FIGHT THE WAR ON WASTE IN YOUR ‘HOOD

ACTION TOOLKIT

WAR ON WASTE
Sydneysiders Corina and Jo are two completely average members of their community in Ryde. 12 months ago they took a War on Waste inspired journey by introducing simple ways to reduce the use of single-use plastics in their community. Now, with the help of the ABC they’re here to share the ‘hows’ of doing good for your ‘hood.
What’s the buzz around waste in your neck of the woods and how are you going to address it? Plus, learn how to create a waste warrior identity your ‘hood will rally behind.
Wherever you live, there’s no doubt that the War on Waste has uncovered a burning issue for you. We’re so proud of you for wanting to do something about it.

But let’s be honest, sometimes the journey from an idea to the actual ‘doing bit’, is a scary one. And others around you may not share the same enthusiasm.

You may be surprised to find out how many passionate people are ready to get involved but just waiting for you to show them the way.

But you know that feeling when you walk down a street and someone is eyeballing you ready to sell you something? You avoid eye contact and maybe even cross to the other side of the road to escape that determined weirdo.

Ok, we don’t want that to happen to you!

For the record, we’re closet weirdos.

We’re insanely passionate about the waste issues in our world, but we know how to tuck our crazy away (for the most part).

Why?

Because it’s a lot harder to make change in your community if people are intimidated by your massive commitment. Basically it starts them on the back foot and can make them feel anxious about not being as committed as you.

We’ll share some of our own experiences tackling the War on Waste, but our challenges might be very different to the ones in your ‘hood... so you’ll want to use the templates to work out what might work best for you.
WHY?
Why are you passionate about it? Why should others care? Why now?

ME: I’ve been through my own journey to waste reduction wonderland. It’s a slippery slope, and very satisfying. Once you start noticing it, you see it everywhere. Want to know how to gently nudge people to take that first step... Worried about the world if we don’t make a change.

OTHERS: Waste isn’t front-of-mind for a lot of people. Too easy to switch off from imagery that makes us feel bad (dying sea turtles) Find triggers!! Money/social pressure/role model for kids

WHY NOW? So much momentum! And this toolkit is going to hold my hand, so let’s do this :)

BEST POSSIBLE OUTCOMES!
Dream Big! What do you want people to do as a result?

In Ryde, reusables are welcomed and celebrated as the norm. Even at Big Festivals/Events (Ban single use?)

Single-use items become the social outcast
Making the right decisions with waste becomes easy
Understanding waste (and then taking some effort) becomes second nature
Community has pride in keeping Ryde beautiful

So let’s jump in and start by understanding what’s driving YOU.

FILL IN THE
WASTE CHALLENGES IN YOUR ‘HOOD
Here’s an example for the City of Ryde

Overflowing bins... Litter... So many cafes / disposable coffee cups / straws
Large business park = lots of takeaway
Lots of mums = too busy to care

PRINTING TEMPLATES
We know you care about the environment, and worry about using too much paper. Don’t worry - we’ve got your back!

As you work through this toolkit, following the examples and coming up with your own ideas, you may find you want to print the templates. We’re behind you all the way - so to offset this little bit of paper use, send us a message at hello@goodforthehood.com.au with “seedling” or “litter” (actually do this!) and we’ll plant some trees or run a clean up in your honour.

GET THE BLANK TEMPLATE

We know you care about the environment, and worry about using too much paper. Don’t worry - we’ve got your back!
So, you’re passionate about a burning waste issue in your ‘hood. How are you going to address this problem? How can you make others care enough to join your War on Waste? Unless your best possible outcome is to preach to the already converted, you are going to have to do a little more digging into how to rally the masses. Time to play a little bit of make believe, so you can make some big impact in the real world.

Imagine someone called Ned.

He’s the Ned in your head. Ned is not you. Ned is the opposite of you. But it’s not just Ned. There are other naysayers who need your help.

Sonja sometimes recycles… if the recycling bin is near enough. But if she needs to walk further, forget it. We suspect she leaves the odd bit of litter when nobody is watching too (shhh!).

Mike mostly remembers his reusable bags. But today he picked up some milk at the servo. He knew he didn’t need a bag to take it 10 metres back to his car, but he didn’t want to cause a fuss so he takes the plastic bag the shop assistant gives him.

Ali always remembers her reusable coffee cup. And if she forgets, she’ll dine in or go without a coffee (you’re so hot right now Ali, just so hot). Ali is a potential influencer. She’s what we call an ‘early adopter’, a changemaker, and someone who is going to listen and get involved quickly with very little persuasion. So the question is - how can we find people like Ali in our ‘hood?

Ned never thinks about waste. And he’s not afraid to say “Nah, you’ve lost me already” when you start talking about dying sea turtles. If you can find a way to make Ned care, your campaign can reach anyone!
Now let’s jump in and understand what’s driving THEM.

FILL IN THE
KNOW THY NEIGHBOURS SHEET

Never Ned example below

WASTE HABITS

2 coffees a day in single use cups with kids
Bin is always full

FRUSTRATIONS

Those tree-huggers opposed my house extension...

