

KEEP  
NEW ZEALAND  
BEAUTIFUL



LITTER LESS  
CAMPAIGN



Young Reporters  
for the environment



FEE

MARS WRIGLEY  
Foundation

YOUNG REPORTERS FOR THE ENVIRONMENT  
LITTER LESS NEW ZEALAND

# Environmental campaign toolkit 2022



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For more information about the Young Reporters for the Environment Programme, visit [y.re.org.nz](http://y.re.org.nz) or email Keep New Zealand Beautiful at [education@knzb.org.nz](mailto:education@knzb.org.nz)

This manual was created with the help of Foundation for Environmental Education's (FEE) Manual on Storytelling and Social Media.

# Who is this toolkit for?

This toolkit is aimed at educators and students working within the Young Reporters for the Environment (YRE) Programme.

It aims to inspire and encourage the sharing of environmental projects, activities, and experiences at a personal, school and community level.

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.

Similarly, participating in engaging, and interesting practical activities and events will help raise awareness on local environmental issues within your community.

## Objective

YRE students are encouraged to plan and implement an environmental campaign. The aim is for each school to regularly share content related to the YRE 2022 theme 'Litter, waste and/or environmental pollution' 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, social media content, and the dissemination of YRE articles/photos/videos.

The goal of this toolkit is to help you understand how to create a variety of media content and organise practical events as part of a YRE project. The following will cover information on how to write news stories, press releases and social media content, along with great tips for creating your own environmental actions at school.



# Telling your Story

In today's world of information overload, where anyone can now create content, it's becoming increasingly difficult to gain attention and engagement.

What is in the YRE DNA?

- Hands-on educational action
- Positive, solutions-based action
- Involvement and engagement at an individual, school and community level
- Empowering people to live more sustainably



So.... Who are we talking about?

We are talking about **People!**

YET...

If you look at most stories in both printed materials and online content, we talk about:

- Our achievements – mainly awards and events
- In a sincere but factual way

BUT...

- Nothing personal
- With no emotional connection



We can reach new audiences with more personal and emotional stories if we:

- Talk more about how our achievements are affecting people
- Show the impact of our work through personal stories
- Create stronger and better-quality stories – more appealing and compelling to read



## Human Interest Stories

In journalism, a human interest or personal story is one that discusses people in an emotional way. It presents their problems, concerns, or achievements in a way that brings about interest, sympathy or motivation in the reader or viewer.

Human interest stories can be used across all media platforms.

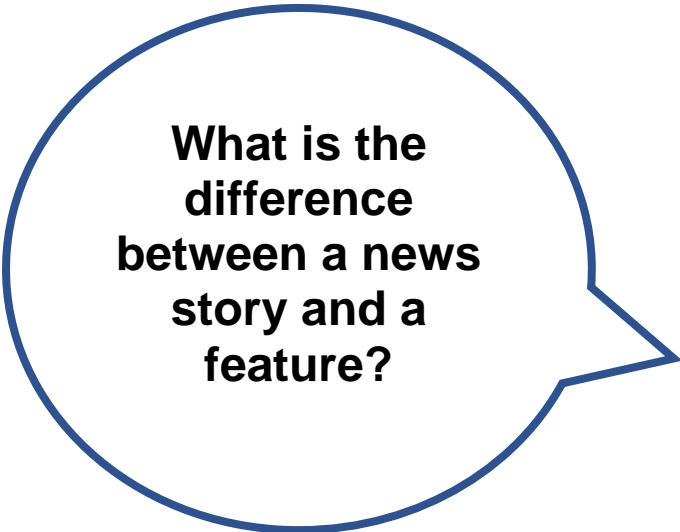
From quotes within a press release, to a human-interest news story, or as the focus of a social media post.

