

# Australian Mediation Awareness Week #AuMAW

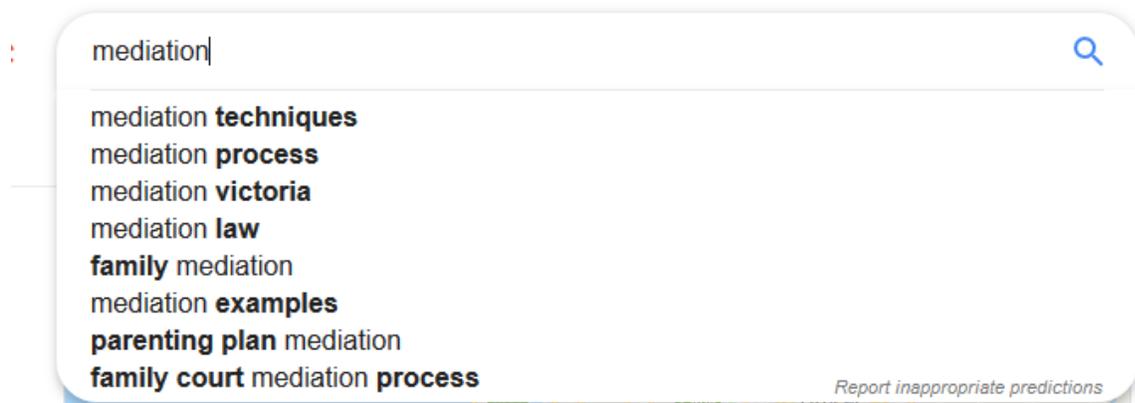
Do you want to create content to help support a greater understanding of mediation and other forms of appropriate dispute resolution?

Are you not doing it because it seems too hard or you don't know where to start?

Why not start with answering the questions that people have!

## How do I find out what people want to know?

Ask Google!



A good way to come up with content ideas for a post, an image, a video or other content you could make is to make a list of the misconceptions you encounter about mediation from clients and potential referrers.

That is a great place to start to create content as it is starting the education about ADR where the myths and misunderstandings are hurting the industry and the clients who end up in court unnecessarily.

## Click on the Links

The next place to look for inspiration is on the page that comes up when you google a relevant “key word or key word phrase” . Google puts in a block with frequently asked questions and the most popular link to answer them somewhere on the page e.g. when I google “mediation” I get

- What are the steps in the mediation process?
- How does arbitration differ from mediation?
- What is Civil Mediation?

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## Keep Scrolling

Scroll to the bottom of the page for any search term you'll see Related Searches for Mediation

e.g.

Mediation definition

Mediation solutions

Mediation process

Mediation in the workplace

Mediation process step by step

Workplace mediation guidelines

What does a mediator do

All great topics for you to post about either on social media or if you have a website on your website and then shared to social media.

Remember to use the key word phrase in your first paragraph and several times in your post.

## Why share on social media?

Social media is where the people are. Simple as that.

If you think about bricks and mortar businesses your business website is on a street somewhere while social media is where the people hang out.

- LinkedIn is like a CBD Coffee Shop or Lunchtime Restaurant – full of business people having meetings
- Facebook is like a suburban mall where the mums and dads and others over a certain age go to the food court
- The other social media sites have their own flavour – some are trendier / younger / more single interest focused so check them out but ...

LinkedIn is for business to business relationship building and Facebook is for business to client information.

Think about the audience for what you are sharing although of course many of the business people on LinkedIn are potential clients for mediators. Some will be experiencing workplace conflict, business partnership disputes or relationship breakdowns and need your insights.

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[www.mediationawarenessweek.org.au](http://www.mediationawarenessweek.org.au) | [www.interact.support](http://www.interact.support) | [office@interact.support](mailto:office@interact.support)

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## Hashtags

Don't know what hashtags are for?

Hash tags are the collation tool for information on social media. You can search for a hashtag and find all of the information anyone is releasing that has that hashtag.

The hashtags we use for Australian Mediation Awareness Week are

- **#AuMAW** - for generic information that helps support increased awareness and understanding of mediation
- **#AuMAW2019** – for any information related to events you are running for Australian Mediation Awareness Week in 2019
- **#ADR** – our theme for this year is ADR = Appropriate Dispute Resolution lets change the connotation from Alternative (i.e unproven and not valid in some minds) to Appropriate (i.e. the right approach for a given situation) and help people to undertake the triage to work out the appropriate response for their issue, dispute or conflict.

If you are posting on your website and sharing the information on social media use the #AuMAW hashtag.

If you are on social media and have 30 seconds search for the #AuMAW hash tag . Like, Comment and Share (LCS). Commenting is more important than liking in raising the profile of a post or video.

## Mediation Awareness Week 2019

The week is on the 10<sup>th</sup> to the 16<sup>th</sup> October 2019 and you can be involved in the following ways:

- **Be a promoter** - Like Comment and Share #AuMAW content on your socials.
- **Create content** - about appropriate dispute resolution and post on the internet on you own website or your social media channels
- **Be an advocate** – contact your local community radio, newspapers, schools, council and other organisations to let them know about Mediation Awareness Week and ask them to sponsor / collaborate with you to get the word out
- **Be a content creator on the Australian Mediation Awareness Week website** – you will need basic wordpress skills (if you are willing to learn we will teach you)
- **Sponsor an event** if you have a suitable venue and invite other ADR professionals to collaborate
- **Collaborate** with a sponsor to be a speaker at an event
- **Innovate and come up with another way to contribute**

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