments? You may be able to get help from the NDIS.

Ask about NDIS services at your next appointment.

NDIS Description: This is support that helps you travel to work or other places that will help you pursue the goals in your plan. How you can spend your transport funding and how it is paid to you (whether upfront or in regular payments) will be different for each person.

Consumables:

You can use your NDIS plan to buy personal continence products, meal supplements and other low-cost items.



Example post:

Did you know NDIS services can provide help if you need to buy personal continence products, meal supplements and other small items you may need living with a disability?

Ask about NDIS services at your next appointment.

NDIS Description: Everyday items you may need. For example, personal continence products or low-cost assistive technology and equipment to improve your independence and mobility.



Social Media Graphics

2. Capacity Building



Support Coordination



Facebook tiles

Instagram tiles

Psychosocial Recovery Coaching



Facebook tiles

Instagram tiles

Occupational Therapy



Facebook tiles

Instagram tiles

Speech Pathology



Facebook tiles

Instagram tiles

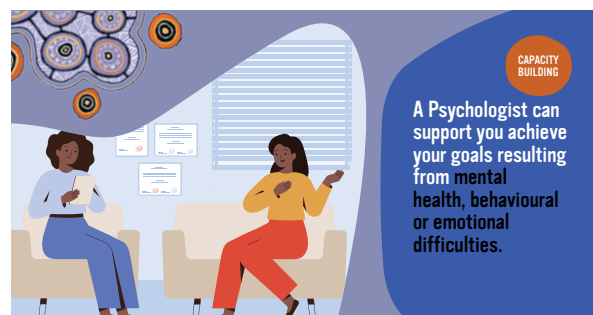
Physiotherapy



Facebook tiles

Instagram tiles

Psychology



Facebook tiles

Instagram tiles

Social Media Examples

2. Capacity Building



Support Coordination:

A support coordinator will help you get connected to receive support and services in your NDIS plan.



NDIS Description: Financial assistance for a support coordinator to help you use your plan.

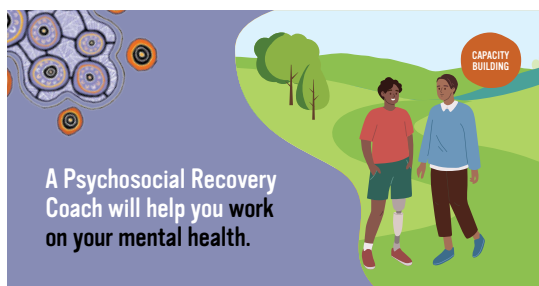
Example post:

Sometimes people who live with a disability don't know they can get help. A support person will be able to tell you how.

Ask about NDIS services at your next appointment.

Psychosocial Recovery Coaching:

A recovery coach will help you work on your mental health.



NDIS Description: A psychosocial recovery coach supports you with your psychosocial needs. Recovery means being able to live a purposeful and meaningful life.

Example post:

Sometimes people who live with a disability don't know they can get help. A support person will be able to tell you how.

Ask about NDIS services at your next appointment.

Social Media Examples

2. Capacity Building



Occupational Therapy:

An Occupational therapist supports you by conducting assessments and creating training plans and activities that will increase your independence.



Example post:

An Occupational Therapist assesses what you are able to do and makes recommendations such as the use of a walking stick or a wheelchair.

Ask about NDIS services at your next appointment.

NDIS Description: Occupational Therapists are healthcare professionals who use therapeutic techniques to improve, rehabilitate, or maintain a patient's motor skills and overall ability to perform everyday activities.

Speech Pathology:

A Speech pathologist can support you with your communication needs by providing assessments and therapy plans to achieve your goals.



Example post:

Do you notice your little one having trouble with their speech? A therapist could help through a NDIS plan.

Ask about NDIS services at your next appointment.

NDIS Description: Speech pathologists study, diagnose and treat communication disorders, including difficulties with speaking, listening, understanding language, reading, writing, social skills, stuttering and using voice.

