



↘ TOOLKIT

This simple guide will help you share your kaupapa clearly, represent your people well, and use social media with confidence.

Content & Media Guide

Hāpai Te Hauora

Content & Media Guide

Introduction

This guide has been created for those who want to learn how to capture mahi, and moments from kaupapa to strengthen their online presence and provide viewers a snapshot of the work they do. This simple guide will help you share your kaupapa clearly, represent your people well, and use social media with confidence. You don't need to be an expert to capture and share great content. Everyone is capable with the right tools and advice.

Our goal is to make creating content and social media:

- Easier to navigate and use
- Clearer to understand
- More kaupapa-aligned
- Accessible for everyone



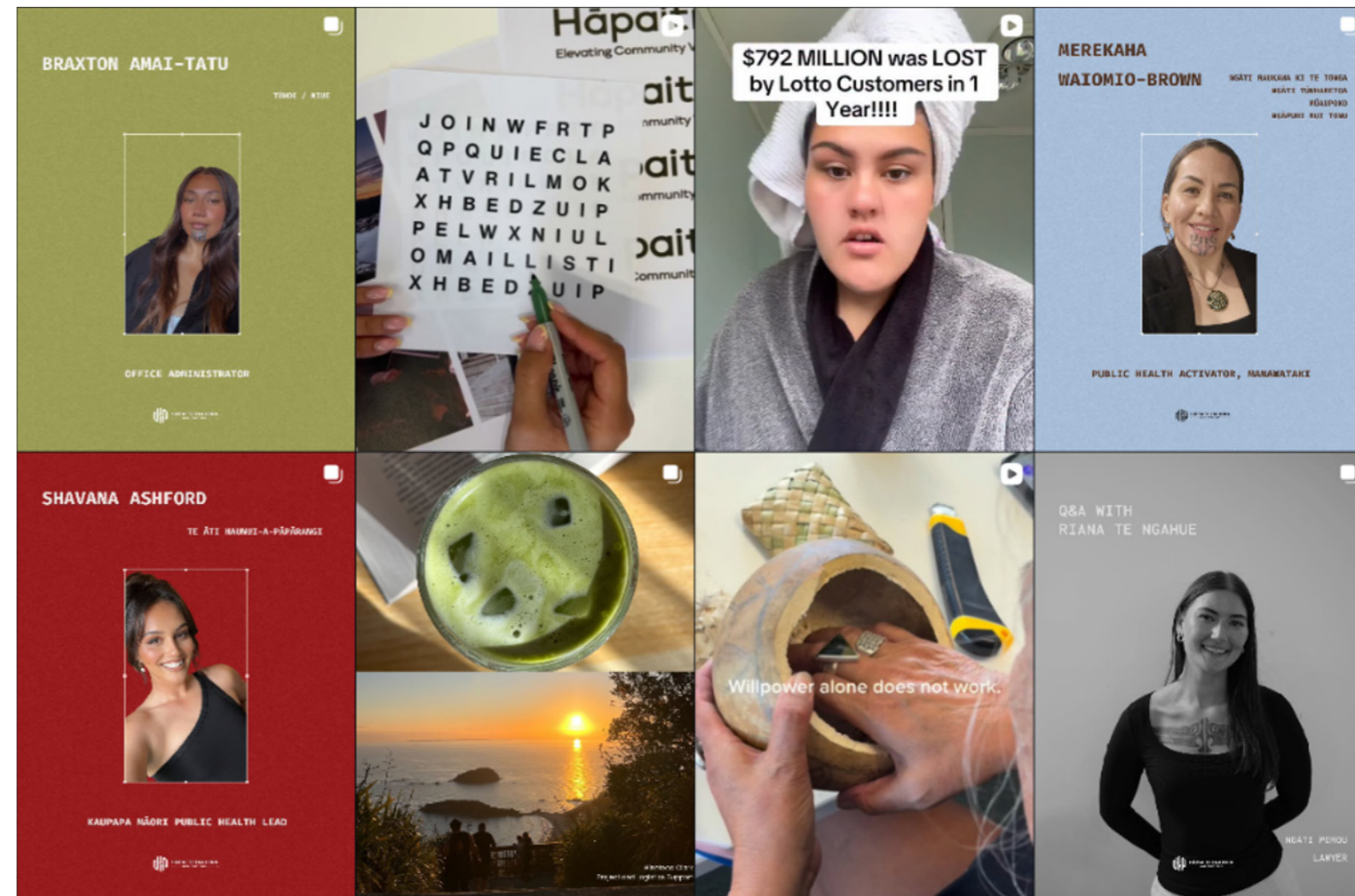
Table of Contents

01	Capturing Content: The Basics
02	Social Media
04	Instagram
05	Facebook
08	Tik Tok
12	Poster Design
14	Design Tips
16	Writing For Local Media
18	How To Write & Distribute A Media Release
20	Closing Remarks

Capturing Content: The Basics

Before you start, make sure you have...

