

***Suttons***

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# SOCIAL MEDIA HANDBOOK

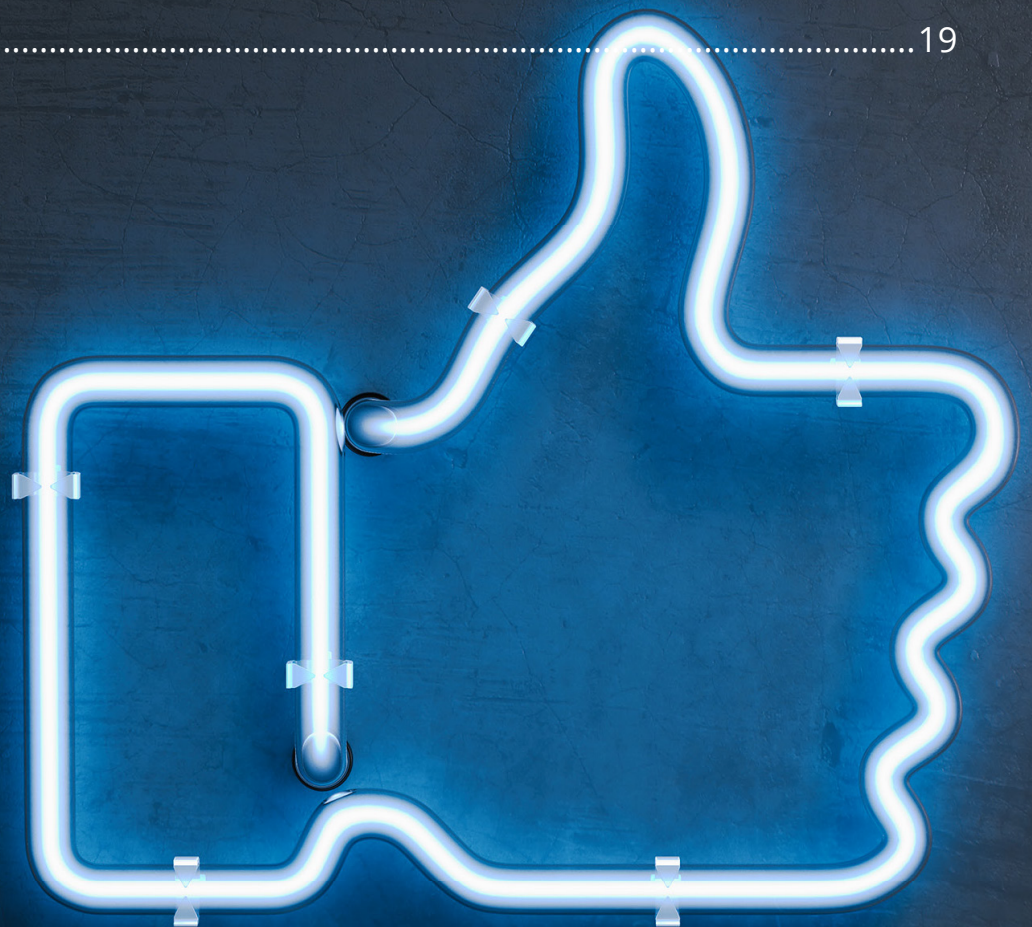
Your guide to posting on social media on behalf of the  
Suttons Group, using an official Suttons account

vFA2.02.2026

Social Media Handbook available for download via  
[www.suttons.com.au/marketing/](http://www.suttons.com.au/marketing/)

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# WHY IS THIS HANDBOOK IMPORTANT?



The Suttons Social Media Handbook has been developed to assist staff, content producers and our partner marketing agencies to establish consistency and effectiveness in posting content across Facebook, Instagram, LinkedIn, YouTube, and TikTok on behalf of the Suttons Group.

The primary goal of posting on social media is to help Suttons drive sales, connect with customers and the wider community, generate leads, and secure service bookings.

The Social Media Handbook is designed to guide the creation of appropriate content that aligns with Suttons' Vision, Mission, and Values, and outlines the subsequent approval process.

