Connecting Communities: Share your story guide

We want to hear real stories that show the impact services and programs have on local communities. These stories will help to raise awareness of the good work the sector is doing in the community and help providers learn from each other's successes.

Key considerations

Before you submit a story, please think about the following:

Show why your service is valuable to the community

Stories should help to build awareness of services and programs in your local community. Please make sure the stories are true and accurate and reflect how your services make a positive impact. If you can, include photos or videos, quotes and a snapshot version (100 words max) for social media channels.

Choosing story participants

When writing the story, always put the participant at the centre and be accurate about their story and experience. Understand that representation of diversity is important. Select your story based on the people who receive your support, and the ways you have helped them.

Make sure your story is accessible and inclusive

When writing a story, use a tone of voice which is accessible, clear and supportive. Use plain language and keep to a reading level of grade 7-9.

Consider how your story will be read by diverse audiences including people with disability, people from culturally and linguistically diverse backgrounds, and First Nations communities.

- Use a mix of pictures, videos and include alt text to explain the images for screen reader users
- Use inclusive language
- Use diverse and authentic representation in visuals and content.

The Australian Government Style Manual (Style Manual) has developed a Quick guide: plain language to help your audience understand your message. The Style Manual also includes information on writing accessible and inclusive content.

Format and language

- Try and keep your case study between 400-650 words.
- Use plain language with short sentences.
- Keep it supportive and people-focused.
- Include photos, videos or other visuals if you have them.
- Make sure your story and any images reflect the diversity of the people you support.
- If someone can be identified in your story or images, please get written consent.

Gain consent in writing

Make sure that anyone who can be identified in your story and photos has agreed to share their details or image. Please fill out the permission to publish section at the end of the Connecting Communities: Share your story template and attach the signed consent form.

We are here to help

Email CommunityCaseStudies@dss.gov.au if you'd like some advice or to share feedback about our Connecting Communities pilot. We'd love to hear what guides and tools would help.