- A phone with a working camera
- A clean lens (wipe it before filming)
- Natural light where possible
- Consent from the people you're capturing



Basic filming tips:

- Wipe your camera screen with your clothing
- Film vertically (portrait)
- Hold your phone steady
- Stand close enough so the audio is clear
- Avoid loud background noise where you can
- Capture short clips instead of long speeches
- Light source should be in front of what you are capturing to avoid glare

You don't need to film everything. Just capture moments.

If at an event, capture things like:

- People arriving
- People interacting
- Smiles and kōrero
- A short clip of someone speaking
- A group photo
- A quiet moment

Capture the feeling of the day, not just the formalities.

What to post

- A reflection from the day
- A short video from a kaimahi
- A thank you post
- A community highlight
- A photo series from an event
- A quick educational slide



Social Media

Tips for all platforms – Facebook, Instagram, Tik Tok

- Post regularly - Some content will perform better than others—this is normal and part of understanding your audience over time.
- Use clean, simple, and visually appealing designs that are easy on the eyes.
- Keep messaging straightforward, accessible, and written in plain language.
- Ensure the first image or slide is catchy and shareable to increase visibility and encourage reposts.
- When capturing content, prioritise showing people. Audiences respond strongly to human presence—faces, team interactions, and real voices.
- Photos that include people, as well as videos featuring someone speaking or showcasing team members, consistently perform well.



Instagram

Story : Ideal for quick updates, real-time moments, and more informal or candid content. Behind-the-scenes, real, and quick content works well across stories. Great place for engagement tools (polls, questions, etc.).

Feed : Use your feed for kaupapa updates and education. Break big topics into simple points. Avoid jargon.

If you need more than one slide, use a carousel (a carousel is a series of images)



Reel : Reels are short videos posted to your feed. 10–30 seconds is enough time for a reel. Film vertically Keep it real, not scripted. Add captions if you can – this makes it more accessible for whānau. Start simple. A short clip of someone speaking is enough.



Facebook

Feed : Facebook reaches a different and often broader or older audience compared to other platforms.

Facebook is good for:

- Community updates
- Events
- Campaign information
- Photo albums

Longer captions are okay if they are clear and easy to read.

Write like you're talking to whānau.



TikTok

FYP (For You Page) : Keep content:

- Short
- Raw (unedited, not scripted)
- Talking to camera

Clear message in the first few seconds

If you don't have capacity for TikTok, focus on Instagram first.



Linked In

Page : LinkedIn works well for:

- Staff wins
- Partnerships
- Sector updates
- Professional reflections

Keep the tone more formal than Instagram.



Poster Design

Creating an event poster:

- A great poster grabs attention quickly, communicates one key message clearly, and looks professional — even on a small phone screen.

Start with Purpose. Before designing, ask:

- What's the main goal of this poster? (e.g., promote an event, raise awareness, celebrate success)
- Who is it for? (e.g., rangatahi, parents, community groups)
- What do you want people to do after seeing it? (e.g., register, share, visit a link)

What Information to Include Keep text short and simple — people scroll fast! Only include the essentials:

- Title / Headline: Short, bold, and clear.
- Date and Time: Write it in full (avoid abbreviations).
- Location: Include the venue name and city/town.
- Call to Action: What you want people to do. E.g Register now, Join us, Find out more at [insert link].
- Contact or Link: Keep links short and tidy (use a QR code or short URL).
- Logos: Include partner or organisation logos.
- Avoid clutter — if it doesn't serve the purpose, leave it out.

Use of Images and Visuals

Images are what draws the eye first. Use them wisely:

- Choose high-quality images (no blurriness or pixelation).
- Use relevant visuals that connect with your audience — e.g., local people, culture, or places.
- Avoid overcrowding — use one strong photo or simple background.
- Balance text and visuals — leave some white space so it's not overwhelming.
- If using people's photos: make sure you have consent to share them online. Tip: Natural colours and authentic images often perform better than stock photos.

Use of Logos

Logos represent your brand and partners, so use them with care:

- Only include official partners or approved collaborators.
- Place logos at the bottom of the poster, evenly spaced.
- Avoid stretching or squashing logos — keep proportions correct.
- Use high-resolution PNG versions (transparent background looks best).
- Keep them small enough that they don't overpower your main message.