## OUR VISION

To be recognised as the motor industry's leading and most trusted family dealer, enhancing the lives of our customers, our people and the communities we serve.

## OUR MISSION

We build lasting relationships by delivering exceptional brand and service experiences.

## OUR VALUES

How we work together, what we stand for and what makes us unique encompass what we call 'The Spirit of Suttons'. Our Spirit can be captured in one word: **P.R.I.D.E.**

**P**rofessional  
**R**esponsive  
**I**nnovative  
**D**ependable  
**E**xceptional

It underpins the way in which we conduct our business, interact with our customers and operate as individuals.

# LINKEDIN – QUICK TIPS



LinkedIn is a great way to connect with professionals and potential buyers in order to promote Suttons. It's a powerful way to share car inventory, relevant brand and sponsorship news, and dealership updates as a trusted expert.

Post at a minimum of 1-2 times per fortnight and when your audience is most active.



Post with **P.R.I.D.E** – maintain a gratuitous tone of voice and uphold a professional and reliable appearance.

Post relevant images or videos of brand insights, achievements, sponsorship awareness and team successes, while tagging people that provide value to your network to make your posts stand out.



Include a selection of relevant hashtags to increase reach, about 3-5 at most.

Share relevant links on posts.

- ↳ Any lengthy links should be shortened to a unique Suttons link (eg, Suttons.news) so you can track the number of clicks it receives.
- ↳ These must be generated by the BDC Marketing Team - [digital@suttons.com.au](mailto:digital@suttons.com.au)



# FACEBOOK & INSTAGRAM – QUICK TIPS



Meta has changed the way the Facebook and Instagram algorithm operates in recent years. The average organic reach for a post is around 1–6% of your total followers, meaning only a small handful of your following will actually see an organic post without paid promotion. Keep this in mind and understand the strategy between paid and organic posting.

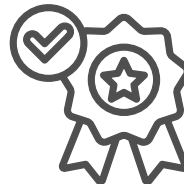
Post at a minimum of 2-3 times per week (with stories as frequent as possible).



Use relevant hashtags and location tags to increase reach, about 5-8 at most.

Keep to a 1:4 posting ratio:

- ↳ **25% of posts** may showcase used cars and dealer-personalised content.
- ↳ The remaining **75% of posts** must be of new stock, team successes, and/or dealership highlights.



Strategically plan your content by considering what to post, when to share it, and the effort required. A Social Planner Guide will assist with time management and content material

- [see more on page 9](#)

Collaborate with our Sponsors and Partners by utilising the collaborative posts feature - [see more on page 8](#)



# FACEBOOK & INSTAGRAM – QUICK TIPS



With written and signed consent, highlight customer testimonials and customers posing with their new cars to build trust and encourage potential buyers.



Time-sensitive posts, promoting a sale or offer, should be pinned to the top of the profile and include any URL links to the relevant landing page.

**Note:** a maximum of 3 posts can be pinned to the top of a page's profile.

Share relevant links on posts and stories.

- ↳ Any lengthy links should be shortened to a unique Suttons link (eg, Suttons.news) so you can track the number of clicks it receives.
- ↳ These must be generated by the BDC Marketing Team - [digital@suttons.com.au](mailto:digital@suttons.com.au)



For a complete overview of guidelines for posting on Facebook and Instagram, be sure to visit Meta's official guidelines [here](#).

For copyright information relating to the use of music and audio for paid promotional content, localised content or otherwise, visit [here](#).

# YOUTUBE – QUICK TIPS



YouTube's long- and short-form format is useful for building trust with expert insights and helpful content. It's perfect for showcasing vehicles through detailed walkarounds, feature highlights, service explainers, and customer stories.

Use strong thumbnails, clear visual and audio quality, keep the video titles clear and use relevant keywords and tags in the descriptions to attract the right viewers.



With written and signed consent, feature staff and customers where possible, such as delivery day moments, customer testimonials, and service tips to build trust and relatability.

Repurpose shortened versions of the videos on other platforms, such as YouTube Shorts, TikTok, Reels and LinkedIn to tease the full video and link back to the channel.



