

# REGISTRATION CAMPAIGN ASSETS

5 AUGUST 2020



## A3 POSTERS

If you *stand up*  
for others through  
your social work

**Thank  
you**

NOW'S  
your time  
to **STAND UP,**  
be **REGISTERED**  
and **VALUED.**

Find out more here  
[SWRB.GOVT.NZ](http://SWRB.GOVT.NZ)



Social Workers  
Registration Board  
Kāhui Whakamana Tauwhiro

If you *stand up*  
for others through  
your social work

**Ngā  
mihi**

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Social Workers  
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Kāhui Whakamana Tauwhiro

Mēnā ka *tautoko* koe  
i ētahi atu mā ō Mahi  
Tauwhiro, tēnei te  
MIHI ki a koe

**Ngā  
mihi**

Koinei te wā  
mōu **INĀIANEI**  
ki te **TAUTOKO,**  
kia **RĒHITA**  
kia **UARATIA.**

Rapu kōrero atu anō i konei  
[SWRB.GOVT.NZ](http://SWRB.GOVT.NZ)



Social Workers  
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## VIDEO STORYBOARD



'If you' quickly fades onto frame. 'Stand up' then writes on frame.



'for others' and 'through your Social Work' quickly fade onto frame.



'Ngā mihi' cuts onto screen. Blue lines start animating around the words.



Cut to different background. 'NOW'S your time to STAND UP,' appears in frame. 'STAND UP' expands quickly then goes back to original size.



'be REGISTERED' slides down into position from under 'to STAND UP,' line.



Consecutively, 'and VALUED.' slides down from behind above line.



Cut to different background. All is visible at frame change.



Extra hands slide up from behind white background. They are moving, waving, clapping etc.

# SOCIAL VIDEO POST

## FACEBOOK



**Social Workers Registration Board**  
2d · 🌐

...

If you STAND UP for others through your social work, we THANK YOU. NOW'S your time to STAND UP, be REGISTERED and VALUED. Find out more here [\[Bit.ly link\]](#)

Mēnā ka TAUTOKO koe i ētahi atu mā ō Mahi Tauwhiro, tēnei te MIHI ki a koe. Koinei te wā mōu INĀIANEI ki te TAUTOKO, kia RÉHITA, kia UARATIA. Rapu kōrero atu anō i konei [\[Bit.ly link\]](#)

If you  
*stand up*  
for others  
through your  
social work

▶ ⏪ 0:09 / 0:10 🔊 🔍

SWRB.GOV.T.NZ

**Now's your time to register and be valued.** Learn more

Let's strengthen the professionalism of our industry.

👍❤️👤 54,878
👁️ 100,543 views

👍 Like
💬 Comment
➦ Share

## LINKEDIN



**Social Workers Registration Board**  
192 followers  
2h · 🌐

+ Follow

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[swrb.govt.nz](#)

👍❤️ 21 · 1 Comment

👍 Like
💬 Comment
➦ Share
✉️ Send

NB: INDICATIVE LAYOUT

# SOCIAL STATIC POST

## FACEBOOK

**Social Workers Registration Board**  
2d · 🌐

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**Ngā mihi**

SWRB.GOV.T.NZ

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**If you stand up for others through your social work**

**Ngā mihi**

**Now's your time to register and be valued.**  
[swrb.govt.nz](#)

👍❤️ 21 · 1 Comment

👍 Like    💬 Comment    ➦ Share    ↵ Send

## OTHER STATIC BACKGROUNDS



NB: INDICATIVE LAYOUT



# FACEBOOK PAGE

Cover image

**COVER IMAGE:** NOW'S *your time* to STAND UP, *be* REGISTERED and VALUED.

**POST:** Social Workers Registration Board 2d · 🌐

If you STAND UP for others through your social work, we THANK YOU. NOW'S your time to STAND UP, be REGISTERED and VALUED. Find out more here [Bit.ly link]

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**RIGHT SIDEBAR:** ABOUT SOCIAL WORKERS REGISTRATION BOARD

Enhancing professionalism

The Social Workers Registration Board is a Crown entity which registers social workers in New Zealan...