Social Media Examples

2. Capacity Building



Physiotherapy:

A physiotherapist can help by creating personalised exercise programs and assessments. These will improve mobility and strengthen muscles.



Example post:

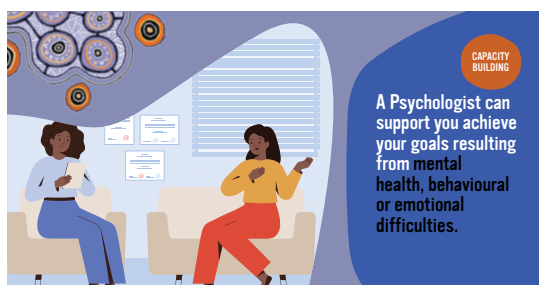
A physio can be a great way to get back your movement. Have you tried one?

Ask about NDIS services at your next appointment.

NDIS Description: Physiotherapists are experts in the structure of the human body and its movement. They work with people of all ages to treat a broad range of health conditions including sports injuries and musculoskeletal conditions as well as chronic health conditions such as diabetes, obesity, osteoarthritis and stroke.

Psychology:

A Psychologist can support me by helping me achieve my goals resulting from mental health, behavioural or emotional difficulties.



Example post:

Having a disability can sometimes be hard on your mental health. A NDIS plan can help you link up with someone to talk to.

Ask about NDIS services at your next appointment.

NDIS Description: Psychologists assess, diagnose, and treat the psychological problems and the behavioral dysfunctions resulting from, or related to physical and mental health.

Social Media Graphics

3. Information Services



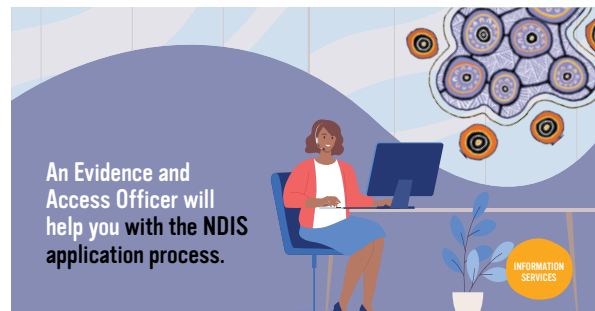
RCC and CCC



Facebook tiles

Instagram tiles

EACP



Facebook tiles

Instagram tiles

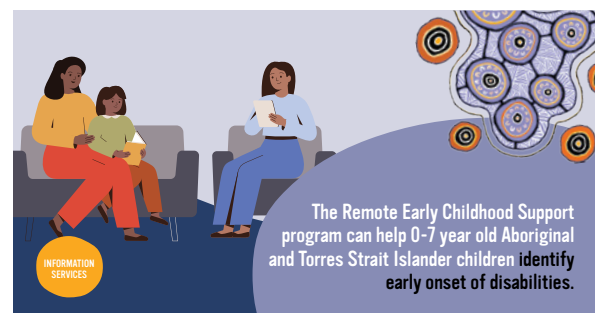
ADLO



Facebook tiles

Instagram tiles

RECS



Facebook tiles

Instagram tiles

Social Media Examples

3. Information Services



RCC and CCC:

A Remote Community Connector or a Community Connector Coordinator will help you understand the NDIS.



Example post:

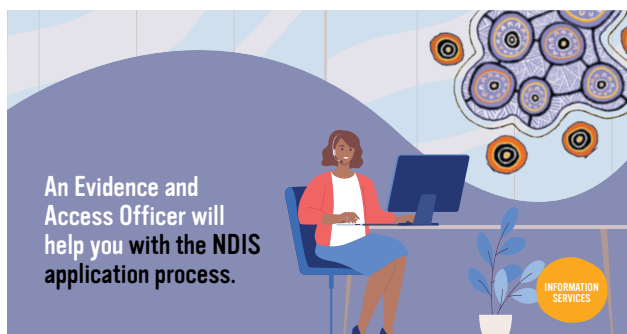
The NDIS can be tricky to understand. Community Connectors and Coordinators make it easy.

Ask about NDIS services at your next appointment.

