Privacy Awareness Week (PAW) 2016 will be held from 15–21 May. Join the PAW social media community and help raise awareness about privacy issues. You can use or adapt the following messages for your social media status updates in the lead up to and during #2016PAW.

All images referenced in this kit will be available on the [**PAW resources page**](https://www.oaic.gov.au/paw) from one week prior to PAW. Some of the links in this kit will not become available until a week prior to PAW.

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| **One week from PAW** | | | |
| **Date** | **Theme** | **Twitter** | **Facebook** |
| Monday  09/05/2016 | One week to go | #Privacy Awareness Week is just one week away! Find out more about #2016PAW: <http://bit.ly/25YQVcL> | Privacy Awareness Week 2016 is just one week away. Find out more about how you can get involved. Read more about #2016PAW: <http://bit.ly/25YQVcL> |
| Tuesday  10/05/2016 | Partners | We’re proud to be an #OAIC #2016PAW partner (again) — You can take #privacyinyourhands too, sign up here: <http://bit.ly/1qHaJBe> | We’re proud to be an OAIC PAW partner for 2016 (once again)! Show your commitment by taking #privacyinyourhands and sign up to join the list of partners: <http://bit.ly/1qHaJBe> |
| Wednesday  11/05/2016 | Privacy policies | We care about your privacy at [organisation]. Here's how we handle your PI: [Link to your organisation’s privacy policy] #2016PAW #Privacyinyourhands | At [organisation name], we care about your #privacy. Find out more and let us know if you have any questions about how we handle your personal information. [Link to your organisation’s privacy policy] #2016PAW #Privacyinyourhands |
| Thursday  12/05/2016 | United Nations Special Rapporteur for Privacy | #UN Special Rapporteur for #privacy will be at OAIC #2016PAW business breakfast this year. Have you secured your tickets?  <http://bit.ly/1NnDIii> | As part of Privacy Awareness Week 2016, the #UN Special Rapporteur for #privacy will be joining the OAIC #2016PAW business breakfast this year. Have you secured your tickets?  <http://bit.ly/1NnDIii> |
| Friday  13/05/2016 | Action/promotion | #2016PAW starts Monday! To celebrate, we’re [insert action] to promote #privacyinyourhands:  [LINK to event/PAW page on org website] | Privacy Awareness Week 2016 is kicking off on Monday! We’ll be [running internal training/holding an event/other action] to promote #privacyinyourhands. Find out more: [LINK to event/PAW page on org website] |

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| **During PAW** | | | |
| **Date** | **Theme** | **Twitter** | **Facebook** |
| Monday  16/05/2016 | PAW has started | It’s #Privacy Awareness Week! Find resources, news and more info about #2016PAW on the #OAIC website: <http://bit.ly/1TQnVPt> | It’s #Privacy Awareness Week! Find resources, news and more information about what’s on at the #OAIC #2016PAW website: <http://bit.ly/1TQnVPt> |
| Monday  16/05/2016 | Business Breakfast | Join the #OAIC live tweets from the #Privacy Awareness Week breakfast launch right now – use #2016PAW | Privacy Awareness Week (PAW) kicks off today! You can join the conversation on Twitter using #2016PAW. More PAW resources, tips and information are also available on the PAW website: <http://bit.ly/25YQVcL>  #privacyinyourhands |
| Tuesday  17/05/2016 | Parents and Carers resources | The #OAIC has launched 10 tips to protect your children’s #privacy! Check them out: <http://bit.ly/1TQnVPt> | As part of #2016 #Privacy Awareness Week (PAW) the Office of the Australian Information Commissioner has released 10 tips for parents and carers to protect children’s privacy.  Check it out: <http://bit.ly/1TQnVPt> |
| Wednesday  18/05/2016 | United Nations Special Rapporteur for Privacy | UN Special Rapporteur for Privacy is in Australia for #2016PAW. More info:  <http://bit.ly/25YQVcL> | UN Special Rapporteur for Privacy is in Australia for #2016PAW #Privacyinyourhands. More info:  <http://bit.ly/25YQVcL> |
| Thursday  19/05/2016 | Poster | Share this poster if you are privacy aware. Show you care #2016PAW #privacyinyourhands  [attach PAW poster] | Share this poster if you are privacy aware. Show you care this #2016PAW #privacyinyourhands [attach PAW poster] |
| Friday  20/05/2016 | Subscribe to OAICnet | It’s a wrap up for #2016PAW but you can still take #privacyinyourhands. Subscribe to OAICnet for privacy news <http://bit.ly/1R6bIFy> | Privacy Awareness Week 2016 is wrapping up, but you can still take #privacy in your hands. Subscribe to the OAICnet for the latest news and events in privacy at Office of the Australian Commissioner: <http://bit.ly/1R6bIFy> |