See More

Community [See All](#)

- 👤 Invite your friends to like this Page
- 👍 1,533 people like this
- 🔔 1,688 people follow this

# LINKEDIN PAGE

Cover image

The screenshot shows the LinkedIn profile page for the Social Workers Registration Board. At the top, there is a navigation bar with icons for Home, My Network (9 notifications), Jobs, Messaging (1 notification), Notifications (73 notifications), and Me. A search bar is located on the left. The main header area features a large blue banner with the text "NOW'S your time to STAND UP, be REGISTERED and VALUED." and the Social Workers Registration Board logo. Below the banner, the organization's name "Social Workers Registration Board" is displayed, along with a "+ Follow" button and a "Visit website" link. A link to "See all 14 employees on LinkedIn" is also present. The left sidebar contains navigation options: Home, About, Jobs, People, and Ads. The main content area includes an "About" section with a "See all" link, a "Social Workers Registration Board" post with 192 followers, and a "Affiliated pages" section listing "Women on Boards New Zealand" and "Christchurch City Council". A "Similar pages" section lists "VisionWest Community Trust".


# GOOGLE DISPLAY RETARGETING BANNERS

300 x 600px

FRAME 1


If you  
stand up  
for others  
through your  
social work

Ngā  
mihi

 Social Workers  
Registration Board  
Kāhui Whakamana Tauwhiro

FRAME 2

NOW'S  
your time  
to STAND UP,  
be REGISTERED  
and VALUED.

 Social Workers  
Registration Board  
Kāhui Whakamana Tauwhiro

FRAME 3

Find out more here

[SWRB.GOV.T.NZ](https://www.swrb.govt.nz)

 Social Workers  
Registration Board  
Kāhui Whakamana Tauwhiro



# GOOGLE DISPLAY RETARGETING BANNERS

300 x250px

FRAME 1



FRAME 2



FRAME 3



# GOOGLE DISPLAY RETARGETING BANNERS

970 x250px

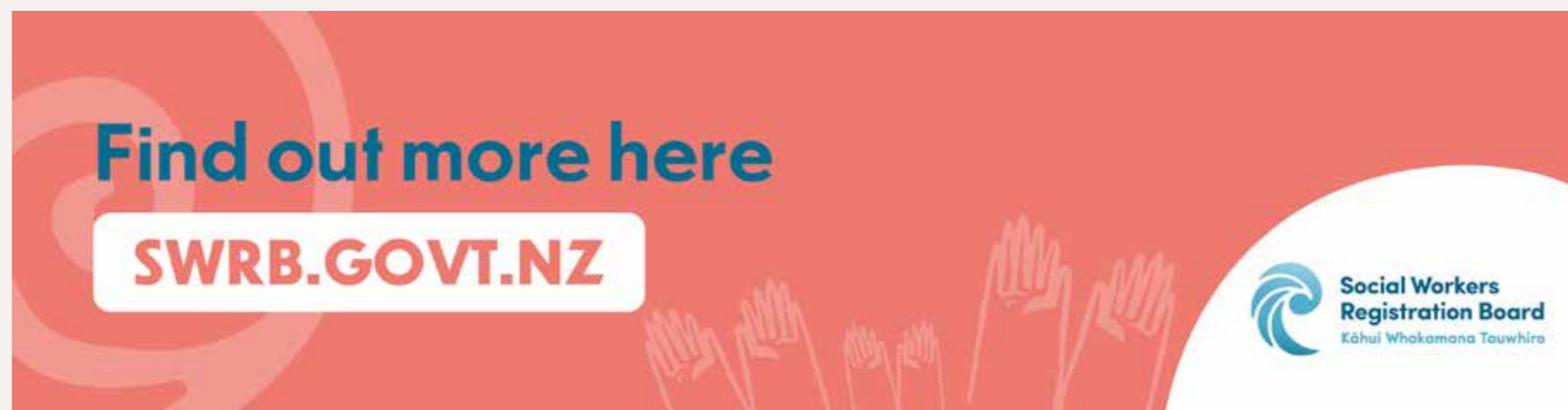
FRAME 1



FRAME 2



FRAME 3



# GOOGLE DISPLAY RETARGETING BANNERS

970 x 90px

FRAME 1

If you *stand up* for others through your social work *Ngā mihi*

**Social Workers Registration Board**  
Kāhui Whakamana Tauwhiro

FRAME 2

NOW'S your time to STAND UP, be REGISTERED and VALUED.

