

Harnessing the positive potential of social media

- Auslan Connections' plan to build powerful brand ambassadors

As an organisation that caters to the needs of a specific community of Australians, we have a very public presence and reputation to uphold. The power of Auslan Connections lies in the skill, professionalism, and ethical rigour of our interpreters. Our interpreters pride themselves on providing professional and culturally sensitive services to Deaf, hard of hearing and hearing people which in turn makes them our most influential brand ambassadors.

This responsibility exists beyond our Interpreters work at appointments, but extends to their conduct in all public and online situations.

Auslan Connections' 4 Pillar Plan regarding Social Media use ensures that our interpreters not only uphold the values of the organisation online, but are empowered to be advocates for Auslan Connections and the needs of the Deaf community while also extending and improving their own professional brand.

The Plan hinges on approaching social media with a balance between common sense, pride for the work we do and an empowerment to represent the organisation.

The ultimate goal of the plan is to achieve the positive potential of Social Media:

- The growth and awareness of Auslan Connections' brand; advertising our quality services to organisations who are not currently utilising Auslan Connections in situations when they would be beneficial.
- Increased advocacy for the Deaf community, particularly in the fields of interpreting, captioning and emergency services.
- Creating thought leaders on topics relating to the Deaf and hard of hearing community, translations and interpreting.
- A more informed community; both Deaf and hearing.

These goals are built on the back of 4 pillars, or key guidelines for our staff:

1. Being transparent and accountable
2. Demonstrating good judgement and common sense
3. Considering your community
4. Maintain your commitment to confidentiality and privacy

Creating a team of powerful brand ambassadors who are proud to represent Auslan Connections and are savvy in their dealings with social and digital channels will ensure we are primed to support Australia's Deaf and hard of hearing community with high quality language access services and we look forward to working with the interpreters to achieve this goal.