Stick to a consistent structure so viewers know what to expect, for example, if showcasing new stock, you could give a visual tour following this format:

Intro → Key Features → Drive/Performance →  
Final Thoughts → Call to Action

# TIKTOK – QUICK TIPS



TikTok is ideal for building community and showcasing personality via fast, engaging and often humorous content that has the potential to go viral quickly, helping businesses reach large audiences, even without a big budget.

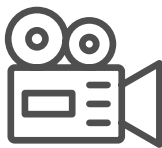
Post consistently, aiming for 2–3 times a week to stay on top of the algorithm.



Viewers scroll fast, so keep videos short and punchy (about 15-30 seconds max), with a strong opening hook to keep viewers engaged.



Utilise captions for clarifying additional information not included in the video, like a call-to-action message, and hashtags to expand outreach.



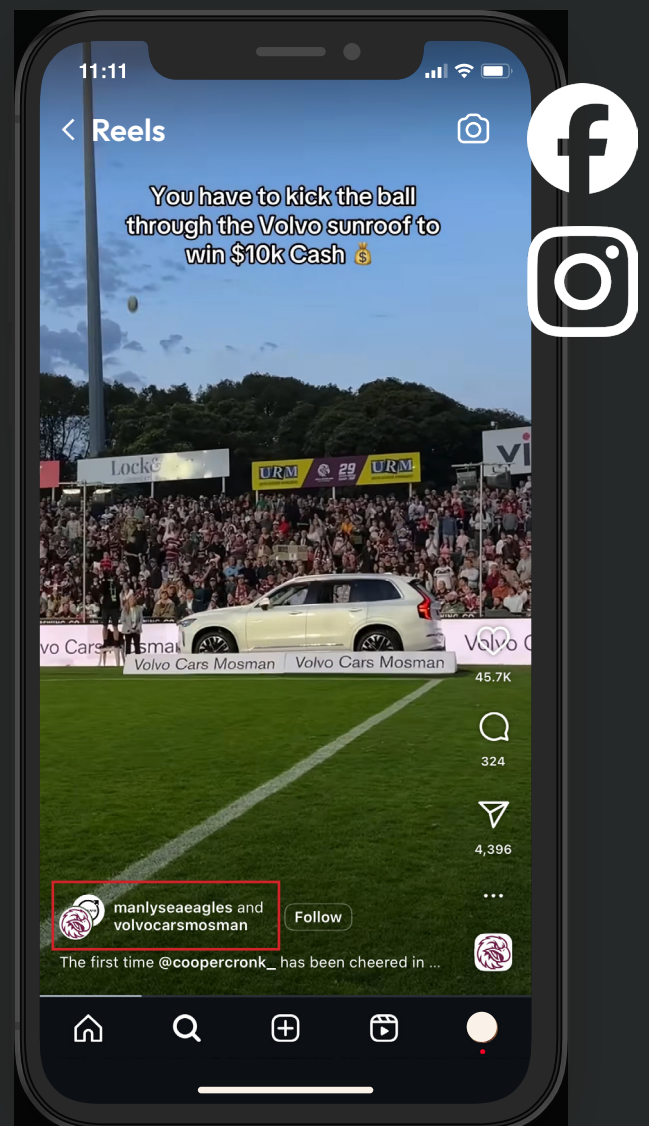
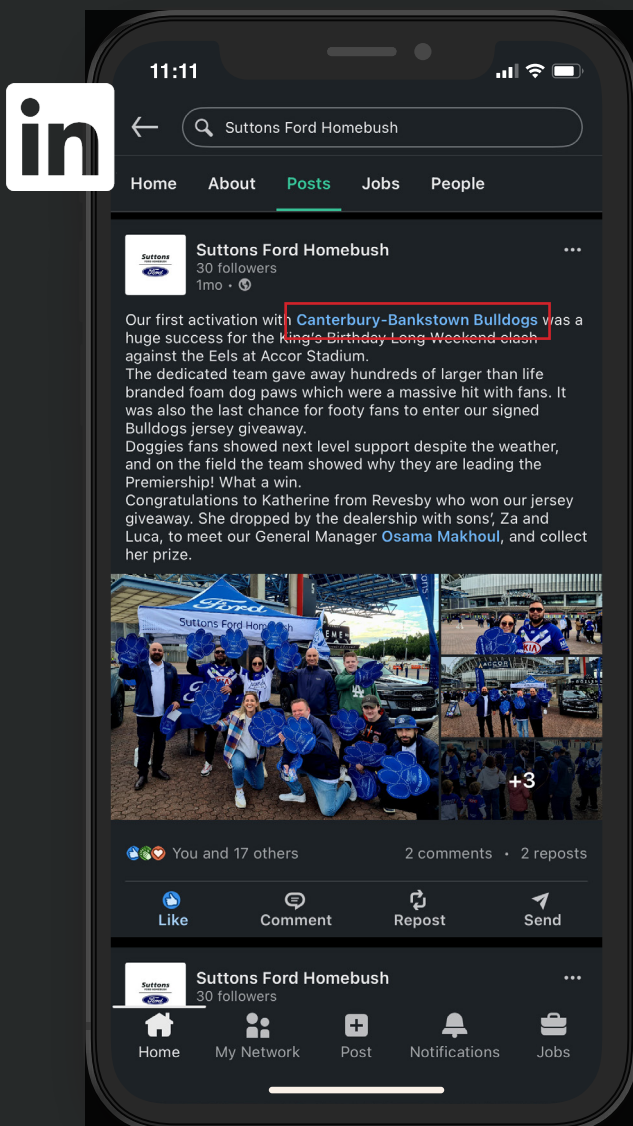
Share behind the scenes footage of staff prepping cars for delivery, doing a detail, dealer highlights, or even hopping on the latest trends, as long as they are relevant and brand safe.

