

sand
castle.

social media starter package.

The following document is an example of the social media work we have done for our client, The Busso Dunsborough Volunteer Centre.



on brand content using brand assets.

Creating on brand content using your brand assets ensures every piece of content is visually consistent and instantly recognisable. We utilise your approved logos, colour palette, typography, imagery style, and brand guidelines to create cohesive graphics and posts that strengthen brand identity across all platforms.

01

All content created for the Busselton Dunsborough Volunteer Centre is carefully written to reflect their defined tone of voice - warm, casual, friendly, and simple, with a balanced touch of playfulness.

We avoid overly corporate or complex language, instead using clear, approachable messaging that feels human and community-focused.

This ensures every caption, post, and call-to-action resonates with local volunteers, supporters, and organisations in a way that feels welcoming and easy to engage with.



All content for the Busselton Dunsborough Volunteer Centre is developed in strict alignment with their brand guidelines to ensure consistency and recognition across every platform.

We utilise their vibrant, community-driven colour palette, approved logo variations, and Gilroy typeface hierarchy (Title, Subtitle, and Body) to maintain a cohesive visual identity.

Imagery is carefully selected to reflect their brand's purpose, showcasing volunteers, partnerships, and local engagement in a genuine and uplifting way.

Brand Colours



Brand Logos



Brand Images & Videos



Brand Typeface

TITLE
Gilroy

Aa Bb Cc
Black Weight
Letter Spacing 0

New Opportunity

SUBTITLE
Gilroy

Aa Bb Cc
Bold Weight
Letter Spacing 70

**Volunteer today,
Change tomorrow.**

BODY
Gilroy

Aa Bb Cc
Regular Weight
Letter Spacing 70

Elit voluptate et qui ullamco consequat non ipsum ea irure deserunt Lorem veniam ad id nulla aliquip reprehenderit velit exercitation magna excepteur sit officia nulla cupidatat do eiusmod officia et deserunt esse non deserunt nulla laboris commodo pariatur eiusmod aliqua.



planning and scheduling.

Planning & scheduling keeps your content consistent, strategic, and delivered at the right time. We map out content in advance, aligning posts with key dates, campaigns, community events, and organisational priorities. By structuring a clear content calendar and scheduling posts across your platforms, we remove the last-minute rush and maintain a steady, professional online presence

02

Our process for the volunteer centre is a structured and content-led one.

Each post is carefully mapped out with a defined visual, aligned caption, and confirmed schedule date to give us an overview of the content being scheduled before it ever gets published. We plan complementary posts, such as a feature story followed by a supporting quote graphic, to reinforce messaging and extend engagement.

Captions are written in the Centre's warm, community-focused tone, and posts are scheduled in advance with clear tracking links for transparency.

This organised approach allows us to maintain momentum and ensure every story shared supports volunteer recruitment and community connection.

Post Visual



Post Caption

Meet Angela, a volunteer for POOPS WA (Pets of Older Persons Western Australia) she shares why giving her time means so much to her. Her interview is a beautiful reminder that even a small amount of time can have a big impact.

POOPS WA is a heart-centred, no-fee, volunteer-run organisation dedicated to helping older persons stay connected with their beloved pets. Their volunteers step in to help with things like dog walking and getting pets to vet or grooming appointments.

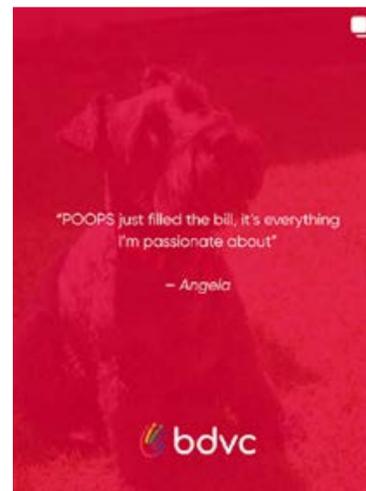
Love animals and looking to volunteer? Get in touch to help the older community by supporting them and their furry companions through our website!

Post Schedule

Scheduled 18/01/2026

<https://www.instagram.com/p/DTho-UIEcYt/>

Post Visual



Post Caption

"POOPS just filled the bill, it's everything I'm passionate about"

Share the same passion as Angela? Volunteering has a powerful way of giving back to you while making a real difference for others.

Whether it's supporting someone to keep their beloved pet by their side, or simply showing up with care and compassion, volunteering can change lives - including your own.

Post Schedule

Scheduled 21/01/2026

https://www.instagram.com/p/DTpQNddDEqE/?img_index=1



monitoring and monthly insights.