I WANT...

Council to remove litter
A bigger bin!

NEVER NED

HOME Ryde
AGE 42
FAMILY wife + 2 kids (9 and 11)

BONUS: If you really want to get serious about understanding your community, you need to set aside your own ideas and really listen. Ask questions and try to be open to what you hear. That’s exactly what we did when we started 5 for Ryde. We thought we knew what the problems were, but really needed to find out more about our neighbours before we could make changes.

Check out this survey we used to benchmark waste behaviours in our ‘hood. We also went to a local park and had a chat using this guided interview. Sure, it took a bit longer, but it uncovered many barriers and opportunities and it gave us confidence that we understood the actual problems in our community (not just our suspected problems).

GET THE BLANK TEMPLATE
Great, so now we know about people like Mike, who have good intentions but sometimes don’t take the next step. It’s time to ask WWMD? What Would Mike Do? Or perhaps it would be more useful to ask: Why Wouldn’t Mike Do that?

Mike and Ali are the easiest people to persuade ‘cause they are already on a waste reduction journey. Focus on them and get some quick wins.

Will resist (may never change) Needs to see others doing it first (needs time) Low hanging fruit (easy to convert) Early Adopter (quick wins)

NEVER NED SOMETIMES SONJA MOSTLY MIKE ALWAYS ALI

HOW CAN YOU WORK AROUND THE PROBLEM?
Brainstorm as many ‘WHY NOTs’ as you can in 5 minutes. Ok your time starts... now! Go!

FILL IN THE
WHY NOT?
SHEET

Single use coffee cup example below

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**WHY NOT?**  (5 mins)
If you can think of the reasons someone might resist making a change, you can also work out how to address this.

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**CAMPAIGN GOAL**
Ban single use coffee cups in Ryde

---

### WHY NOT?
(Brainstorm as many as you can in 5 mins)

| NEVER NED... | 1. I just don't care. |
|             | 2. Not my problem   |
| SOMETIMES SONJA... | 1. Fear of cafe saying no |
|                  | 2. Will I be the weirdo? |
|                  | 3. Don't own a KeepCup |
| MOSTLY MIKE...   | 1. Has a cup but often forgets |
|                  | 2. Pre-orders morning coffee via app |
| ALWAYS ALI...    | 1. Already brings her own cup... |
| BUT 2. Doesn't want to annoy the barista so doesn't make a deal of it |

### HOW YOU COULD ADDRESS IT...

| 1. Local cafes stop using single use cups - Ned has no choice but to get a reusable cup or give up caffeine! |
| 2. Legislation changes! |
| 1. Cafe display sign welcoming BYO cup |
| 2. Launch event that encourages buzz, social pressure |
| 3. Cafe sell a reusable cup with first coffee free |
| Daughters school sell branded BYO cups |
| 1. Incentivise - discount |
| 2. Show how to use pre-order with reusable cup |
| 1. Yay |
| 2. Hmmmm...Pretty pics of Ali with her cup on Instagram? |

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GET THE BLANK TEMPLATE
Great. So now we know ‘why not’ and some ideas on how we could overcome resistance. It’s time to get the creative juices flowing.

How will you get your community to take the next step?
OK, go forth, be creative. Hmmm. No? Got a creative block?
Have a bad ideas party! 😵
Now you’ve got some seriously bad ideas down. Look again.
Can some of these ideas be flipped on their head? For example, can a penalty become an incentive? A tax become a discount? Could a wall of shame be turned into a wall of fame?
Some of your worst ideas may be hiding some really good ones. Don’t worry if you haven’t solved everything just yet. Let it brew, sleep on it and see where it takes you.
The important thing is that you want to keep it positive and have fun.
Create an environment where people can enjoy a simple and pleasurable experience so the ‘good behaviour’ seems more attractive and the bad, less desirable.

Because, like the change guru, Les Robinson says: “People don’t need to be told why they should change. They need to be shown how to start”.

Bad ideas party to help brainstorm creative ways to (not) solve the problem of disposable coffee cups.
Check out the video: THERE ARE NO BAD IDEAS!

There ain’t no party like a ‘bad ideas party’.
This is our favourite way to unblock your brain.
Another technique is the “IF NOT, THEN WHAT?”

GO TO LINK
Trust us, some of the worst ideas can lead to nuggets of creative brilliance. Think of the funniest, silliest, most terrible ideas for 2 mins.

**YOUR TIME STARTS... NOW!**

The worst possible way to remove disposable coffee cups in Ryde example below:

**BAD IDEAS PARTY** (2 mins)

Trust us, some of the worst ideas can lead to nuggets of creative brilliance. Think of the funniest, silliest, most terrible ideas for 2 mins.

Your time starts... now!

