

Anti-Poverty Week Framing Guide:

As outlined in [How we talk about Poverty in Australia today](#), all Anti-Poverty Week messaging, including our #EndChildPoverty campaign embrace language and images that don't buy into a negative stereotype of poverty. We seek to inform, uplift and engage the Australian community that together we can end poverty.

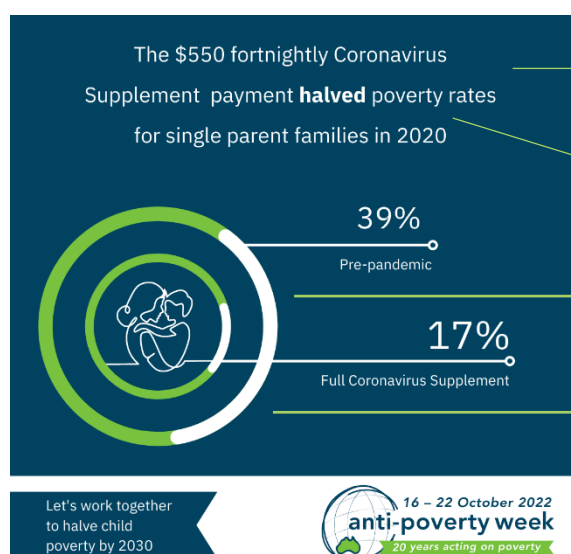
By utilizing more positive content while allowing the facts to speak for themselves, Anti-Poverty Week works to destigmatise the traditional perception of poverty and show all members of community have a role to play in ending it.

Below are three examples of social media tiles which highlight our use of visual narrative to bring to life detailed research and statistics or harness important quotes from influential figures in government or social services relevant to our goal to halve child poverty.

These examples speak to Anti-Poverty Week's advocacy for positive community action that is accessible to all and looks to support opportunities for change with an emphasis on being informative.



1. Phrases such as 'It's not right ...' support our ethos of neutral language whilst objectively highlighting the concern of the issue.
2. Using graphics, animations, or statistics to demonstrate facts allow for more creative representations.
3. Brand colours are prominent and make the tile easily identifiable.
4. The APW logo is clear and uninterrupted and accompanied by our key messaging 'halve child poverty by 2030'.



5. Statistics or research is drawn from recognised and reliable sources found in our Fast Fact documents.
6. Placing emphasis through colour, change of text font or size helps highlight important context.
7. Visually dynamic and clear diagrams that accurately represent information.
8. Harnessing emotive or eye-catching motifs to connect data with our messaging and maintain positive connections.



9. Direct and unedited quotes which speak to our key messaging and goals.
10. High quality images that match the tone and intention of quotes.
11. Correctly identified and accredited author with date of quote where possible.
12. Reaffirming the quote with either our core statement 'halve child poverty' or by reiterating #EndChildPoverty.

Overall, our approach works to tell a story using relevant and up to date information that wakes people up to the reality of those experiencing poverty today and inspires people to work together to lift people out of poverty. Across our social media on Facebook, Instagram, and Twitter, there's an observable forward-thinking mindset that highlights actions and initiatives whilst reflecting on revealing statistics aligning with our belief that:

Poverty exists. Poverty hurts us all. We can all do something about it.

Image and Video Specifications:



Landscape	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait	1080 x 1350	630 x 1200	-	-
Square	1080 x 1080	1200 x 1200	-	-
Stories	1080 x 1920	1080 x 1920	-	-

JPG Image ,
 MP4 Video 20 MB max

#APW22 #EndChildPoverty
www.antipovertyweek.org.au