# Settlement Council of Australia

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Summary

In response to community concerns about social isolation during Coronavirus, Multicultural Australia launched the Culture of Connection social media campaign. The campaign invites people and organisations to share their stories and experiences through Coronavirus, so that people could remain connected online while experiencing physical distancing and various lockdown restrictions.
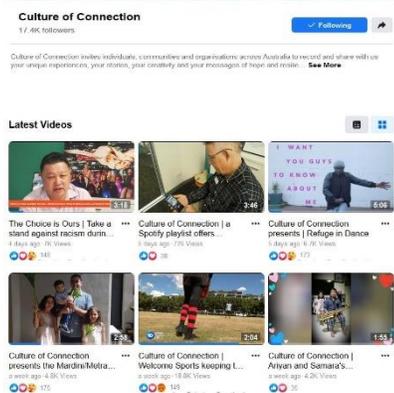
CASE STUDY

Multicultural Australia

Background

As the COVID-19 situation in Australia escalated, Multicultural Australia recognised that communities are at risk of social isolation due to the social distancing restrictions in place, and culturally and linguistically diverse communities may be at even greater risk as many already experience social isolation.

How did Multicultural Australia adapt during COVID-19?

To address this, Multicultural Australia launched the Culture of Connection campaign. Culture of Connection is a digital engagement campaign that keeps communities connected during the COVID-19 pandemic. People, groups and organisations can record and share their experience during isolation, alongside messages of hope, connection and resilience.

Some of the videos shared so far include people doing things at home such as cooking or keeping fit. For example, a refugee catering business shared a video tutorial on making Iranian kebabs at home.

Once people submit their video, Multicultural Australia helps to edit the video. They post 2-3 videos a week to their Culture of Connection Facebook playlist. The stories are also circulated in their weekly eNewsletter called the Connection Collection.

When COVID-19 is over and restrictions are eased, the campaign will transition to telling stories of recovery and resilience from individuals and organisations.

Challenges

Multicultural Australia initially planned to go out and film stories of their communities themselves, but the challenge of the rapid escalation of restrictions meant they had to quickly pivot to a 'user-generated' content model, where people submit their own videos online.

Outcomes

The campaign has proven popular, as Multicultural Australia's Facebook engagement went up 77% since the campaign started. This indicates the campaign is resonating with communities.

Key Learnings

This experience has generated two key learnings for Multicultural Australia

1. Community generated content can be a challenge because an organisation can lose control of the story and narrative, but the benefit for the community in building their own capacity to tell their stories makes managing that challenge worthwhile.

2. Through our reaching out to stakeholders, Multicultural Australia feels there is an appetite for more collaboration across organisations on digital communication and engagement in the settlement sector. This might be a challenge in the short term while organisations are busy responding to the challenges of COVID-19, but as we move through this pandemic and look to future communications objectives, Multicultural Australia hopes to pursue opportunities for collaboration with other settlement and multicultural organisations.

More information

Multicultural Australia spoke about their work in response to COVID-19 on SCoA's webinar 'Settlement Service Innovation During COVID-19.' You can view the webinar at:

http://scoa.org.au/innovation-centre/settlement-service-innovation-covid-19-webinar/

You can also contact Multicultural Australia through:

www.multiculturalaustralia.org.au/coronavirus

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