

MEMBER SHARE KIT

Respect is common property

Everything you need to back the campaign in five minutes: ready-to-post copy, the campaign tile, an email signature line and a meeting notice line.

- 1 Post**
Share the campaign tile with the ready-to-post copy.
- 2 Sign**
Add the campaign line to your email signature.
- 3 Raise it**
Put the meeting notice line on your next agenda.



qld.strata.community/respectiscommonproperty



01 Copy for your channels

Copy and paste, fill in the highlighted details, and attach the campaign tile. Tag SCAQ so we can reshare your post.

FOR BUSINESSES · LINKEDIN & FACEBOOK

We're proud to support SCAQ's Respect is Common Property campaign. Our team looks after [number] communities across [region], and we believe every one of them works best when everyone is treated with respect, including the people who manage them.

Respect is common property. **#RespectInStrata**
qld.strata.community/respectiscommonproperty

FOR INDIVIDUALS · LINKEDIN

I've worked in strata for [X] years because I love helping communities run well. I'm backing **#RespectInStrata** because good communities are built on respectful conversations.

Respect is common property.
qld.strata.community/respectiscommonproperty

SHORT VERSION · INSTAGRAM, STORIES & X

We share the pool, the lifts, the gardens. We also share how we treat each other.
 Respect is common property. **#RespectInStrata**



Feed



Story

The campaign tiles

Download both from qld.strata.community/respectiscommonproperty. Use the feed tile with your post and the story tile in Stories. Please use them as supplied, without cropping or adding text.

Feed: 1080 × 1350 px (4:5) **Story:** 1080 × 1920 px (9:16)
Alt text (both): "Navy tile reading: Respect is common property. Let's look after it together. #RespectInStrata, qld.strata.community/respectiscommonproperty, with the Strata Community Association Queensland logo."

02 Beyond the post

Small, repeated signals make respect visible every day, not just on launch week.

EMAIL SIGNATURE LINE

Respect is common property. We're proud to support #RespectInStrata.

Place under your name and title. Link "#RespectInStrata" to qld.strata.community/respectiscommonproperty.

MEETING NOTICE LINE • AGMS & COMMITTEE AGENDAS

This meeting is conducted in the spirit of Respect is Common Property. Robust debate is welcome; abuse isn't on the agenda.

Include with the committee's agreement. It works best near the top of the agenda, or read aloud when the meeting opens.

USE ON EVERY POST

#RespectInStrata

Link to qld.strata.community/respectiscommonproperty

Tag Strata Community Association QLD

03 Share the campaign, not the incident

Respect is Common Property is about a shared standard for whole communities. It names behaviour, not people. Please keep your posts in that spirit.

Do

- + Share the campaign tile and copy
- + Talk about respect as something the whole scheme owns
- + Celebrate committees and owners who model good conduct
- + Reshare SCAQ's campaign posts
- + Point people to qld.strata.community/respectiscommonproperty

Don't

- Share your own incidents publicly
- Identify a scheme, owner or committee, even indirectly
- Frame owners or residents as the problem
- Debate hostile replies in the comments
- Change or crop the campaign tile

If a reply turns hostile

Don't engage in a back-and-forth. Hide or delete comments that are abusive or name individuals, take a screenshot, and let SCAQ know. If a comment is threatening, report it to the platform and, if you feel unsafe, to police (000 in an emergency, Policelink 131 444 otherwise).

Seeing these comments can be draining too. Step away, share the load with a colleague, and reach out to Lifeline on 13 11 14 if you need support.

QUESTIONS?

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