



# YRE LITTER LESS NEW ZEALAND

## MEDIA TOOLKIT 2020





# OVERVIEW

This manual was created with the help of Foundation for Environmental Education's (FEE) Manual on Storytelling and Social Media. Good storytelling helps captivate audiences and making your content stronger with more compelling stories will help create better visibility. Online, digital and social media are changing the way we interact, how we communicate with each other and how we consume information, news and stories.

# OBJECTIVE

YRE students are asked to plan and implement a Litter Less media campaign. The aim is for each school to regularly (at least once per month) publish content related to the YRE 2020 theme "Reducing Plastic Waste" based on individual, school or wider community activities. This could include a wide range of content such as class/school environmental initiatives, community action days and the dissemination of students YRE articles/photos/videos.

The goal of this toolkit is to help you understand how to create a variety of media content as part of your YRE project. The following will cover information on how to write news stories, press releases and social media content, which you can use as a guideline when creating this content for yourself!



# NEWS STORIES

What is the difference between a news story and a feature?

In a news story, the emphasis is on content rather than form. News stories go straight to the point, using simple and effective words to deliver the facts quickly. They usually average between 150-350 words.

Feature stories are often more wordy and include a creative structure and can be anything up to 2000 words.

The five Ws are questions that need to be asked with a news story

**Who was involved?**

**What happened?**

**Where did it take place?**

**When did it take place?**

**Why did that happen?**



# NEWS STORIES

The main ingredients of a news story:

- The five W questions answered
- A strong headline
- A good introduction
- Personal quotes
- Strong visuals
- Content in different formats





# A STRONG HEADLINE

Any written content needs to have a catchy and attention-seeking headline that clearly describes what the story is about.

A headline is extremely important and can include words and thoughts designed to catch someone's eye and keep them interested.

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## ***Poor headlines***

**The Hotel sector must cut Carbon Footprint by 90% to meet 2-degree climate threshold** (too long and technical)

**National Wildlife Federation's Eco-Schools USA Introduces Two New Pathways of Sustainability** (too factual)

**When Plastic Bottles Meet Fun** (does not make sense)

**Destinations for all Summit: The Accessible Tourism world met in Brussels this week, Blue Flag International was there** (too long and complicated)

## ***Good headlines***

**Ocean Baskets want to make plastic straws history**

**The first awarded Eco-Schools in the world**

**The Litter-Less Campaign - Seven Years of Positive Change**

**Young Reporters for the Environment celebrates 25th Anniversary**

# A GOOD INTRODUCTION

A good intro is your hook to get the reader to read to the end. The first few lines of your story must clearly explain what the main point or message of your story is.

*Remember to try and keep your sentences short, and don't just repeat your headline.*

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## EXAMPLE

### ***Poor intro - too technical***

Blue Flag was represented at the Georgian International Maritime Forum (GIMF) last month by Almila Kindan Cebbari, the Blue Flag National Operator from Turkey. The purpose of the September 10-14 forum was to discuss how to balance essential shipping activities with ocean health and sustainability.

What's the main point?

**Experts meet to discuss how to balance shipping activities with ocean health.**

### ***Good intro - rewritten***

**Experts from around the world travelled to the Georgian International Maritime Forum (GIMF) in September to discuss how to balance essential shipping activities with ocean health and sustainability. Blue Flag was represented by Almila Kindan Cebbari, the Blue Flag National Operator from Turkey.**





# STORYTELLING CHECKLIST

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1. Is this a news story?
2. Have you found the human angle (personal story)?
3. Have you asked your 5 'W' questions?
4. Have you got your quotes?
5. Who is this for? Who is your audience? What are your channels?
6. What do you want people to do with the information you provide?

## When writing your story you will need:

1. A strong headline
2. A good introduction
3. Personal quotes
4. Strong visuals (did you get consent from your photo subjects?)

# PRESS RELEASE

*A press release is really just a news story waiting to be published*

A well written press release will include everything a journalist will need. Remember, journalists can be lazy or overworked so if you can make your content as journalism-friendly as possible, then journalists are more likely to pick up your story. If you have made it easy for them, then all they will have to do is cut and paste your content, maybe add an extra quote from an outside source, put their name on their written version, give it to their editors and take all the credit.