NDIS Description: Remote Community Connectors (RCC) assist the agency in connecting with people with disabilities. They reach out to those living in remote Indigenous communities in a culturally appropriate way to improve their knowledge and understanding of the NDIS.

EACP:

An Evidence Access and Coordination of Planning officer will help you with the NDIS application process.



Example post:

Applying for the NDIS can be daunting with all the paperwork... but one of our planning officers can help you.

Ask about NDIS services at your next appointment.

NDIS Description: Evidence, Access & Coordination of Planning (EACP) is a resource to assist people with disabilities living in remote communities. It helps them gain access to the NDIS by assisting in the gathering of the required evidence. It also supports National Delivery staff in the delivery of planning outcomes.

Social Media Examples

3. Information Services



ADLO:

An Aboriginal Disability Liaison Officer will help you understand the disability system and the support available through the NDIS.



An Aboriginal Disability Liaison Officer will help you understand the disability system and the support available through the NDIS.

Example post:

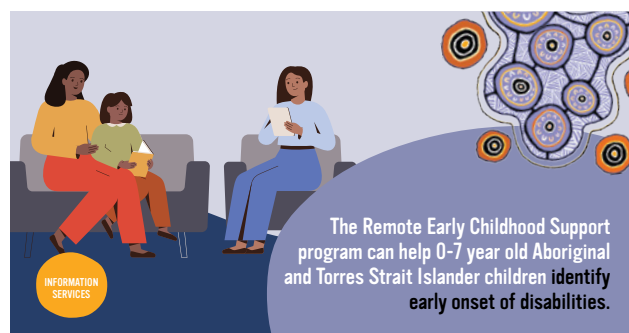
Sometimes it's just easier to talk with our mob. An Aboriginal Disability Liaison Officer can help you understand how the NDIS can assist you.

Ask about NDIS services at your next appointment.

NDIS Description: Employed locally by Aboriginal Community Controlled Health Organisations (ACCHOs), ADLOs work at a local level to build understanding of the NDIS. ADLOs are generally members of the communities they work in, understand the culture and often speak the local languages. Working in partnership with the NDIAS and partners in the community, ADLOs are a further cultural link between the Indigenous community and the system of disability-related support offered through the NDIS.

RECS:

The Remote Early Childhood Support program will help young Aboriginal and Torres Strait Islander children identified early onset of disabilities.



The Remote Early Childhood Support program can help 0-7 year old Aboriginal and Torres Strait Islander children identify early onset of disabilities.

Example post:

It can be hard to determine if your child may be living with a disability. The NDIS's Remote Early Childhood Support Program can help.

Ask about NDIS services at your next appointment.

NDIS Description: Remote Early Childhood Services (RECS) key focus is on 0-7 year old Aboriginal and Torres Strait Islander children. The program exists because it is important to support children with a developmental delay or disability as early as possible to potentially avoid lifelong care. A RECS coordinator will help a child and their family with finding the appropriate supports for the child.

Social Media Graphics

4. Aged Care



Elder Care Support Program



Aged Care Coordinators or Aged Care Connectors will help you understand the aged care system.

Facebook tiles

Instagram tiles

Home Care Packages



A home care package will help support you with at-home personal health care or cleaning the house.

Facebook tiles

Instagram tiles

Transition Care Program (TCP)



The Transition Care Program can support you getting better after your hospital stay.

Facebook tiles

Instagram tiles

Social Media Examples

4. Aged Care



Elder Care Support Program:

An aged care coordinator or aged care connector will help you understand the aged care system.



Example post:

It's not always easy to navigate the system.

An aged care worker will understand your needs and link you to helpful services.

Ask about Aged Care services at your next appointment.

NDIS Description: Elder Care Support Program assists older Aboriginal people to be supported by an Aged Care Connector to discuss needs around aged care and link in to available services. Clients can also be supported by an Aged Care Coordinator to apply for an ACAT assessment to access a funded Home Care Package and receive supports at home and in the community. This is a funded pilot program, with the positions being located in an AMS in various pilot sites.

