


Social media tags for all posts

Organisation	LinkedIn	Facebook	Instagram	X
Plant Health Australia	<u>@plant-health-aus</u>	<u>@planthealthaustralia</u>	<u>@planthealthaust</u>	<u>@planthealthaust</u>
Animal Health Australia	<u>@animal-health-australia</u>	<u>@animalhealthaustralia</u>	<u>@animalhealthaus</u>	<u>@animalhealthAUS</u>
Invasive Species Council	<u>@invasive-species-council</u>	<u>@invasivespeciescouncil</u>	<u>@invasive species council</u>	<u>@ISCAustralia</u>
Centre for Invasive Species Solutions	<u>@centre-invasive-species-solutions</u>	<u>@CentreInvasiveSpecies</u>		<u>@CentreInvasives</u>
National Farmers Federation	<u>@national-farmers-federation</u>	<u>@NationalFarmers</u>	<u>@nationalfarmers</u>	<u>@NationalFarmers</u>
Landcare Australia	<u>@landcare-australia</u>	<u>@landcareaustralia</u>	<u>@landcareaustralia</u>	<u>@LandcareAust</u>
NRM Regions Australia	<u>@nrm-regions-australia</u>	<u>@NRMRegionsAus</u>		<u>@NRMRegions</u>
Freight & Trade Alliance	<u>@freight-&-trade-alliance</u>	<u>@Freightandtradealliance</u>		
Department of Agriculture, Fisheries and Forestry	<u>@department-of-agriculture-fisheries-and-forestry</u>	<u>@daffgov</u>	<u>@daffgov</u>	<u>@DAFFgov</u>
Department of Agriculture and Fisheries QLD	<u>@department-of-agriculture-and-fisheries</u>	<u>@biosecurityqld</u>	<u>@biosecurityqld</u>	
Department of Primary Industries & Regional Development WA	<u>@department-of-primary-industries-&-regional-development</u>	<u>@DPIRDWA</u>		<u>@DPIRDWA</u>
Charles Stuart University	<u>@charles-sturt-university</u>	<u>@charlessturtuni</u>	<u>@charlessturtuni</u>	<u>@CharlesSturtUni</u>

Social assets




Combination of 2024 assets and new executions focusing on ew audiences identified in the promo plan:



Date	Channels	Copy	Visual	Comments
14 August AM	LinkedIn Facebook Instagram X	<p>National Biosecurity Week 2025 takes place from 25–31 August and highlights the crucial role biosecurity plays in safeguarding our environment, agricultural industries, food supply, communities, and economy. 🌱🐛🦠</p> <p>Get involved! Celebrate National Biosecurity Week by registering your event at bioweek.org.au</p> <p>#BioWeekAU #Biosecurity</p>	2025 NBW brand video	
16 August 10AM	Facebook Instagram LinkedIn X	<p>Biosecurity benefits us all, and we each have a part to play in protecting Australia from pests, diseases, and harmful weeds. 🌱🐛🦠</p> <p>Join us for National Biosecurity Week from 25–31 August to raise awareness and showcase the collaborative efforts of government, industry, peak bodies and the community. Find out how you can get involved at bioweek.org.au</p> <p>#BioWeekAU #Biosecurity</p>		