## Tips to remember:

### Research

**Know your local media, by getting to know the type of story they print and how they talk about what is happening in your local area. Identify which media covers your local area, this is most likely to be your local newspaper, TV or radio station.**

### Build a relationship with a journalist

**Once you have identified your media, it is a good idea to target journalists who are writing about issues relevant to your project. Try and build a relationship with them by emailing them stories you think would be of interest to them or by following them on social media. You can always email them to ask what kind of stories they are looking for.**

### Know your audience

**What would you like to achieve? What is your goal by publishing this press release/news story? Maybe find new audiences? Inform people about your new initiative or just to target a particular audience?**

### Be relevant

**If your press release coincides with a current hot topic or trend, it is more likely to be picked up by media sources. This is because, in theory, more people will care about the story. Also, if the data or solution you are discussing addresses a major problem, it can increase relevancy.**





# PRESS RELEASE (example)



## MEDIA RELEASE

### Local artist unveils award-winning mural in Grey Lynn

Auckland artist, Sara Fernandez, has unveiled her award-winning mural on the Youth Line building in Grey Lynn.

Sara was one of ten winners from across the country who took out the top prize in Keep New Zealand Beautiful's (KNZB) Nature Murals competition 2019.

The mural, titled 'Grow' highlights Sara's passion to create a better environment for the community and youth.

In her submission Sara said: "I strongly believe that beauty can inspire people to feel loved and to grow. And interestingly, growing then creates the opportunity for more beauty. I feel like Youth Line inspire people to grow and become the best version of themselves."

Sara was quick to complete her mural, choosing to do it on a long weekend when the Grey Lynn street was quiet. On completion of the mural Sara said:

"I was very excited and scared at the same time of painting this huge mural, I had to deal with weather and height and I wanted the result to look perfect. I had to plan the process well so I could move the scaffolding easily. Now I feel very proud and happy because everybody at Youth Line loves it."

The Nature Murals competition, which is part of the Paint New Zealand Beautiful programme, sponsored by Resene ran from February - April 2019, with artists encouraged to submit mural designs which included an environmental message. Artists from around the country sent in their designs, with the top ten murals selected based on their environmental message, enhancement of the community, and originality/creativity. Winning designs receive a \$1000 grant, along with a \$750 Resene paint voucher and other materials to paint their mural.

KNZB CEO, Heather Sounderson, said: "KNZB is proud to partner with Resene again this year to deter vandalism and Paint New Zealand Beautiful. Numerous studies have shown the great impact murals have on their surrounding communities - from increasing civic pride, to a reduction in anti-social behaviour such as littering and graffiti. Together with Resene, we're excited to see Sara's mural come to life and to help Auckland beautify their corner of New Zealand".

The ten winning artists and regions are listed below, with their designs visible on the Keep New Zealand Beautiful website.

- Yeon Seo Kim – Auckland
- Sara Fernandez – Auckland
- Luther Ashford – South Taranaki
- Stan Mans – Hastings
- Jill Sargent – Central Hawkes Bay
- Isobel Te Aho-White – Wellington
- Rosa Friend – Wellington

# PRESS RELEASE (template)

## HEADLINE

Remember to make it catchy and attention seeking

### Headline

City, Month Day, Year - Grabber Grabber Grabber Grabber Grabber Grabber Grabber Grabber  
Grabber Grabber Grabber Grabber Grabber Grabber Grabber Grabber Grabber Grabber.

## DATELINE

Important information for the journalist

Description description description description description description description description  
description description description description description description description description  
description description description description description description description description  
description description description description description description description description.

## QUOTES

Add a personal quote to explain impact or benefit. Second quote from your organisation.

"Quote quote quote quote quote quote quote quote quote quote quote quote quote quote quote quote," said John Doe. "Quote Quote quote quote quote quote quote quote quote quote quote quote quote quote quote."

"Quote quote quote quote quote quote quote quote quote quote quote quote quote quote quote quote," said John Doe. "Quote Quote quote quote quote quote quote quote quote quote quote quote quote quote quote."

More about the event more about the event more about the event more about the event  
more about the event more about the event more about the event more about the event  
more about the event more about the event more about the event more about the event  
more about the event.

Link to more information about the event/project/organisation.

Name  
Job Title  
Mobile  
Email

## CONTACT

Make it easy for journalists to get in contact.