**Words tell  
Emotions  
sell**

**Let us hear their story!**



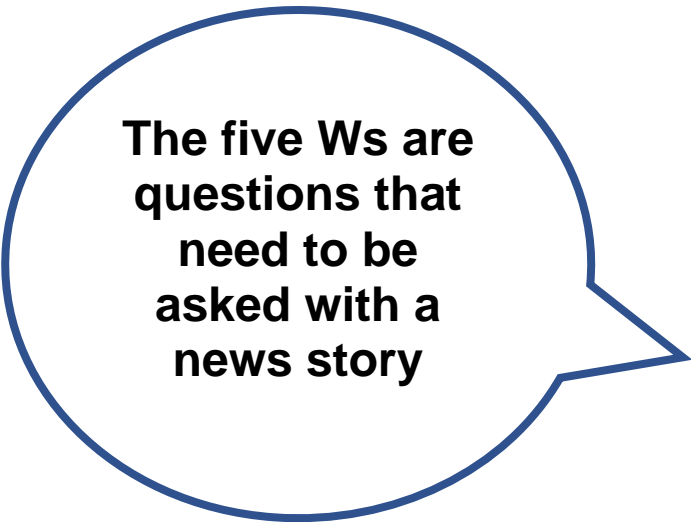
## Writing a News Story



**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?

For more tips on writing a great news story, download:

[Writing like an Environmental Journalist](#) from the KNZB website

## 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.

## **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.

## **Personal Quotes**

Personal quotes must ALWAYS be included to either give an opinion or make the story more personal. If you ask the five Ws questions to your interviewee, then you will be able to find a good quote from what they have said and include this in your story.

The good thing about quotes is they can be highlighted within the story and this is a great way of attracting attention to get readers to find out more.

## **Strong Visuals**

Your photo should describe in visual terms what your story is about. It should be obvious and not too obscure or abstract.

Remember to obtain consent from people and photo credit if required.

## **Content in Different Formats**

Once you have written the story you can then extract different parts and reformat your story for different media platforms.

Please see Social Media Section, pages 13 -18





# Press Releases

## **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 overworked so if you can make your content as journalistic-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 organisation. 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 to find new audiences? Inform people about your event or 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.

**Remember...** the data and information you provide needs to be your own and provide value. You will be asked to back up your claims and statistics.

## Press Release Example

KEEP  
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### 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 Saunderson, 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
- Jil Sergent – Central Hawkes Bay
- Isobel Te Aho-White – Wellington
- Rosa Friend – Wellington

# Press Release Template

**HEADLINE**  
Remember to make it catchy and attention-seeking

**GRABBER**  
"Grab" your reader attention with an engaging first sentence.

**DATELINE**  
Important information for the journalist

**DESCRIPTION**  
Compel readers to read on with a captivating and easy to understand description of what is this story?

**CALL TO ACTION**  
More information and direct readers where to participate or learn more with a clickable link

**QUOTES**  
Add a personal quote to explain impact or benefit. A second quote from your organization

**CONTACT**  
Make it easy for journalists to get in contact

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

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

"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." said John Doe. 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.

Follow the link to the event or more information.

Name  
Job Title  
Mobile  
Email

# Environmental Action and Campaign events

Organising a Community Action or Campaign event is an effective way to encourage others to get involved in taking action on a local environmental problem. This would ideally be a practical activity involving the whole school and/or wider community and could be incorporated into an open day or other school event to educate and raise awareness about litter and waste.

## Ideas for your Action/Campaign

- **Clothes swap event.** Encourage students to bring along items of clothing they no longer wear and swap them for a new wardrobe. If they don't have any items to swap, ask for a gold coin donation to be donated to charity in exchange for a new item of clothing!
- **Enviro fancy dress competition.** An opportunity for students to get inventive and win prizes for the best environmentally friendly costumes.
- **Beeswax wrap workshops.** Teach students how to make their own beeswax wraps to encourage them to minimise the use of clingfilm in their lunches.
- **Design a bin competition.** Hold a school wide 'Design a bin competition' to beautify the school and motivate students to learn more about the school recycling and rubbish system.
- **Clean Up Event.** Sign up to participate in the annual Keep New Zealand Beautiful Clean Up Week and hold a clean up event within or near the school. Students could also conduct an audit on the rubbish collected and use this as a way to educate the whole school on the types of items being littered.