Monitoring your content and providing a monthly insights report will ensure that your content is refined and measured for consistent and continuous growth. We analyse what content is resonating most with your audience, identify patterns in performance, and provide clear, easy-to-understand reporting with actionable recommendations.

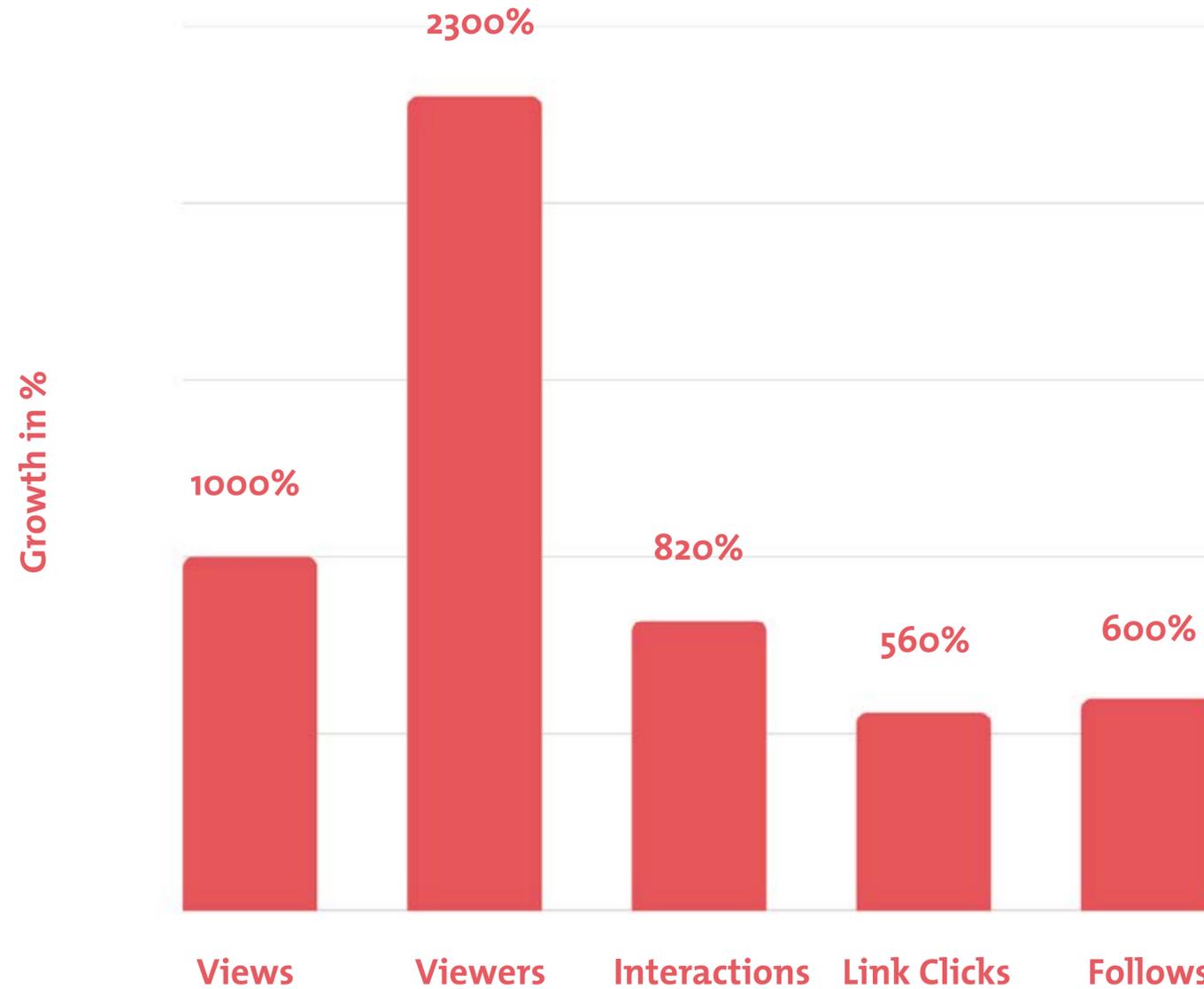
03

Through consistent monitoring and monthly reporting, we tracked strong upward momentum across the Busselton Dunsborough Volunteer Centre's Facebook and Instagram performance from November 2025 to February 2026.

Results show a 1000% increase in views, 2300% growth in viewers, and an 820% rise in interactions, clear indicators that content is reaching a significantly wider audience and driving meaningful engagement. Link clicks increased by 560%, demonstrating stronger interest in learning more or taking action, while follows grew by 600%, expanding the centre's online community.

These insights allow us to refine content direction month-to-month, ensuring continued growth, increased visibility, and stronger connection with the local community.

Facebook & Instagram Insights (Nov 2025 - Feb 2026)





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