## GRABBER

"Grab" your reader's attention with an engaging first sentence.

## DESCRIPTION

Compel readers to read on with a captivating and easy to understand description of what the story is.

## CALL TO ACTION

More information and direct readers where to participate or learn more with a clickable link.



# SOCIAL MEDIA

## Why does social media matter?

Social media is a powerful tool that can promote better communication channels within the school and the community and to spread the word about upcoming projects and events!

If used correctly, social media can be your most effective outreach material. It is a way for your school to engage directly with the school and wider community and create interest in the projects that the school and students undertake. This can result in everything from more participants in school events to interest from potential funding partners.

**It is important to look at other similar organisations for inspiration to see how they are engaging audiences online, to see how often they publish and what kind of content they share.**

## A note on social media platforms

Most nonprofit organisations use Facebook as their primary social media channel. Facebook still has the largest global reach among social media platforms, so we strongly recommend that all of our members have a Facebook page and use it regularly! **Yet Instagram is the most popular with Generation Z (birth dates from mid-1990s to mid-2000s) so we also recommend having an Instagram account if you have access to great photos.**

Other popular social media channels include (in order of number of global users): Youtube, Instagram, Twitter, LinkedIn.

# SOCIAL MEDIA

**When creating your social media campaign, it is helpful to have a plan to keep your campaign consistent.**

**1. What do you want to achieve through your campaign?**

- Have a clear reason in mind as to why you are creating this campaign.

**2. Decide on a campaign name.**

- Search the name before deciding to make sure it does not already exist.

**3. What are your key words?**

- Choose 10 key words relevant to your campaign and use a few of them in everything you post.

**4. Take your own photos!**

- Do not plagiarise. Create your own digital content.

