Melbourne Pride Marketing and Social Media Guide

Hi friends!

Now that the word is officially out about Melbourne Pride– A Road to Pride, we need you to help us share the news with your social media networks. We've created this Social Media Handbook as a guide to help you with sharing and promoting Melbourne Pride.

1. Melbourne Pride - A Road to Pride

Melbourne Pride is a multi-generational and intersectional celebration; a State Government initiative designed to celebrate and commemorate Victorian LQBTQIA+ history and the 40th anniversary of the decriminalisation of homosexuality with events and activities all over the state of Victoria. Midsumma has been commissioned by the Victorian State Government to deliver the one-day event on **Sunday 13 February 2022**. The celebrations will be held in the Fitzroy and Collingwood precinct.

Melbourne Pride will be filled with live entertainment highlighting Victorian based talent, and activations of local businesses in the area. Regional activations are also happening across other areas of Victoria in the lead up to the event.

In this pack you will find

Remember this guide is just a base template for you – we want you to personalise your content to suit your own brand, business, organisation and/or individual social media profiles. So be creative and share to not only

invite your networks to join in the festivities of Melbourne Pride, but also to show your Pride and support for our LGBTQIA+ communities in Victoria.

If you have any concerns or want to discuss anything social media related further, get in touch with Jacqui at content@midsumma.org.au

1. Messaging and tone

The Melbourne Pride marketing campaign on social media is all about driving audiences along the strong and mighty **Road to Pride** in Victoria. The campaign will also aim will be to connect audiences to **triumphant historical moments** that have happened *since* **the decriminalisation** of homosexuality.

Key Messages
- **A huge one-day party in the park is coming to the North.**
Focus on party, festival, community, togetherness, celebration, entertainment, fun, LGBTQIA+ communities and allies.
- **40 years since the decriminalisation of homosexuality in Victoria.**
Focus on commemoration, queer history, reflection, pride, LGBTQIA+ communities, equality.

Tone
- **Friendly**
Melbourne Pride is an event for all LGBTQIA+ communities and allies to enjoy, and we want to welcome anyone who is keen to celebrate Pride to join us in the festivities.
How does 'friendly' sound? It means writing with a warm tone. We're inclusive, supportive and down-to-earth. We don't hide behind over-formal language and ambiguity. We're casual but not laid back.
- **Enthusiastic**
This commemorative celebration is the first of its kind, so we want to create a buzz and get our audiences as interested, invested and pumped as we are. How does 'enthusiastic' sound? It means passionate. We're interested, eager and a tad excited. We are energetic but not Crazy! And! Annoying! And! So! Excited!
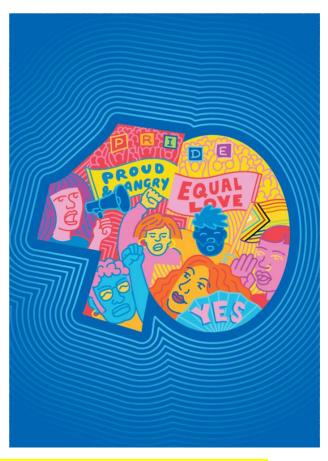
2. Imagery – By Elwyn Murray

Midsumma commissioned Melbourne artist, Elwyn Murray, to develop the artwork for Melbourne Pride.

- **Melbourne Pride Hero** depicts the number 40, to commemorate the 40th anniversary of homosexuality in Victoria.

- The PRIDE letters are held up by the crowd at the top of the design.

- The positive characters are seen celebrating, advocating and dancing through the design.

- The YES banner is commemorative of historical moments (Marriage Equality 2017).

- The progress flag is flying.

- The banner (from the 1972 Gay Liberation Front protests) is center to gain audience attention of the historical significance, emotion, and then successful celebration of the ROAD TO PRIDE over 40 years.

*Please credit artist **Elwyn Murray** when using any Melbourne Pride campaign material where possible.*
Artwork designed by Elwyn Murray

3. ASSETS

Midsumma has prepared the following assets for public use when promoting Melbourne Pride, or an event, business, or organisation in any relation to Melbourne Pride.

- **Social Media Posts and Templates**
- **Event Posters**
- **Melbourne Pride LOGOS**

4. What should I include in a post?

- Name of the event: **Melbourne Pride, Melbourne Pride** or **Melbourne Pride – A Road to Pride.**
  These are the only event titles so please stick to them to avoid any confusion with Midsumma Festival events. **Please remember this is NOT a Pride march.**
- Event hashtag: **#melbpride**
- Tag us or mention us: **@midsumma (FB, T), or @midsummafestival (IG)**
- **Event URL: http://midsumma.org.au/melbpride**
- Event date: Sunday 13 February 2022
- Event location: The celebrations will be held in the Fitzroy and Collingwood precinct.
- Artwork designed by Elwyn Murray

Not mandatory but useful:
- Tag event location (or your business')
- Other hashtags for Instagram or Twitter: #midsumma #road2pride #melbourne #victoria #australia #queer #queerhistory #lgbtqia #lgbt #pride #love #loveislove #queerart #queerartist #party #festival
- @ cityofyarra (FB, IG) #YarraLife

5. Example of a posts

Individual
Shut the front door! @midsumma has just announced another LGBTQIA+ Festival hitting the north side this year. Who else is joining me for Melbourne Pride on 13 Feb? Check out the line-up:
http://midsumma.org.au/melbpride #melbpride @midsumma

Trader
Melb fam, we missed you! Come party with us as we open our doors for Melbourne Pride. On 13 Feb we will be doing $5 Rainbow Coffee ALL day to celebrate 40 years since the decriminalisation of homosexuality in Vic. Head to our link in bio to book yourself a table for brunch, spots filling fast. #melbpride @yourcoffeeplace @midsumma

6. Other Hot Tips

Midsumma uses the terms **LGBTQIA+ communities, queer communities** and **allies and friends**. If you're feeling unsure, these terms are friendly and inclusive.
Not sure of what size image to use? Check out Hootsuite's Quick Social Media Image Size Guide
Not feeling creative? That's ok, you can just reshare our stuff. You can still personalise it with your own caption. Visual media works better than just text, so include a video or image/s to create more engagement.

Got questions? **Contact our team at content@midsumma.org.au**