CANVAS

Woodside's community hub

A place where our staff, our partners and local communities can connect, talk & share.

What is Canvas?

Woodside has developed the Canvas initiative to help us be a little more human, and a little less corporate in the way we engage and communicate. Specifically, Canvas is:

- A social place where our staff, partners and local communities can connect, talk and share.
- A forum that will help us to get to know each other better.
- A place to have authentic conversations about Woodside's community-based activities and the difference we make through working together.

Through Canvas, we aim to bring you along on our journey and enable you to discuss the prospects and challenges that affect communities everywhere. Canvas provides opportunities for chatting through: Woodside community news, discussion forums, stories and case studies, and upcoming events.

What's being discussed on Canvas?

We want to learn and share information about community issues and the things that are making a difference. Topics that will regularly feature on Canvas include:

- The work and news of our community partners
- Corporate and community volunteering
- Collaboration
- Community issues and programs
- Information about social investment at Woodside
- General Woodside news
- Events
- Measurement and evaluation of community programs

Who can contribute?

Canvas is open to everyone who has an interest in building stronger, more resilient communities, in Australia and around the world. Contributors can be folks from our community partnerships, industry peers, the community and NGO sector, government departments and agencies, Woodside employees, or simply individuals with an opinion to share.

There are two types of Canvas contributors – registered guests who can create new discussions and comment on posts and articles, and registered administrators of the site.

How do you get involved?

Becoming a Canvas community member gives you the ability to have your say and contribute. Links are now live on the Woodside internet site or by going to **canvas.woodside.com.au.** To register, simply click on the orange 'Join' button at the top right of the Canvas home page and follow the prompts. If you'd like to get involved by contributing news articles for consideration, first join the site and then email one of our administrators at **canvas@woodside.com.au**

Keep in mind...

Canvas will be curated, edited and moderated by Canvas administrators (Woodside team members from across the business), and we will make sure that content is relevant and follows site guidelines. We don't plan on stemming creativity or silencing voices, but we do plan on creating a communications space that is positive, productive and inspiring.

What should you be mindful of?

Once you're a Canvas member, you can post bits and pieces as often as you like. We'd like to help you make the best possible contribution, so here's some guidance about what to do and what not to do:

Please do...	Please don't
Share. Share. Share. Canvas is all about learning from others and collaborating. Share tips, advice, stories, pics, videos, quotes…anything that you feel will help to grow the Canvas community and make society a better place.	**Use naughty language.** This is a G or PG-rated site. Offensive, racist, vulgar or obscene language or imagery will not be tolerated. If you wouldn't say it to your grandmother, please don't say it in the community!
Be nice. There are plenty of negative places on the internet and Canvas isn't one of them. If you have criticism, provide it in a constructive manner that enables everyone to learn and move forward.	**Cause legal hassles.** We don't want to upset anyone and neither should you. That means no defamatory comments, infringements of copyright or anything else that might call for people in ceremonial wigs and black robes to come running. View our Disclaimer and Privacy pages for more information.
Be yourself. Don't hide behind a fake blogger persona…we know the real you is far more interesting anyway! Stick to the facts. It goes without saying that contributions should be factual and topical.	**Vent.** If you want to get things off your chest, a good place to do it is in the shower or in your car with the windows wound up. Canvas is not the place to vent. **Email us** with any issues and we will get back to you within 48 hours of receiving your message.
Be considered, but post without fear. Take 30 seconds to reflect on your contribution before you press 'submit'. Is the contribution balanced and credible? Is it authentic? We like funny, but remember that jokes can sometimes be misinterpreted. Consider the implications before you 'submit'!	**Contribute unwanted emails and information.** You know how you dislike receiving spam? The Canvas community does too. Spam and unsolicited commercial messaging won't be tolerated and will be removed immediately without warning.
Reference the expert. Give credit where credit is due to sources of your information or articles. Use URLs or weblinks to reference your sourced material.	**Provide misguided promotions.** Ever read an interesting article and then found a sneaky box at the bottom saying 'advertorial'? Per above, there will be no sneaky boxes on Canvas. This isn't a site to promote your business or plug products.
Keep it on topic. Canvas is a community to talk about community. Let's collectively talk about the great things we all do to make the world a better place to live and work. Please respect the purpose and vision for this forum and use it for its intended purpose. Administrators will remove posts that don't suit the nature of the forum.	**Divulge too much.** We're happy for you to bare your soul on this site, but don't bare your personal information – respect your own and others' privacy.

Use simple language!

It's important that Canvas is a site we all want to keep coming back to and that it remains a place for connecting and conversing in a simple, accessible manner. That means we have to stop ourselves from slipping into corporate-speak or industry jargon. Canvas is not a place for media releases, slick PR or cut-and-pastes from journals.

The following table gives you an idea of how language will be used on Canvas:

Swap this (Corporate speak)...	...for this (CANVAS speak)
Key stakeholder engagement	Talking to the people who matter
Sustainable social impact	Good things that last
Social impact measurement and evaluation	Making sure the good things worked
The company was pleased with the outcome	We loved the result
Increase awareness of social investment strategies	Tell people how we can make a collective difference
Improved program management efficiency, effectiveness and quality	Got better with how we did it
Increased collaboration with community/community partners	Spend more time working together

Get the drift? Also, short is good. In fact, short is great. No-one wants to read 'War and Peace' on a community forum. As a guide, comments on the discussion forum should be kept to a few sentences. For bloggers and contributors of articles, a maximum word count of 400 words is the golden rule.

Contact us

We would love to hear from you through Canvas, so sign up today and join the conversation! If you would like to get in touch with one of our Canvas community administrators, you can also contact us via phone or email:

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