Design Tips

- Keep it simple – one main idea per poster.
- Use contrast – light text on dark background (or vice versa).
- Stick to 2–3 colours max to stay clean and consistent.
- Choose easy-to-read fonts – bold for headings, simple for body text.
- Check readability – make sure text is legible on a phone screen.
- Consistency is key – use the same style across your campaign to build recognition.

Recommended Free Tools and Apps

Canva

- Free & user-friendly (There is a paid version which increases access to certain tools)
- Templates for social media posters
- Drag-and-drop design tools
- Easy logo and image placement
- Option to resize for different platforms (Instagram, Facebook, etc.)

Before hitting “publish,” make sure:

- ✔ Text is readable and spelling is correct
- ✔ Logos are clear and proportionate
- ✔ Information is up to date
- ✔ Poster looks good on a mobile screen
- ✔ You have permission for any images used

Final Checks

Design Tips from a Māori Designer

Ben Thomason is a talented tāmoko artist and founder of Ara Auaha, a Māori design agency. Below are a few Q&A's to help with designing content.

What makes a post instantly scroll-stopping?

- A visual grab! This could be a video que / bait, or a designed post with visual tensions and dramatic wording.

What's one design rule people should always follow?

- Consistency, using the same layouts, formats, colours and approach to posts. This allows viewers a sense of familiarity.

What are some common design mistakes that make posts hard to read?

- Word Waffle. Too much info jammed into a post. Keep things visually stimulating and laid out so the viewers can quickly gather whats being presented.

How can people keep things clean and consistent without being designers?

- Simplicity is safe. By keeping things minimal and clear, you're in safe territory. Single colours, clean fonts and thought-out spacing.



Writing for Local Media

Local media helps you reach the right people in your community while building trust and credibility for your work. It raises awareness of your kaupapa, highlights real community voices, and can increase engagement in your events or initiatives.



How to get in touch with a local paper

- Find the right contact on the newspaper's website (community reporter or editorial email)
- Send a short, clear email introducing yourself and your story, including key details and photos if relevant
- Keep your content simple, relevant, and ready to publish
- Follow up politely if you don't hear back
- Build relationships by sharing stories regularly and acknowledging coverage

Section	Event brief (before the event)	Post event story (after the event)
Purpose	Inform and attract people to attend the event	Highlight impact, celebrate success and share outcomes
Headline	Clear and engaging. Focus on what the event is	Focus on the outcome, impact, or overall atmosphere
Opening	1-2 sentences covering what, when, where, and who	1-2 sentences summarising what happened, where, and why it mattered
Body content	2-3 short paragraphs covering: What the event is about Why it matters Who it is for	2-4 short paragraphs covering: What took place Key highlights Community impact Include a quote if possible
Key details	Date and time Location Cost (if any) How to attend or register	*Optional Acknowledgments to sponsors or attendees Attendance numbers
Tips	Avoid jargon Keep it concise Focus on community benefit	Focus on people and storie Keep it concise Include photos if possible

How to write and distribute a Media Release

Media releases are a valuable tool for increasing visibility by getting your story in front of a wider audience, while also building credibility through trusted media coverage. They help promote your kaupapa by raising awareness of your work and its impact, can open doors to partnerships, funding, or additional support, and provide an opportunity to amplify authentic community voices that resonate with others.

How to Distribute a Media Release

- Email directly to media contacts (journalists, editors, community reporters)
- Use a clear subject line (e.g. "Media Release: [Topic/Event Name]")
- Paste the release into the email (don't just attach it)
- Include photos or links to images where possible
- Send at the right time (weekday mornings are best)
- Follow up with a short, polite email or call if needed



How to Write a Media Release

- **Headline:** Clear and engaging (what the story is about)
- **Opening paragraph:** Summarise the key details (who, what, when, where, why)
- **Body (2–3 paragraphs):**
 - Key information and context
 - Why it matters to the community
- **Quote:** From a spokesperson or community member (adds credibility)
- **Closing paragraph:** Any final key info or next steps
- **Contact details:** Name, phone, email for media follow-up

Tips:

- Keep it short (1 page max)
- Write in plain, clear language
- Focus on what makes it newsworthy (impact, people, outcomes)
- Write it so it could be published as-is

Closing Remarks

- ↘ This toolkit is designed to support you to confidently create, share, and promote content that reflects the impact of your mahi in the community. Use it as a practical guide when planning, capturing, and sharing stories across social and local media. Start simple, stay consistent, and focus on clear, meaningful storytelling that centres the voices and experiences of the community.

For more in-depth advice on creating content and sharing communications check out the resources on the [Community Comms Collective website](#).





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**Edition:
2026-2027**

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Ngā Mihi Thank You