Clean Up Week is held each September and KNZB will provide a free Clean Up Kit if required. We also supply kits for events held outside Clean Up Week. Simply head to [www.knzb.org.nz](http://www.knzb.org.nz) to register your event.

- **Photo Exhibition/Film Screening.** Hold an environmental exhibition and/or film evening to share YRE competition video and photography entries.
- **Paint a school mural.** Have students design a mural with an environmental focus and enter the KNZB Wall Worthy competition to receive all the paint and equipment you need to complete your mural. Head to [www.knzb.org.nz](http://www.knzb.org.nz) for more information.
- **Build a worm farm.** Create a school worm farm and make your own compost!
- **Create a sculpture.** Ask students to collect plastic bottles and create an animal sculpture to raise awareness about the amount of plastic in the school environment.





# 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 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 wider community and create interest in the work that you do. This can result in everything from more participants in school events, to support from local businesses and community members.

## Social Media Platforms

Most non-profit 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 so we also recommend having an Instagram account if you have access to great photos.

### Ideas for sharing your projects and campaigns

- Students aged 14+ can create a Facebook and Instagram page, open a Twitter account and follow the NZ and International YRE social media pages
- Create your own blogs with WordPress, BlogSpot or Tumblr
- Create your website free with Joomia, Wifoo, Jimdo or other platforms and publish your articles and reports
- Open an account on Daily Motion or YouTube to publish and share your video on social media. You can also use the KNZB or International YRE's YouTube channel!
- Publish your photos on Picasa or Flickr and share them on social networks and on sustainable development media pages

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

### A note on social media age restrictions

Younger students (under 14 years) will require parental supervision to participate in social media networks so it may not be possible for them to share work through these channels. Another option could be for schools to share the projects, campaigns, and activities of their classes through the school's social media pages. Alternatively, younger students can present their work to their peers through environmental action events, school classes, assemblies, and student newsletters.



## Tagging and 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. It goes both ways, and Keep New Zealand Beautiful will tag you if we post a story about your school/organisation. Tagging is an easy way for the members of the KNZB network to support and promote one another!

**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 school or 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**

# Creating a Social Media Campaign

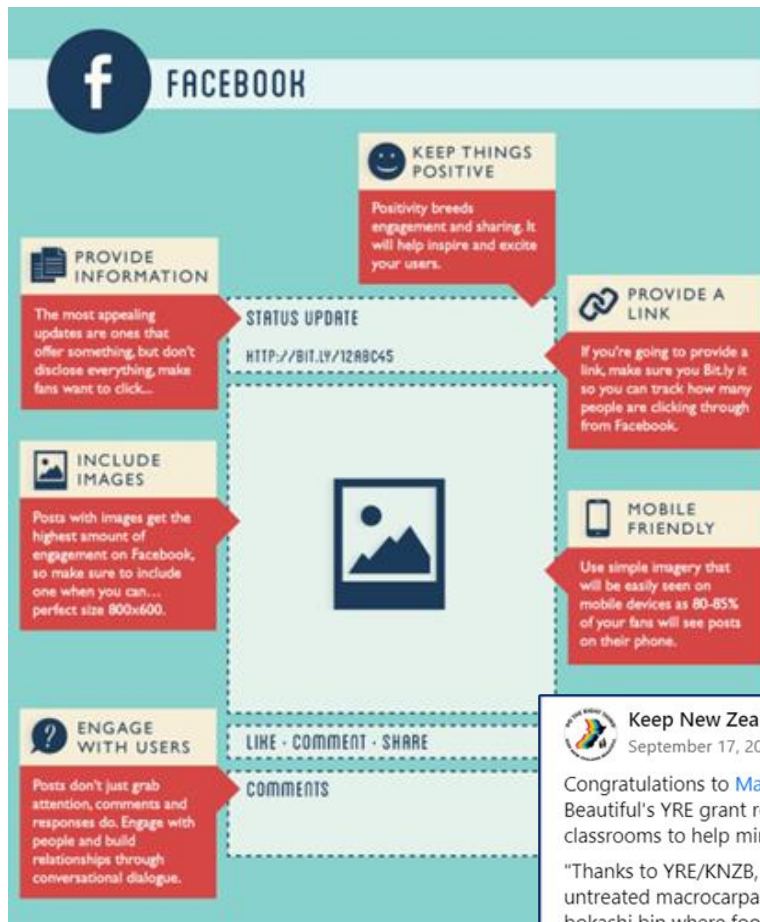
When creating your social media campaign, it is helpful to have a plan to keep your campaign consistent.