21 August 10AM	LinkedIn Facebook Instagram X	<p>Approximately 40% of global crop production is lost to pests annually. Biosecurity equals food security.</p> <p>Early detection of exotic pests and diseases is key to successful eradication and containment, minimising impacts on agriculture, communities, environment, and economy. Learn more at 👉 bioweek.org.au</p> <p>#BioWeekAU #Biosecurity</p>		
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23 August 10 AM	LinkedIn Facebook Instagram X	<p>🗨 Biosecurity = food on the table.</p> <p>It's what protects our kids' future, our farms, and our way of life.</p> <p>You don't need to be a farmer or scientist to help.</p> <ul style="list-style-type: none">✅ Clean your shoes✅ Check your garden✅ Leave fruit behind when crossing borders <p>This week is National Biosecurity Week. Discover simple ways you can make a difference: bioweek.org.au</p> <p>#BioWeekAU #Biosecurity #FoodSecurity</p>	<div><div><div>Our food is worth protecting</div><div></div></div><div><div>7 days of awareness 365 days of action</div><div>bioweek.org.au</div></div></div> <div><div>NATIONAL BIOSECURITY WEEK</div></div>
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<p>25 August</p> <p>10 AM</p>	<p>LinkedIn Facebook Instagram X</p>	<p>🚫🍎 Think biosecurity isn't your job? Think again. Whether you're packing the car for a family trip, heading out fishing, or pitching a tent in the bush, your actions matter.</p> <ul style="list-style-type: none"> ✅ Don't carry fruit across borders ✅ Clean your gear, boots and boat ✅ Stop pests before they spread <p>It doesn't take a badge to protect Australia's farms, wildlife and way of life. Just a bit of know-how.</p> <p>👉 Learn how you can help at bioweb.org.au</p> <p>#BioWeekAU #Biosecurity #BiosecurityStartsWithYou</p>	 <p>The poster features a man in a hat and boots carrying a fishing rod and a bucket, walking across a field. The text 'Biosecurity starts with you' is at the top left. The 'NATIONAL BIOSECURITY WEEK' logo is at the top right. At the bottom left, it says '7 days of awareness 365 days of action'. At the bottom right, there is a blue button with the text 'bioweb.org.au'.</p>	
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<p>26 August</p> <p>10AM</p>	<p>LinkedIn Facebook Instagram X</p>	<p>🌱 Spotted something unusual in your garden?</p> <p>🦋 Early detection of pests and diseases is the first line of defence for your patch and the whole country.</p> <p>Whether you grow herbs on a balcony, tend a veggie plot, or run a small farm, biosecurity starts with you.</p> <p>👁️ Keep an eye out 📷 Report what you see 🌿 Protect what you grow</p> <p>This National Biosecurity Week, find out how you can help: bioweek.org.au</p> <p>#BioWeekAU #Biosecurity #HomeGrownAndProtected</p>	<p>Biosecurity starts with you</p>   <p>7 days of awareness 365 days of action</p> <p>bioweek.org.au</p>	
<p>27 August</p> <p>10AM</p>	<p>LinkedIn Facebook Instagram X</p>	<p>To protect our food supply, our agricultural industries, our environment, and our Australian way of life we all need to make biosecurity an everyday priority. Get involved at 🖱️ bioweek.org.au</p> <p>7 days of awareness. 365 days of action.</p> <p>#BioWeekAU #Biosecurity</p>	 <p>bioweek.org.au</p>	

<p>28 August</p> <p>10AM</p>	<p>LinkedIn Facebook Instagram X</p>	<p>📦 Shopping online? Working in freight or logistics?</p> <p>You're part of Australia's biosecurity frontline.</p> <p>Unchecked packages and contaminated goods can carry pests and diseases that threaten our farms, environment, and economy.</p> <ul style="list-style-type: none"> 🔴 Know the risks ✅ Check suppliers 📦 Report anything suspicious <p>This National Biosecurity Week, find out how your choices protect Australia: bioweek.org.au</p> <p>#BioWeekAU #Biosecurity #SafeSupplyChain</p>	<p>Biosecurity starts with you</p>  <p>7 days of awareness 365 days of action</p> <p>bioweek.org.au</p> <p>NATIONAL BIOSECURITY WEEK</p>	
<p>29 August</p> <p>10 AM</p>	<p>LinkedIn Facebook Instagram X</p>	<p>Do you have an up-to-date biosecurity plan? Although Australia has robust biosecurity measures in place to mitigate biosecurity risks, exotic pests, diseases, and harmful weeds can and do occasionally enter the country.</p> <p>Learn how to protect your farm, property and region by adopting good biosecurity practices. Find out more at 🖱️ bioweek.org.au</p> <p>#BioWeekAU #Biosecurity</p>	<p>Our produce is worth protecting</p>  <p>Biosecurity starts with you.</p> <p>bioweek.org.au</p> <p>NATIONAL BIOSECURITY WEEK</p>	

<p>30 August 2PM</p>	<p>LinkedIn Facebook Instagram X</p>	<p>An initiative of the Decade of Biosecurity and partners, National Biosecurity Week highlights the importance of collaborative efforts in protecting Australia's environment, agricultural industries, and communities. Get involved 🖱️ bioweb.org.au #BioWeekAU #Biosecurity</p>		
<p>31 August 2PM</p>	<p>LinkedIn Facebook Instagram X</p>	<p>From what we grow and trade to what we eat and enjoy, biosecurity keeps it safe.</p> <p>As National Biosecurity Week comes to a close, we thank everyone who plays a part in protecting Australia from pests, diseases and harmful weeds.</p> <p>But biosecurity doesn't stop here. Whether you're a policymaker, a parent, a producer or a backyard gardener, let's keep the momentum going: bioweb.org.au</p> <p>#BioWeekAU #BiosecurityStartsWithYou #ProtectWhatMatters</p>	