

# Digital Asset Instruction Guide

## BUY SA WEEK

1-9 Aug

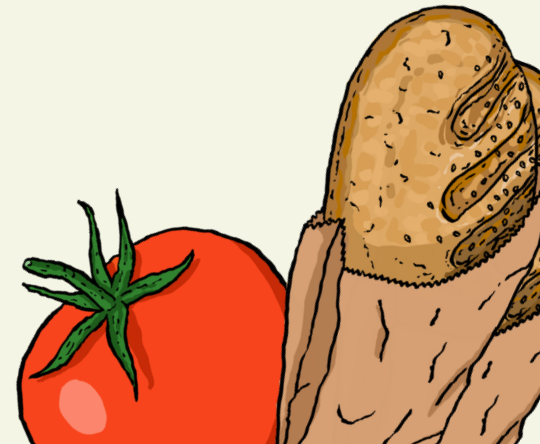


# Introduction

Welcome to the Buy SA Week Digital Asset Instruction Guide, designed to help your business easily access, personalise, and share official Buy SA Week digital materials.

We've included templates, graphics, and social media assets to promote Buy SA Week. They're compatible with Canva, Adobe InDesign, and other common design programs.

If you need any help with the assets, please don't hesitate to get in touch — we're just an email away at [dsd.brandsa@sa.gov.au](mailto:dsd.brandsa@sa.gov.au)

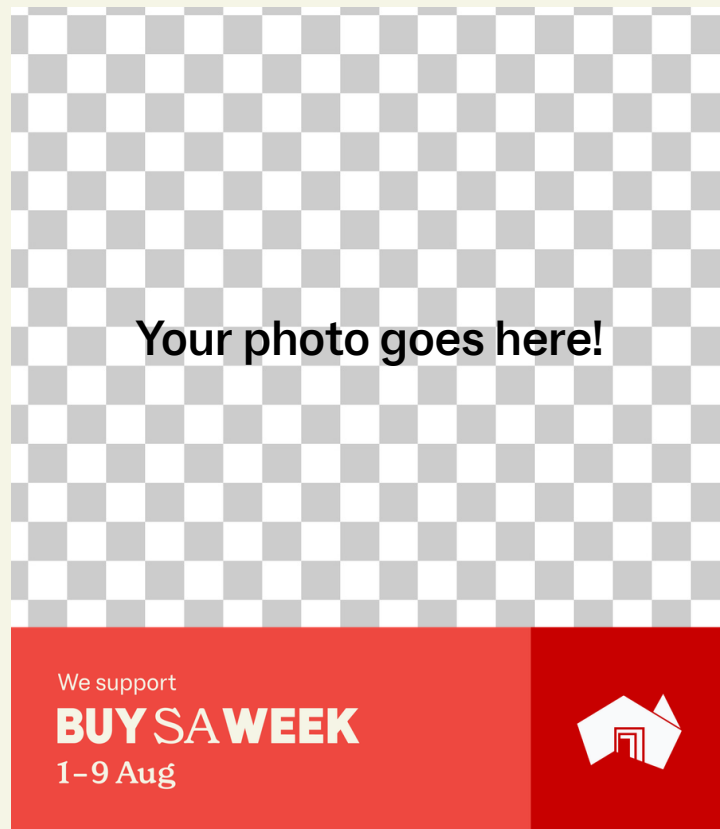


# Social Media Templates

We've created a range of social media templates for you to personalise with your own business or product photos, including story/reel formats, and Instagram portrait sizes.

See below examples of templates and how your photos could look in use.

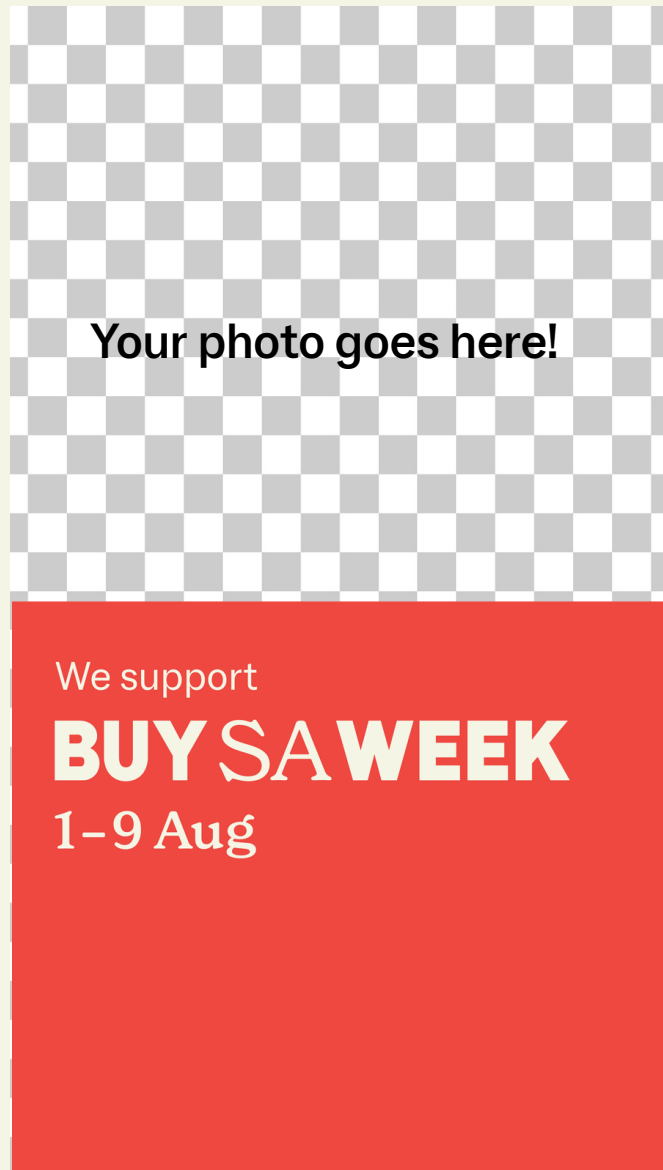
## TEMPLATE



## EXAMPLE



## TEMPLATE



## EXAMPLE



# Tiles and Cover Images

We've also created a set of ready-to-use social media assets to use to promote Buy SA Week. These include Instagram, Facebook and LinkedIn tiles, story/reel covers, article covers, email signatures and more. These graphics can be posted on their own, or alongside your own photos!

## STATIC TILES



## STORY/REEL



## LINKEDIN ARTICLE COVER



## FACEBOOK EVENT COVERS



## LINKEDIN TILE



## EMAIL SIGNATURES



# Example Messaging

We've included examples for captions, emails, and other messages to help you promote your Buy SA Week activity. Keep your tone friendly, genuine, and community-minded while encouraging people to get involved and shop local.

When sharing your content, be sure to tag **@brandsouthaus** and use the hashtag **#BuySAWeek** so we can see your posts and help celebrate your business throughout the campaign.

## Caption Example 1:

It's Buy SA Week, and as a proud South Australian business, we're excited to be involved! 🙌

This week we're [insert your activity].  
Come visit us at [location or website]  
and join us in celebrating everything  
South Australian.

**#BuySAWeek @brandsouthaus**

## Caption Example 2:

By choosing local businesses like ours this Buy SA Week, you're supporting South Australian jobs, families, and communities — all while enjoying quality products and services. Visit our website for details and join the celebration!

**#BuySAWeek @brandsouthaus**

Thank you for being part of Buy SA Week  
and for proudly championing  
South Australia.

Together, we can inspire more people to choose local and  
ensure more of the good stays right here in South Australia!