For more information regarding making sponsored or promotional posts on TikTok, visit the [TikTok Automotive Ads page](#).

# INTERACTING WITH OUR PARTNERS & SPONSORS



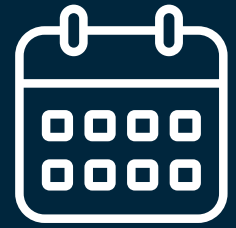
There are big things happening in the partnerships space and engaging with each other's content makes all the difference. When a partner shares a post, it's important that we respond by liking, commenting, and sharing their content. This shows our genuine support and reciprocates the effort the sponsor goes in to making the post or announcement. A fantastic way of showing our support and getting involved with our sponsors and partners is by tagging them in any posts, videos or stories you might share online.



On LinkedIn, tagging your partner in posts is a simple yet effective way to acknowledge their involvement, highlight your partnership, and engage with their professional network.

On Meta, you can utilise the collaborative posts feature by tagging your partner directly in the post and using the *Invite collaborator* or *Tag People* option. As long as the partner has accepted the post, the content will appear on both accounts to easily engage with and share.

# MEDIA SCHEDULE & SOCIAL PLANNER GUIDE



A smart way to stay on top of what and when you want to post is by planning out a media schedule. This will be beneficial for posting organic localised content, in between sponsored, OEM and promotional posts, ensuring you stay actively connected with your followers.

There is a Suttons specific **Social Planner Guide** available on our [Marketing Resources page](#) should you wish to utilise this in drafting out a media schedule for your posts.

## Example Organic Localised Content Categories:



1.

### Educational Content

Featuring insights on car model & user experiences.



2.

### Engagement Posts

Polls, questions, behind-the-scenes, dealership tours, giveaways.



3.

### Company Updates

Showcase business, sponsorship and team updates with a community focus.



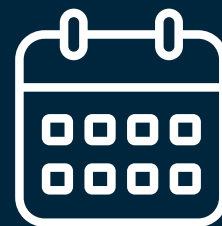
4.

### Customer Testimonials

Share reviews (eg, Google) & customer photos with their new vehicle, with written consent.

