



SOCIAL MEDIA TOOLKIT

for BusVic Members

BusVic's '**Your Community Asset**' campaign aims to increase awareness of the importance of locally-owned bus operators in regional communities.

This toolkit provides the resources required to promote the campaign on social media.

Please tag BusVic's social media account in each post (the tags for each platform listed below).

LinkedIn - [@bus-association-victoria](#)

Facebook - [@BusAssociationVictoria](#)

Instagram - [@BusVictoria](#)

Twitter - [@BusVicTweets](#)

[GOOGLE DRIVE](#) – download all campaign branded images and videos from this drive.

If you have any queries about the toolkit, please contact lauren@busvic.asn.au.



Social Media Posts

LOCAL ECONOMY FOCUS

Supporting the Local Economy Video Clip



Download from the Google Drive [here](#)

LinkedIn, Facebook Instagram

I'm joining **BusVic** to show my support for locally-owned bus operators.

The Victorian bus and coach industry employs over 2,000 regional Victorians and supports 18,000 Victorian businesses. That means local money stays in local pockets.

Locally-owned bus operators keep jobs, money and expertise in the region.

Get behind your local community by leaving a message of support for locally-owned bus operators here, or on our website -

<https://www.yourcommunityasset.com.au/>

#YourCommunityAsset #KeepBusesLocal #CountrySchoolBuses
#LocalCommitment #BackOurLocalOperators #BusVic

X (twitter)

Locally-owned bus operators support good local jobs, strong local wages and a robust local economy.

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**I SUPPORT LOCALLY-OWNED
BUS OPERATORS**

**LOCALLY-OWNED BUSES KEEP
JOBS, MONEY & EXPERTISE
IN YOUR REGION**



**LOCALLY-OWNED BUSES ARE
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I SUPPORT LOCALLY-OWNED BUS OPERATORS

THE VICTORIAN BUS & COACH INDUSTRY SUPPORTS REGIONAL COMMUNITIES

2,000 Regional Victorians
employed

18,000 Victorian businesses
supported



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COMMUNITY SPIRIT FOCUS

Community Spirit Video Clip



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Country towns are built on community.

Whether it's the local doctor, the local supermarket or the local bakery. Who we work with, who we shop from and who we live next to.

Local business owners like Neil know that local bus operators are a vital part of that community.

That local connection matters. It's worth fighting for.

It's important we keep our bus operators local, because when we look after each other, that's when communities are at their strongest.

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SAFETY & TRUST FOCUS

Safety & Trust Video Clip



Download from the Google Drive [here](#)

LinkedIn, Facebook Instagram

I'm joining **BusVic** to show my support for locally-owned bus operators.

Country communities value safety and trust.

Locally-owned bus operators have earned community trust over decades, safely transporting local children to and from school each day.

Local operators. Local knowledge. Local commitment.
That's the local difference.

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70,000 Victorian students get to school on a locally-run bus each day, with drivers who understand local roads and the needs of local families.



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