

Community content planner

An independent NDIS Advertising planning resource. Not an NDIA or NDIS Commission document, legal advice or a guarantee of funding or marketing results.

Plan relevant content around the services you actually deliver. This worksheet is not a consent form; use your organisation’s approved consent and privacy process.

1. Your content foundations

Audience, locations and service focus

Three questions families or referrers regularly ask

Approved team, service and environment images

Who reviews claims, access needs and consent before publication

Your weekly post prompts

2. A reusable week

- Monday — explain one service in plain language.
- Tuesday — introduce a team member using verified role information.
- Wednesday — answer a common question without individual funding advice.
- Thursday — show a real service setting or activity with appropriate consent.
- Friday — share current service coverage and a clear enquiry option.
- Optional sixth post — an accessible checklist or useful local resource.

Week commencing / chosen themes

Captions, image ideas and approval owner

Publication dates and channels

Before you publish

3. Accessibility and consent check

- ☐ Verify factual claims and remove guarantees.
- ☐ Confirm appropriate informed consent for identifiable people and stories.
- ☐ Avoid exposing diagnoses, locations or support details unnecessarily.
- ☐ Add descriptive alt text and captions to relevant media.
- ☐ Use readable contrast and plain-language captions.
- ☐ Check that the enquiry link works on a phone.
- ☐ Keep paid targeting within platform policies; do not assume a viewer’s disability.

Post approved by / approval date

Review what mattered

Useful questions, relevant enquiries and community feedback

Next step

Request a free growth plan at ndisadvertising.com/contact.