These are just some examples you can take inspiration from to create your own localised content. Planning content like this into your media schedule can assist in ensuring consistent activity and engagement with your followers and community and setting you up as a stronger, professional presence in the automotive industry.

# MEDIA SCHEDULE & PLANNER GUIDE



Please ensure the below processes are followed and all content is approved prior to finalising your planner guide and posting any content to your social media page.

## Approval Process:

- 1. Content Creation**  
Draft content, design visuals, and write captions.  
Caption must include:
  - Header/title
  - Image copy
  - If related to an offer, disclaimer, disclaimer tag, and URL link to LP.
- 2. Internal Review**  
Check that the content aligns with the Suttons brand guidelines and values and that the tone of voice remains professional and informative.
- 3. General Manager and OEM Approval**  
Submit content for sign-off by the General Manager and any relevant OEM approvals / approval numbers before posting.
- 4. Scheduling**  
Schedule posts using an organic posting platform in advance to keep on top of content and consistency.
- 5. Monitoring & Engagement**  
Monitor key engagement metrics, adjust strategies based on analytic insights and engage with followers in real time. Any negative comments or feedback should be escalated to Customer Care to handle. Alternatively, you can choose to turn off or limit comments on all posts, reels, and stories.

# BEST PRACTICES FOR POSTING ORGANICALLY ON SOCIAL MEDIA



The way in which social media is handled makes an enormous difference to the successful exposure of the dealership and growth of the business. Following the best practices for posting online will ensure that you engage with your audience in a responsible manner.

## DOs



- ✓ Ensure that all captions and creatives reflect the Suttons or OEM tone of voice, and that all content is aligned to the terms and conditions of your employment contract and the Suttons Vision, Mission and Values.
- ✓ For promotional content, ensure that landing pages for offers requiring a disclaimer are always one click away
- ✓ Ensure that for any sales promotions, that content and captions adhere to the [NSW Fair Trading guidelines](#) and [motor vehicle advertising guide](#).
  - Examples of motor vehicle advertising that breach the Federal Chamber of Automotive Industries (FCAI) Code can be found [here](#).
- ✓ Ensure you receive written and signed consent from any people shown in image and/or video posts.
- ✓ Ensure that all road rules are followed and black out or obscure any dealership car number plates shown in image and/or video posts.
- ✓ For legal compliance, all digital materials, or otherwise, must use our registered business name as per our Australian Business Number (ABN) and Dealer Licence Number.
- ✓ Interact with your audience per OEM or Suttons guidelines by responding to comments and questions. For any localised content, and if comments are turned on.
- ✓ All posts must be factually correct, appropriate and relevant in copy writing.
- ✓ Turn off or limit comments for all paid promotional content. Located under your ad campaign *advanced settings* for Instagram and Facebook.
- ✓ Time-sensitive posts, such as special events or sales, must be pinned (3 max) and must include URL links to the offer landing page, especially if disclaimers are relevant to the offer.

# BEST PRACTICES FOR POSTING ORGANICALLY ON SOCIAL MEDIA



## DON'Ts



- ❌ Use of profanity, controversial and inappropriate humour will not be tolerated, including any personal, religious or socio-political viewpoints, and sexist, racist, stereotypical, or discriminatory commentary of any kind.
- ❌ Create new accounts, manage accounts or change any passwords – any changes needed to be made must be approved and managed by the BDC.
- ❌ Staff are not to add customers or dealer contacts to their personal socials.
- ❌ Create posts without first receiving approval from your General Manager.
- ❌ Mention any finance offers or rates on social media, as this must be approved by a legal team first.
- ❌ Overuse and spam hashtags—keep them brand and industry relevant.
- ❌ Share irrelevant content or spam the same kind of content consistently.
- ❌ Ignore customer comments and messages, especially negative feedback. Any negative feedback should always be escalated to Customer Care.
- ❌ Use dealership accounts to promote personal sales irrelevant to Suttons' inventory.
- ❌ Share sensitive or confidential information about customers, dealerships or Suttons.

