

PLACES OF PRIDE

NATIONAL REGISTER
OF WAR MEMORIALS

placesofpride.awm.gov.au

Social Media Toolkit





Background

Places of Pride, the National Register of War Memorials is an interactive map and pictorial archive of war memorials across Australia. It allows users to explore memorials in their local community and contribute photos through a simple and easy to use platform.

Developed and managed by the Australian War Memorial, **Places of Pride** reminds us that the history on display at the Memorial heralds from small towns, communities, and cities from every corner of the country.

What you can expect

Our social media campaign for **Places of Pride**, the National Register of War Memorials begins on 1 November in line with the official launch of the website. The campaign will continue on an ongoing basis with a variety of social media posts encouraging people to add memorials to the interactive map and upload photographs. To support the launch, we encourage you to use the **#PlacesOfPride** hashtag and share posts from the Australian War Memorial's social media accounts.





How you can get involved

You can support **Places of Pride**, the National Register of War Memorials, by joining the social media campaign. Promote the website and encourage your constituents to contribute photos of local memorials.

You can help by:

1. Sharing **Places of Pride** via your social media and other communication channels using some of the examples provided
2. Share Australian War Memorial social media posts
3. Take a photo with your local memorial and share using the hashtag **#PlacesofPride**
4. Encourage your local community organisations to visit **placesofpride.awm.gov.au** and upload local memorials

Call to Action

A key component of this campaign is the use of hashtags to spread the word about **Places of Pride** and explore memorials from across Australia. When posting, you can include the campaign hashtag **#PlacesOfPride** and link to our website **placesofpride.awm.gov.au**

Some example to consider:

- “Put our memorials on the map”,
- “Explore your local memorials”
- “Upload your photographs to **Places of Pride**”

You can also use;

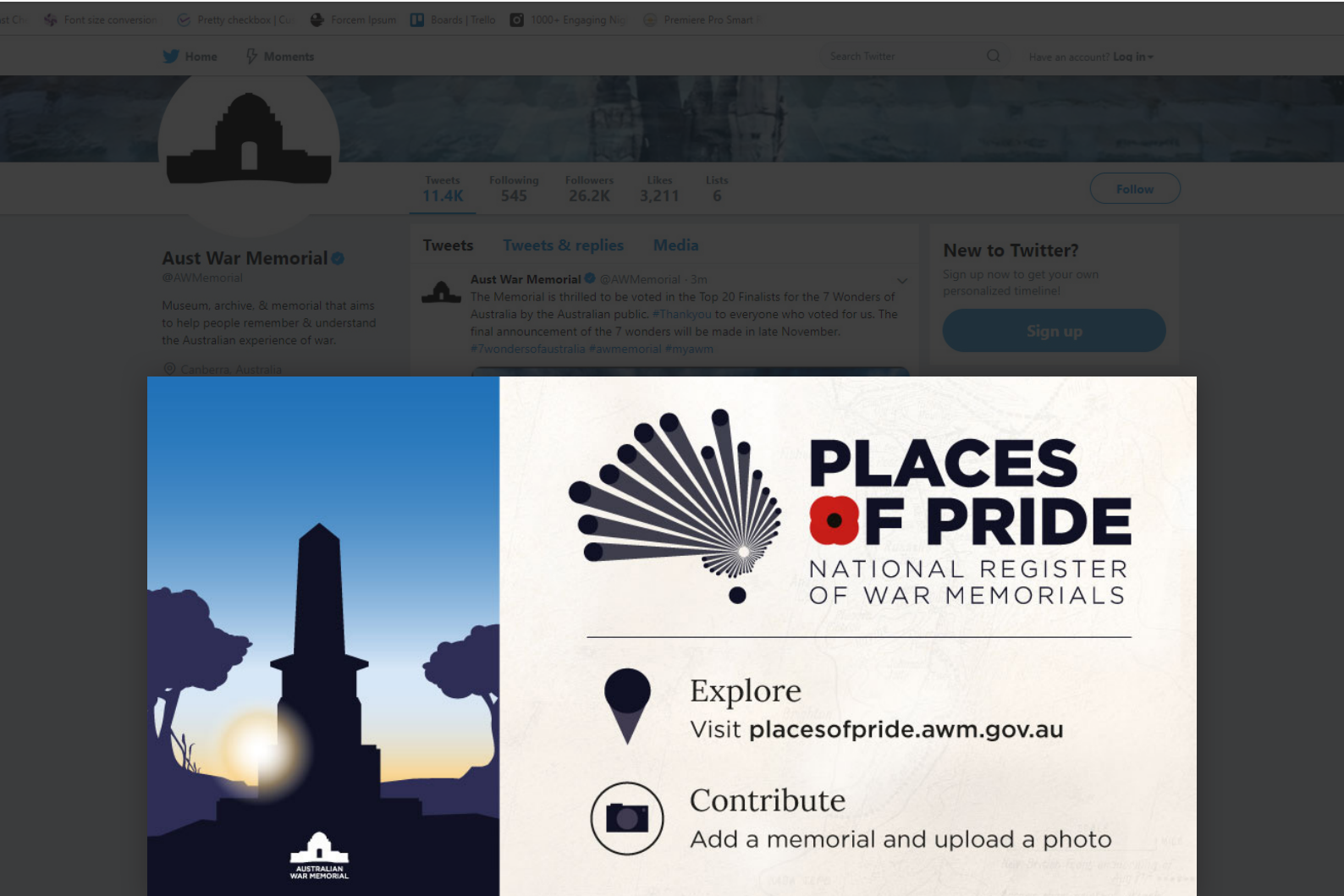
- **#MyMemorial**
- **#LestWeForget**

And you can also mention us via **@AWMemorial**

Examples of content you can use

Platform	Suggested post
Twitter	<p>The @AWMemorial has launched a new website of memorials across Australia: Places of Pride, the National Register of War Memorials. Explore the interactive map & upload photos of your local memorials. Visit placesofpride.awm.gov.au for more information #PlacesOfPride #MyMemorial</p>
Newsletter, Facebook, Instagram, and LinkedIn	<p>Across Australia memorials have been erected to commemorate our involvement in conflicts from the Boer War to Afghanistan.</p> <p>These are important places for towns and communities across Australia – enduring expressions of love, loss, grief, and pride.</p> <p>The Australian War Memorial’s website, Places of Pride, the National Register of War Memorials, aims to record the details of every publically accessible memorial in Australia - including cenotaphs, honour boards, church shrines and bowling clubs. The website allows users to explore memorials on an interactive map and upload their photographs.</p> <p>Visit placesofpride.awm.gov.au to explore your local memorials #PlacesOfPride</p>
Newsletter, Facebook, Instagram, and LinkedIn	<p>Across the country memorials stand as a reminder of the service and sacrifice of Australian men and women.</p> <p>The Australian War Memorial’s website, Places of Pride, the National Register of War Memorials, aims to record the details of every publically accessible memorial in Australia - including cenotaphs, honour boards, church shrines and bowling clubs. The website allows users to explore memorials on an interactive map and upload their photographs.</p> <p>Visit placesofpride.awm.gov.au to explore your local memorials #PlacesOfPride</p>

Example Post



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#PlacesOfPride #MyMemorial



Every town
Every community
Every memorial



placesofpride.awm.gov.au