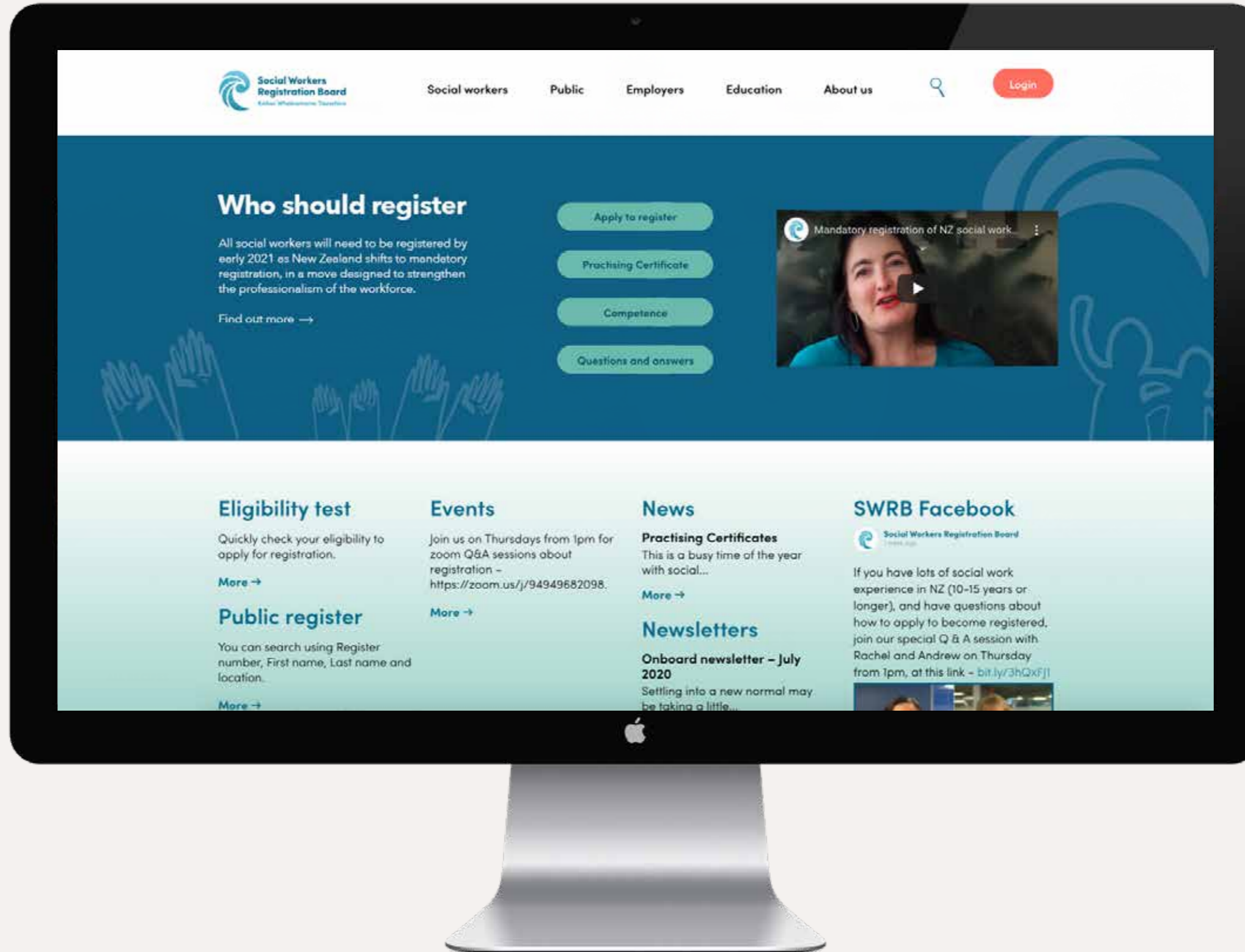
**Social Workers Registration Board**  
Kāhui Whakamana Tauwhiro

FRAME 3

Find out more here [SWRB.GOVT.NZ](https://www.swrb.govt.nz)