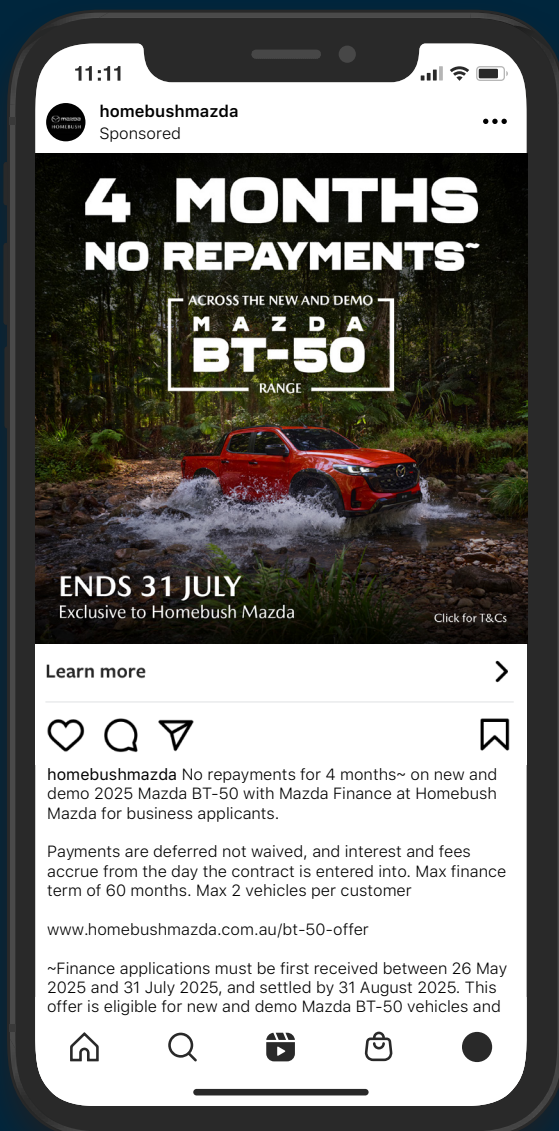
# WHAT TO INCLUDE IN YOUR SOCIAL MEDIA POST



Whether you intend to post organically or via a sponsored, agency-organised post, there are several details that are vital to include in your social media post to ensure all bases have been covered for an informative and accurate post.

## SPONSORED POSTS REQUIREMENTS - FINANCE

Sponsored finance offers require specific content copy that will usually be requested by the finance representative overseeing the offer. These posts will require approval from both the finance team and, if applicable, the OEM before anything is published.



Confirm post is published to the correct dealership and set up as a sponsored post



Image content must depict the correct make, model & specifications of vehicle as well as correct offer details, dates and other requirements provided by the relevant finance team



Learn more CTA linking to the offer landing page



Caption to include:

- Offer details
- Correct make, model & specifications of vehicle(s)
- Link to landing page
- Disclaimer tag
- Disclaimer - include in post caption if the T&Cs are more than one-click away or requested to be in caption

