



**Toodyay Agricultural Society (Inc)** *founded 1853*

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## ***Show Organising Committee Volunteer Guide***

### **SOCIAL MEDIA ~ How This Role Fits**

This role helps keep the Show visible, lively and connected by managing our social media presence, with Facebook as the main platform.

Working closely with the Promotion role, the Social Media Coordinator shares timely updates for exhibitors, sponsors and visitors, promotes key moments in the lead-up to Show Day, and helps tell the story of the Show to both local and wider audiences.

By posting fresh content, responding to comments and encouraging interaction, this role builds excitement, strengthens community connection, and supports the Show's ongoing success.

#### **What to expect timewise**

The time commitment for this role averages around 1–2 hours per week, though this can vary throughout the year. The busiest period is typically September and October, with lighter workloads at other times.

Committee meetings are held on the second Monday of each month (March–December) and usually run for up to 2.5 hours. Doing a little reading or preparation beforehand helps meetings run smoothly.

In the lead-up to the Show, it's a team effort, with Committee members and casual volunteers working together to finalise preparations. On Show Day, there's also the opportunity to be out and about on the grounds, sharing live updates, capturing moments and helping bring the buzz of the Show to life online.

#### **What this role involves**

- Keeping track of the social media timeline and sharing brief updates with the Committee
- Gathering relevant information from other portfolios to share with the wider community
- Creating and posting engaging content to promote the Show and related events or activities
- Managing the Society's social media pages, including scheduling posts and keeping content up to date
- Engaging with followers by liking and responding to comments or messages to help build a sense of community
- Sharing relevant content from local organisations, partners or supporters that align with the Society's goals
- Working within the agreed budget and liaising with the Treasurer to ensure any income or expenses are recorded correctly

#### **This role would suit someone who...**

- Is comfortable using **Word, Excel, email, Facebook, Meta Business Suite and Canva**
- Enjoys writing posts and interacting with people online
- Has some knowledge of social media and marketing, or is **happy to learn**
- Likes planning and scheduling content ahead of time
- Feels confident promoting events online and responding to comments or messages
- Enjoys creative storytelling through images, short videos and Canva designs
- Has an interest in supporting the local community and sharing what makes the Show special

## Timeline

### February (post meeting)

- Update contact details on Facebook.
- (*Act Belong Commit "Feel Good Feb"*).

### March (post meeting)

- Share portfolio holders, possibly with a 'get to know you' angle.
- Update posting schedule.

### April

- Ground Space / Stallholder / Food Van applications open.
- Community EOIs released (31 May deadline).

### May

- Deadline reminder.

### June

- Schedule prize and advertising finalised – share supporters as relevant.

### July

- Schedule released, encourage entries.

### August

- Member mailout – promote "join now" benefits.
- Share AvonLink Show Special Train details.
- (*Act Belong Commit "Active August"*).

### September

- Entertainment program released.
- Exhibition entries close.

### Show Week

- Promote, promote, promote!!!

### October (post Show)

- Thank you's and new photos.

### November

- Prepare summary for final meeting, noting any issues and recommendations for next year.
- Assist with Volunteer Thank You event (Saturday following the second Monday in November).
- Update this document, and any relevant supporting documents for next year:
  - Posting Schedule

### December

- Promote Membership and AGM.