**Social Workers Registration Board**  
Kāhui Whakamana Tauwhiro

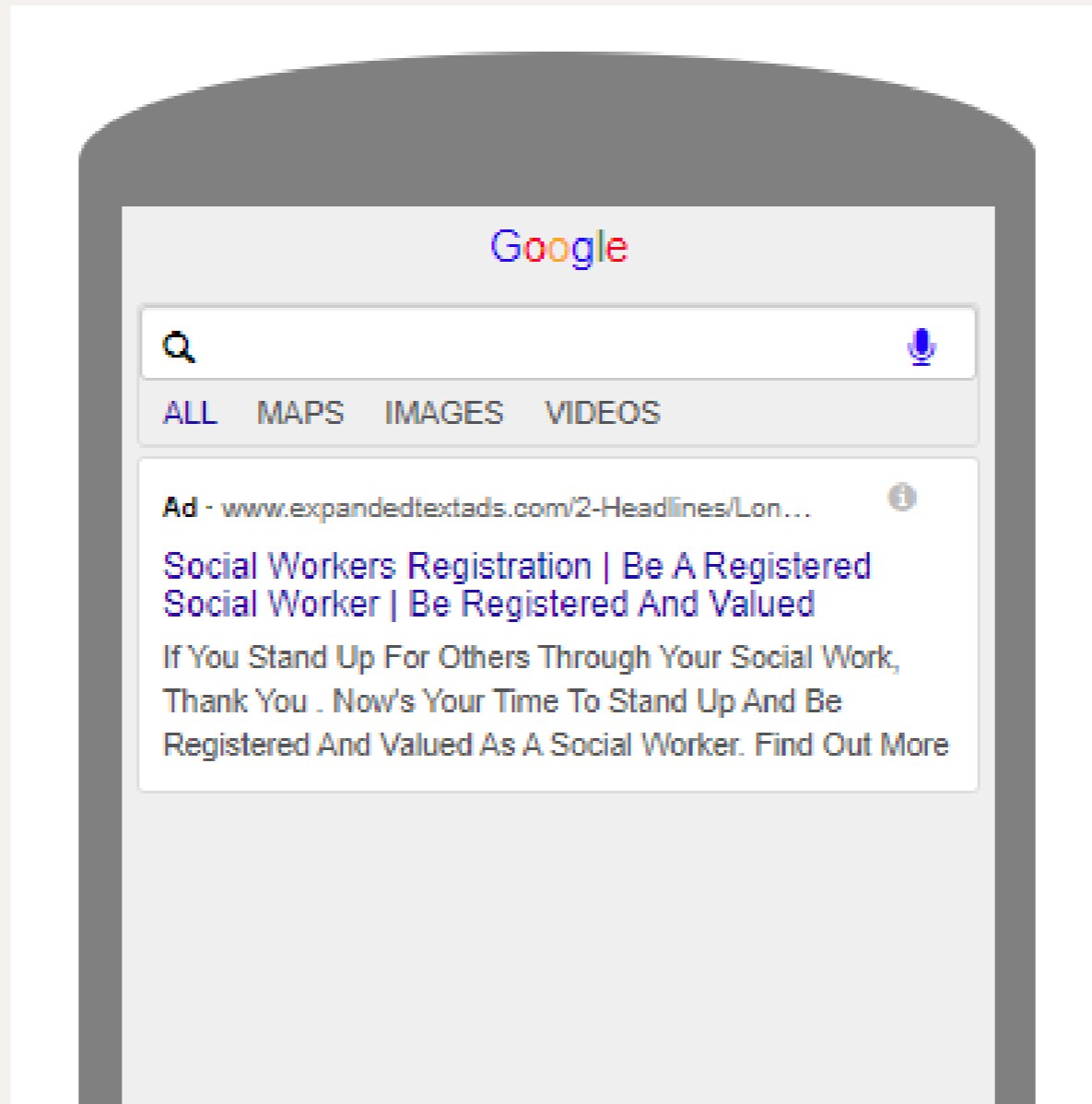
# SWRB HOMEPAGE





# SEARCH

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**Social Workers Registration | Be A Registered Social Worker | Be Registered And Valued**  
If You Stand Up For Others Through Your Social Work, Thank You . Now's Your Time To Stand Up And Be Registered And Valued As A Social Worker. Find Out More



THANK YOU  
NGĀ MIHI