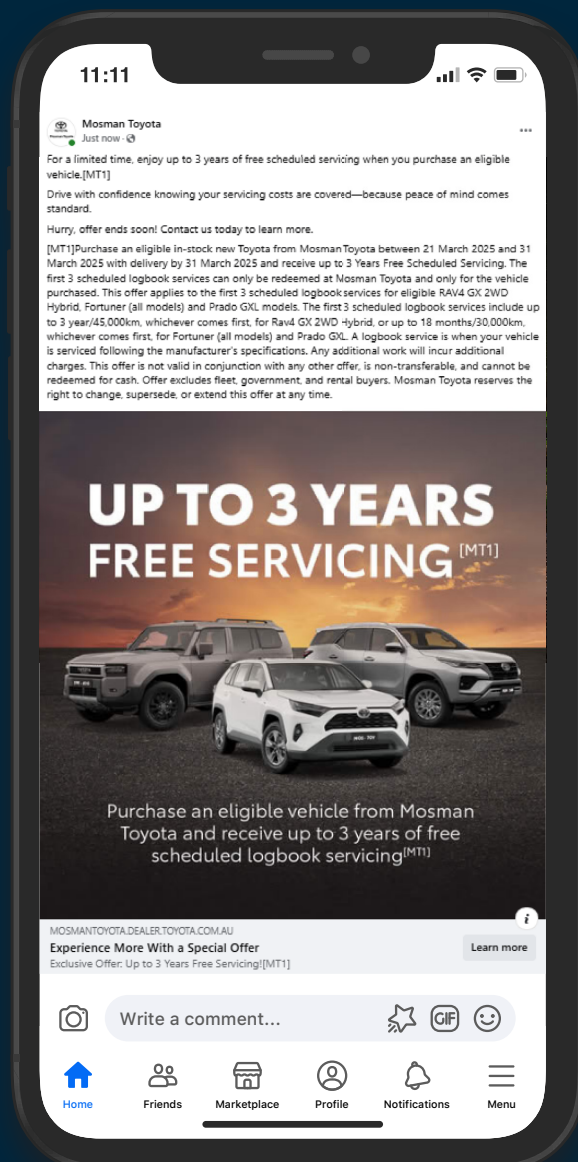
# WHAT TO INCLUDE IN YOUR SOCIAL MEDIA POST



## SPONSORED POSTS REQUIREMENTS - DEALERS

For any dealer specific offers, for example, related to servicing, accessory bundles, EOFY deals, the promotion of excess stock, and more, it is important to list as much relevant information in the caption as possible, with the creative promoting the main features of the offer. These posts may require OEM approval depending on the brand requirements.

Every image and content asset we post must be either originally owned or properly licensed. That means it's essential to either own the content or have the right to use it. This includes OEM-provided materials—as they frequently carry specific usage rights and time restrictions that must be reviewed.



← Confirm post is published to the correct dealership and set up as a sponsored post

← Caption to include:

- Offer details
- Correct make, model & specifications of vehicle(s)
- Disclaimer tag
- Disclaimer - include in post caption if the T&Cs are more than one-click away or requested to be in caption

← Image content must depict the correct make, model & specifications of relevant vehicle(s) as well as correct offer details, dates, and disclaimer tag

← Learn more CTA linking to the offer landing page

# WHAT TO INCLUDE IN YOUR SOCIAL MEDIA POST



## ORGANIC POST REQUIREMENTS

Organic posts are meant for everything in between: to promote the dealership, showcase stock (new and used), share team highlights, sponsor and partnership events and more. It's important to ensure that both the images shared and the caption content are appropriate and keep a professional and knowledgeable tone of voice.

Every image and content asset we post must be either originally owned or properly licensed. That means it's essential to either own the content or have the right to use it. This includes OEM-provided materials—as they frequently carry specific usage rights and time restrictions that must be reviewed.



← Confirm post is published to the correct dealership

← Caption to include:

- Any relevant dates, times, dealership details and/or upcoming events
- Correct make, model & specifications of vehicle(s) listed if promoting new stock, new releases or highlighting a particular vehicle
- Ensure tone of voice is professional and follows our P.R.I.D.E values
- Any relevant hashtags (optional)

← Image content must be reflect caption copy and vice versa, depicting the correct make, model & specifications of relevant vehicle(s) as well as correct offer details, dates, and disclaimer tag, if applicable

# SUTTONS EMPLOYEES USING A PERSONAL BUSINESS ACCOUNT



When representing Suttons or sharing content related to your role, it's important to follow the guidelines below to protect the integrity of our brand, while keeping a professional appearance.

Please be aware that if you intend to promote yourself as a representative salesperson for Suttons, an automotive specific account must be created and managed by Suttons for you. You will receive full access to the account, however ownership will be held by the BDC Marketing Team for privacy and legal purposes.