- **What do you want to achieve through your campaign?**  
Have a clear reason in mind as to why you are creating this campaign.
- **Decide on a campaign name.**  
Search the name before deciding to make sure it does not already exist.
- **What are your key words?**  
Choose 10 key words relevant to your campaign and use a few of them in everything you post.
- **Take your own photos!**  
Do not plagiarise. Create your own digital content.
- **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 a 10 point plan to promote your campaign, click [here](#).



# Tips for Optimising Social Media



**Keep New Zealand Beautiful**  
September 17, 2019 · 🌐

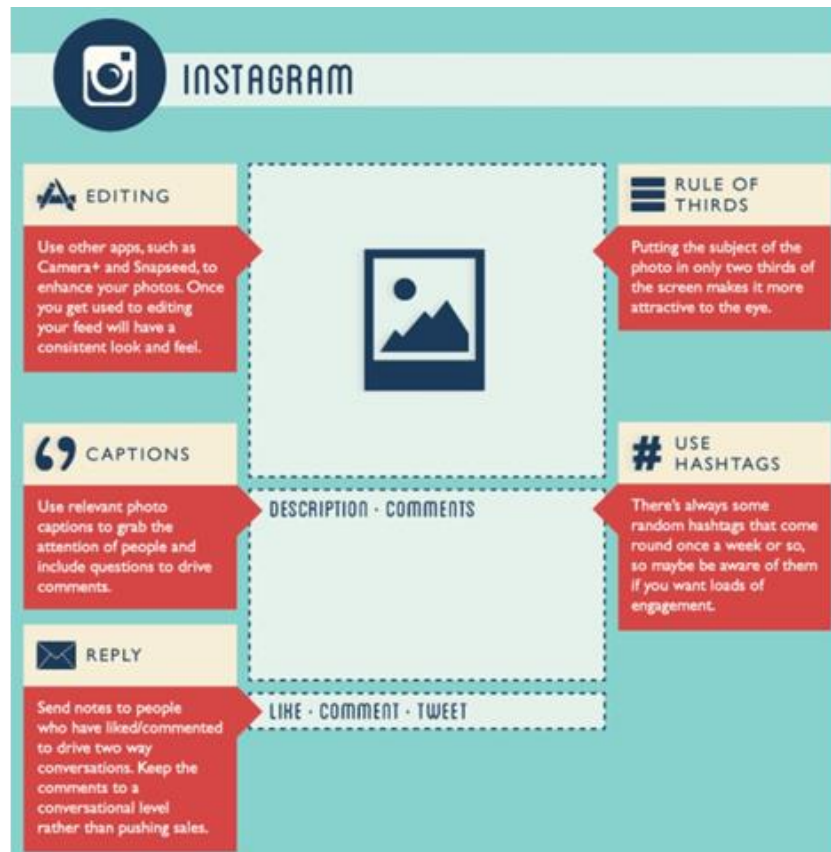
Congratulations to [Maeroa Intermediate School](#), another one of Keep New Zealand Beautiful's YRE grant recipients, who have built a worm farm for one of their classrooms to help minimise food waste. What an awesome initiative!

"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](#)





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 #dothe righthing  
#knzb

43w



Liked by leighmarie\_art and 71 others

JANUARY 31

## Social Media Checklist



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 your social media platforms?