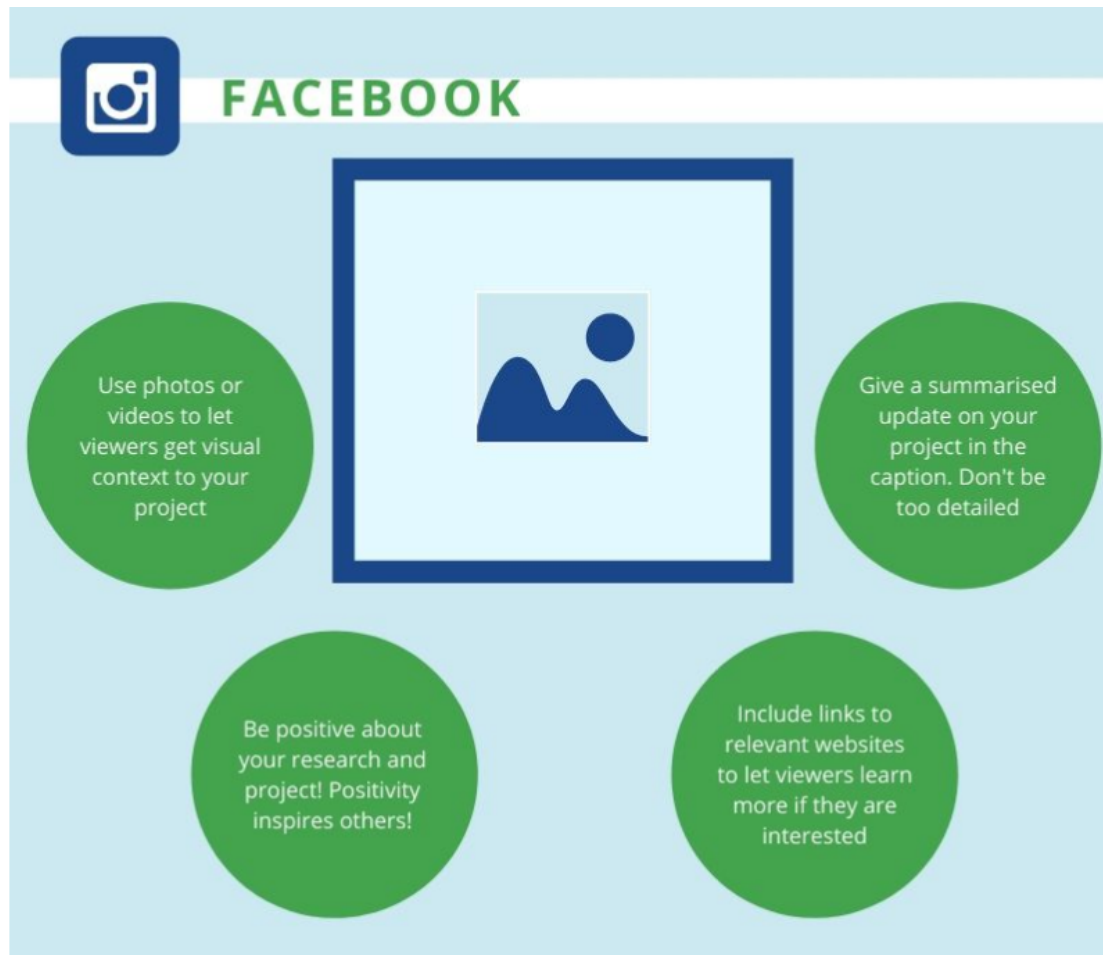
**5. Create a media schedule.**

- If you have a lot of content, spread it out over time! This will keep your campaign fresh in peoples' minds.

**If you would like to watch the webinar about how to promote your campaign, click [here](#).**



# SOCIAL MEDIA



**Keep New Zealand Beautiful**

September 17 · 🌐

Congratulations to [Maeroa Intermediate School](#), another one of Keep New Zealand Beautiful's YRE grant recipients, who have built a worm farm for one of their classrooms to help minimise food waste. What an awesome initiative!

"Thanks to YRE/KNZB, we were able to create a beautiful worm farm made with untreated macrocarpa wood from scratch. In the classroom, there is also a small bokashi bin where food waste is almost 'pickled'. Being able to have it in our class allows everyone to see it in action daily."



**Keep New Zealand Beautiful**  
Nonprofit Organization

Send Message

# SOCIAL MEDIA



keepnewzealandbeauti • Following ...



keepnewzealandbeautiful The Resene Wall Worthy competition is now open! If your school has a story to tell and a blank wall to tell it on, this competition is for you! Link in our bio

#keepnewzealandbeautiful  
#schoolcompetition #mural  
#eradicategraffiti #dotheotherthing  
#knzb

43w



Liked by leighmarie\_art and 71 others

JANUARY 31



## INSTAGRAM

Use high quality photos or videos, this makes content more eye-catching



Tag relevant accounts in the photo (i.e. YRE and KNZB)

Make captions relatively short and concise.

Don't forget to use appropriate hashtags! In addition to YRE and KNZB, use hashtags that relate to your topic

# SOCIAL MEDIA



Beautiful Awards 2019 - Most Beautiful City Winner - Whanganui

99 views • Oct 28, 2019

1 0 SHARE SAVE ...



Keep New Zealand Beautiful  
641 subscribers

SUBSCRIBE



# SOCIAL MEDIA

## Tagging & Sharing

Tagging is an effective way for organisations to expand their social media networks. Tagging other pages on social media "links" them to your post. This sends the other page a notification that they have been tagged in a post. If you tag Keep New Zealand Beautiful in your post, you guarantee that we will see the story and potentially share it with our network. Tagging also allows your audience to go directly to the page of the tagged organisation by clicking on the tag link.

### Please tag these accounts in your posts:

	Facebook	Instagram
YRE	@yre.global @yrenewzealand	@yre_int
KNZB	@keepNZbeautiful	@keepnewzealandbeautiful

## Hashtags

Why should you use hashtags in your social media posts? Hashtags are for your organisation to join the conversation and expand your potential audience! When you tag your posts with an appropriate hashtag, your post will show up when users search for that hashtag keyword. Likewise, users who see unfamiliar hashtags in a post are likely to click on them to learn more about that topic. Using popular hashtags that organisations with large followings use is a great way to get more people to see your posts.

### Please use these hashtags in your posts:

**#YRE**  
**#YoungReporters**  
**#LitterLess**  
**#KeepNZBeautiful**  
**#EveryLitterBitCounts**



# SOCIAL MEDIA CHECKLIST

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Remember to tag the person or organisation so they will get your notification.



Have you tagged the relevant hashtags?



If you are reposting on Facebook, have you added your original comment on top of the post?



Have you included a photo or video?



Is your content consistent across you social media platforms?