- 1.** All posts reflecting the Suttons brand must be approved by a General Manager and must be in line with your contract and the Social Media Policy Guide.
- 2.** Do not in any way associate your **day-to-day personal** account with your **personal business** account. Avoid interactions (following, tagging, liking, commenting or sharing) between these two accounts for professional appearance purposes. It is against company policy to add customers or dealer contacts to your **day-to-day personal** socials.
- 3.** If posting about car sales, promotions, or events, always disclose that you are affiliated with the dealership. For example, "Proud to be part of Suttons Arncliffe", or making a collab post with @suttonsarncliffe lets your followers know you're representing Suttons Arncliffe.
- 4.** It is against company policy to post or promote personal car sales or used cars that are not part of Suttons' inventory. This includes using business and day-to-day personal social media accounts (Facebook, Instagram, etc.) to advertise, sell, or promote vehicles outside of Suttons Motor Group.
- 5.** Ensure your posts align with Suttons' brand values, tone, and policies. This will help maintain consistency across all social media channels. Always maintain a respectful tone and avoid controversial topics, negative comments about customers, competitors, or industry matters.

If there are any further concerns or uncertainties, please contact [digital@suttons.com.au](mailto:digital@suttons.com.au).

# GENERAL MANAGER APPROVAL CHECKLIST



## DRAFTING:



- Is this content aligned with your Social Planner Guide, and if so, is the intent of the post related to the goals of the Planner Guide?
- Does the content and caption align with Suttons' Vision, Mission and Values as well as keep in line with an overall professional appearance?
- Does the content and caption align with the Suttons Terms & Conditions of Employment Contract?
- If related to an offer, is the image(s) of the vehicle's make, model and specifications correctly identified and referred to?
- If related to an offer, has a disclaimer been created to support the offer, along with an accompanying disclaimer tag and link to a landing page?
- Do we own this image or content asset, or do we have the correct licence and confirmed usage rights (including any OEM restrictions or time limitations)?

## PROOFING:



- Is the spelling, grammar, tone, and content of the caption correct and aligned with Suttons' or the OEM's tone of voice?
- Are the dealer naming conventions listed correctly?
- Is the image(s) of the vehicle's make, model and specifications correctly identified and referred to in both the creative and caption?
- Are all relevant links mentioned (promotional, inventory, etc) working correctly and set up as a shortened link to ensure proper tracking is in place?
- Has the correct link to the website or landing page been included in the post's caption and/or the "learn more" call-to-action button and is compliant with advertising laws, privacy regulations and company policies? Be sure to review the [NSW Fair Trading guidelines](#).
- Is the content and captions appropriate, relevant, and free from any offensive, harmful or discriminatory language or imagery? (e.g. stereotypical, sexist, racist, socio-political or religious commentary)

# GENERAL MANAGER APPROVAL CHECKLIST



## OEM, SPONSOR AND/OR PARTNER APPROVAL:



- Have you received an OEM Approval Number, if required?
- If OEM approval has been received, does it also meet Suttons brand guidelines and tone of voice? Be sure to review the relevant OEM regulations through the dealer portal.
- Is content associated with a Sponsor or Partner being posted as a 'collab' post, or tagging the relevant account to promote and reach a wider audience?
  - If applicable, has the Sponsor or Partner approved the content, creatives, tags and captions?

## POSTING – FINAL CHECKS:



- Do you have written and signed consent from any people included in the image/video? Has the consent forms been securely stored?
- For any photo or video content related to a display car at a dealership, are all road rules being followed correctly?
- If dealership vehicle has been sold to customer, are their number plates blacked out/blurred/obscured?
- If related to a paid promotional post, have comments either been turned off or limited? Note: This is optional.
- Is the post factually correct, appropriate, relevant in copy writing and contain the correct make, model and specifications of vehicle being offered?
  - Includes disclaimers, disclaimer tags and links to landing pages for any offers or promotional material.

# *Suttons*

## NEED MORE INFO OR HAVE A QUESTION?

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Contact the Suttons Marketing Team:

[digital@suttons.com.au](mailto:digital@suttons.com.au)

## NEED TO REQUEST CREATIVES OR ACCESS SUTTONS RESOURCES?

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Visit our Resources page:

[suttons.com.au/resources](https://suttons.com.au/resources)

Visit our Marketing page to request Creative work:

[suttons.com.au/marketing](https://suttons.com.au/marketing)