Home care packages:

A home care package will help support you with at home personal health care or cleaning the house.



Example post:

Need an extra hand at home?

From nursing to cleaning and even social support, there are a range of home care packages available.

Ask about Aged Care services at your next appointment.

NDIS Description: Home Care Package services are currently coordinated and delivered by registered Aged Care providers, and include a range of services from nursing, personal care, domestic assistance (light cleaning etc) to community access and social supports. There are 4 levels of funding – level 1: basic care needs, level 2: low level care needs, level 3: intermediate care needs, level 4: high level care needs. Services are charged to the client's package on a monthly basis.

Social Media Examples

4. Aged Care



Transition Care Program (TCP):

A transition care program can provide support to help you get better after your hospital stay.



Example post:

Leaving hospital can be hard.

The Transition Care Program provides home recovery services to give you the support you need to get well fast.

Ask about Aged Care services at your next appointment.

NDIS Description: Transition Care Program is a short term support program (up to 12 weeks) that assists older Aboriginal patients access therapeutic and restorative supports at home after a hospital stay. While in hospital the patient has an ACAT assessment to determine eligibility for the program, and is then linked in with a TCP provider who develops a care plan and commences supports once the patient's discharged from hospital and back home. Supports range from personal care, therapies such as OT and Physio, nursing and supports from a social worker and support or care worker.

Facebook Posting Tips

Content Relevance: Ensure your posts are relevant to your audience, aligning with their interests and expectations. Share content that adds value, educates, entertains or inspires.

Visual Appeal: Include eye-catching visuals, such as images, videos and infographics, to make your posts more appealing and shareable.

Engaging Captions: Craft compelling and concise captions that encourage users to like, comment, and share your post. Ask questions or create polls to prompt responses.

Consistency: Maintain a regular posting schedule. Consistency builds audience anticipation and loyalty, increasing the likelihood of engagement.

Hashtags: Use relevant hashtags to increase the discoverability of your posts. Research popular and trending hashtags related to your content.

Tagging and Mentions: Tag relevant individuals, businesses, or organizations in your posts. Tagging can expand your post's reach to the audience of the tagged entity.

Best times to post on Facebook

Weekdays vs. Weekends: Weekdays (Tuesday to Thursday) generally receive higher engagement than weekends. Sunday between 5PM and 8PM is the best time for weekend posts. Avoid Mondays when people are catching up on work after the weekend.

Morning hours: Post between 9 AM to 11 AM when people are settling into work or taking short breaks. Morning posts often garner better attention.

Lunchtime: Around 1 PM is ideal as people tend to check social media during their lunch breaks.

Evening hours: Aim for posts between 6 PM to 8 PM when individuals are relaxing after work or dinner. This period often sees increased Facebook activity.

Avoid late night: Post engagement tends to decline significantly after 9 PM. Avoid posting late at night to maximise interaction.

Regularly analyse the performance of your posts and adapt your strategy based on audience response, ensuring a continuous improvement in engagement levels.




Brochures

There are four brochures included in the pack. The feedback received was that most communication with clients was done best face to face. These brochures provide a visual aid when talking with your client and a take home message for the client.


Download the brochures here:

1. **Everyday Supports (Core)**




Downloadable version

2. **Capacity Building**



Downloadable version

3. **Information Services**



Downloadable version

4. **Aged Care**



Downloadable version

Conclusion

This communications toolkit, a collaborative effort with the active involvement of Western Australia's Aboriginal Community Controlled Health Services and Organisations, is a source of social media content and informative brochures meticulously designed to resonate with diverse audiences.

While it offers a general framework, we acknowledge the uniqueness of each organisation and encourage customisation based on individual knowledge and audience understanding.

By placing this toolkit in your hands, we entrust you with the means to bolster your online presence, promote your NDIS services effectively, and enlighten clients about the avenues through which they can access the NDIS and its many benefits.

Together, we embark on a journey towards empowerment, enabling our communities to thrive and ensuring that essential healthcare services reach those who need them the most.

**For more information
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