



# WORKSHEET

## SOCIAL MEDIA



GREEN  
INDUSTRY  
FOUNDATION



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## Worksheet no. 6

You and your group of friends want to launch a community-wide recycling challenge to encourage people in the local community to recycle more often and reduce waste.

Consider on which social media you will advertise this initiative. Suggest the wording of your posts on your chosen social media. Also consider whether you will be adding messages alongside your posts in other forms than just text, e.g. videos, images. If so, describe what these will look like.

Consider also how often you will post messages on social media. Outline a plan for the future and design assumptions for future communications.

## Worksheet no. 7

You and your group of friends want to launch a tree planting campaign to improve green spaces, improve air quality and promote biodiversity in your local community.

Consider within which social media to advertise this initiative. Suggest the wording of the posts within your chosen social media. Also consider whether you will be adding messages alongside the posts in other forms than just text e.g. videos, images. If so, describe what these will look like.

Consider also how often you will post messages on social media. Outline a plan for the future and design assumptions for future communications.

## Worksheet no. 8

You and your group of friends want to launch a campaign to increase support for local farmers' markets by promoting the benefits of buying locally produced, seasonal and organic food.

Consider within which social media to advertise this initiative. Suggest the wording of the posts within your chosen social media. Also consider whether you will be adding messages alongside the posts in other forms than just text e.g. videos, images. If so, describe what these will look like.

Consider also how often you will post messages on social media. Outline a plan for the future and design assumptions for future communications.

## Worksheet no.9

You and your group of friends want to launch a community-wide challenge to encourage residents to cycle to work on designated days.

Consider within which social media to advertise this initiative. Suggest the wording of the posts within your chosen social media. Also consider whether you will be adding messages alongside the posts in other forms than just text e.g. videos, images. If so, describe what these will look like.

Consider also how often you will post messages on social media. Outline a plan for the future and design assumptions for future communications.

## Worksheet no. 10

You and your group of friends want to launch an electro-waste recycling campaign to collect and responsibly dispose of electronic waste. The campaign also aims to educate the community about the environmental risks of improperly disposing of electro-waste and the importance of recycling.

Consider within which social media to advertise this initiative. Suggest the wording of the posts within your chosen social media. Also consider whether you will be adding messages alongside the posts in other forms than just text e.g. videos, images. If so, describe what these will look like.

Consider also how often you will post messages on social media. Outline a plan for the future and design assumptions for future communications.