

Social Media Kit

The Campaign

Advocacy is a key part of protecting the rights of people with disability. The independent organisations who exist around Australia are having to turn people away due to lack of resources, staff and capacity. Many of the smaller organisations are not even eligible for NDAP funding. Our sector is in crisis.

In November 2023, DANA submitted a pre-Budget funding proposal to urge the Federal Government to triple the funding for independent advocacy in Australia and address significant shortfalls in the capabilities to support people with disability.

At least \$91.23 million is urgently needed to ensure people with disability can get the support they need, and to navigate the coming changes across the disability sector.

It's time to Speak Up! for Independent Advocacy.

Let your community speak up on social media

We know that your organisation is essential to help people with disability express themselves and stand up for their rights, but how much does the wider community know and understand about what you do and the need for adequate funding?

Social media is a great tool to help raise awareness of the important role of independent advocacy, as well as encourage people with disability to share your message.

DANA has developed this Social Media Kit to help your organisation and your community to promote the **Speak Up! for Independent Advocacy** campaign. It includes a few social media tiles and suggested copy.

If you have any questions, please contact us at comms@dana.org.au

Key messages

Please feel welcome to use the following key messages in your social media. The campaign will be stronger if we all use and adapt similar messaging.

- Without a significant increase in funding for independent disability advocacy, we simply cannot do the vital work we do.
- We are urging the Australian government to triple their funding for independent advocacy organisations who directly support people with disability.
- As a member of Disability Advocacy Network Australia (DANA), we endorse the pre-Budget submission made on 14 November 2023 calling for \$91 million of additional funding.
- Additional funding will mean independent advocacy organisations can meet demand through to July 2025.
- Without advocacy funding, people with disability will not have their voices heard.
- Advocates must prioritise urgent and critical cases, which means we can't step in to help less urgent cases before they reach a crisis point.
- Every second person with a disability is being turned away due to lack of available advocates.
- Lack of advocacy support is leaving people with disability in crisis, with their supports for housing, health, and disability being at risk.

Hashtags

We encourage you to use **#speakup4advocacy** or **#independentadvocacy** in your promotions.

Images

You can download our free image templates from www.speakup.org.au/ Please ensure you always use **alt text** for all images you post on social media (and everywhere online) so that your content is accessible.

Short and sharp posts	Graphic
<p>Urgent: Advocacy waiting lists are soaring, leaving people with disability without crucial support.</p> <p>We need a minimum investment of \$91 million to ensure everyone gets the help they need. Speak up for change!</p> <p>#SpeakUp4Advocacy #DisabilityRights</p>	<p>A purple graphic with white and yellow text. At the top left, it says 'SPEAK UP! for Independent Advocacy' and 'speakupadvocacy.com.au'. The main text reads 'Advocacy is critically underfunded! Speak up for change!'.</p>
<p>Advocacy organisations are at breaking point due to insufficient funding. Prioritising urgent cases means others are left without support until it's too late.</p> <p>Support the Speak Up! campaign and urge the Australian government invest \$91 million for independent advocacy.</p> <p>#SpeakUp4Advocacy #FundingForHumanRights</p>	<p>A graphic showing two hands holding a purple sign against a dark blue background. The sign says 'Advocacy needs funding! SPEAK UP! for Independent Advocacy'. The website 'speakupadvocacy.com.au' is at the bottom.</p>
<p>Rural and remote areas lack crucial support for disability advocacy.</p> <p>Join the Speak Up! campaign and support the call for \$91 million to ensure everyone, regardless of location, gets the help they need.</p> <p>#SpeakUp4RuralAdvocacy #AdvocacyForAll</p>	<p>A graphic showing two hands holding a purple sign against a dark blue background. The sign says 'Everyone deserves access to support! SPEAK UP! for Independent Advocacy'. The website 'speakupadvocacy.com.au' is at the bottom.</p>

Funding disability advocacy organisations benefits everyone! It's not just about crisis intervention; it's about making every system work for people with disabilities.

Join the Speak Up! campaign and call for \$91 million in investment!

#SpeakUp4Advocacy #AdvocateForAll



Where's the funding for smaller disability advocacy organisations in local communities?

Let's protect these vital services! Demand \$91 million for a stronger and more inclusive future.

#SpeakUp4LocalAdvocacy



Long and informative posts

The Urgent Need for Investment: \$91 Million for independent advocacy!

Advocacy is not just a service; it's a lifeline for the rights of people with disability. However, it's disheartening to see that independent advocacy organisations, the frontline defenders of these rights, are chronically underfunded and struggling to extend help to everyone in need.

Every second person seeking advocacy is turned away, leaving a critical gap in safeguarding the rights and well-being of our community members with disability.

Graphic



#SpeakUp4Advocacy

Stand with Us! Advocate for Advocacy!

Investing in advocacy is an investment in the full inclusion of people with disabilities within our communities. It's a shield against the all-too-prevalent violence and abuse that people with disability often face. With adequate funding, advocacy services can play a pivotal role in creating a society that is not just accessible physically but socially and emotionally inclusive.

Join the movement, share our message, and call on your local government to support an investment of \$91 million in disability advocacy.

#SpeakUp4Advocacy