**THE WORST POSSIBLE WAY TO SOLVE...**

(The Problem)

**BAD IDEAS**

- Cafe has no cups. Spray coffee
- Disposable cup tax 500%
- All disposable cups get decaf
- Disposable on high shelf. Short staff
- Wall of shame (tally disposables)
- Hole in bottom of all disposable cups
- Bad/embarrassing puns on disposables
  - "No thanks a latte"
  - "You mocha me crazy"
HOW TO CREATE A WASTE WARRIOR IDENTITY YOUR ‘HOOD WILL LOVE.

You probably know that facts alone don’t change behaviours.
If facts had that power, then nobody would smoke, everyone would obey all the road rules and you’d never eat another doughnut again (say it ain’t so!).

For more effective change, people also need interactions and human connections to take a leap. This works fine when the people you are influencing know you (and like you!). But what about the ocean of people who live in your community but don’t know you? How do you reach them?

Sometimes it’s harder to get people on side if they feel intimidated by what you represent (or what they think you represent). Choosing a fun identity is a great way to disarm those fears.

Check out the video: HOW NOT TO LAUNCH A CAMPAIGN

NAME YOUR CAMPAIGN.

First, you’ll need to choose a name...

Here are some ways to come up with a good name for your campaign:

- Write down all the things your campaign stands for
- Use a Thesaurus and look for more words that describe what your campaign stands for
- Choose two independently great things and put them together e.g. STRAWkelling (combining picking up littered straws and snorkelling)
- Choose a name that rhymes (our brains love rhyme all the time) - “Good for the Hood” “Take 3 for the Sea”
- Choose a name with similar starting sounds - “Seaside Scavenge” “Trashless Takeaway”
- Use your community as part of your identity “So Manly” “Plastic Free Kiama”
- Go for a pun “The Last Straw”
- Keep it positive “Keep Australia Beautiful”

GOOD FOR THE HOOD WAR ON WASTE TOOLKIT

JUMP IN
This is not one of those annoying middle names you inherited from Great Aunt Gertrude. You get to choose your identity. Yay! Something you can be proud of.

**FILL IN**

**CHOOSE A CAMPAIGN NAME**

5 for Ryde example below

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**PASSIONS**

- Jogging
- Kayaking/paddling
- sewing
- Speaking French
- Cooking

**WORD PLAY/PUNS**

- RydePride
- PRyde
- Free Ryde
- Stop the waste tide in Ryde - don't be snide

**MASHING** (with the big problems in your ‘hood)

- Boomerang Bags
- Reduction of single-use plastics
- Education (recycling is confusing)

**OOZING POSITIVITY**

- Beautiful Ryde
- Cleanup Ryde
- Keep Ryde Beautiful
- Plastic-Free Ryde
- Treasure Ryde
- Live Ryde

**TAG LINES**

- It takes a village; specifically, Ryde.
- What's gonna Ryde your wild horses (terrible!)
- Simple steps to waste less

- Waste No More
- Trashed in Ryde
- Ticket to Ryde

- Make Ryde great again
- Refresh Ryde
- Revive Ryde
- The Sustainable Strip (no, this is too sexy LOL)

**GET THE BLANK TEMPLATE**
Oh yeah... You’ve taken the biggest step - you started!

Virtual high five!!

Trust us, it’s gets easier from here. All the building blocks are in place, you just need to work on putting them together. Sleep on it. Talk to friends and family (and maybe an Ali and Ned too?) and see what they think.

If you like, put all your scribbles onto one page so you can see them all at once.
The who’s who of your War on Waste crew and how to make them love you! Tips for working with council and media, group dynamics and getting the most out of your recruits.
To continue your War on Waste journey, in this chapter we’ll look at:

WHO’S WHO
in your War on Waste crew (and how to make them love you!)

TIPS
for working with council, media & other people who can help your campaign.

One person can make big waves in their ‘hood, but no man (or woman) is an island.

You’re going to have much more success if you connect with people in your ‘hood who can lend you a helping hand.

When we first started, if someone asked us the ‘what’ and ‘why’ of our campaign we’d fumble over our words and create an elaborate backstory. And we’d see Never Ned’s eyes glaze over. It was awks.

Check out the video:
HOW NOT TO ELEVATOR PITCH
Hey, we’re Corina & Jo,

We’re neighbours and have 2 young boys each, so we have plenty of experience with fart jokes.

Our kids love playing together. There’s a spot near the creek behind our place that the kids call Treasureland. They love to explore and imagine.

About a year ago we heard them talking about the “wishing jellyfish”. That was odd. We do get lots of wildlife down there but not jellyfish.

We went down to take a look and it was actually the plastic lining of a disposable coffee cup.

This was at about the same time when the War on Waste show was on the ABC and I’d seen a stunt where they filled a Melbourne Tram with coffee cups. It really showed how many disposable cups are thrown away every day.

Craig also asked cafes to do a discount if people bring their own cup. There’s a great website called responsiblecafes.org that shows all the cafes that do BYO cup discounts. But we didn’t have a single cafe like this in our neighbourhood. So we went out, drank a heap of coffee and started talking to cafe owners. And now we have over 100 Responsible Cafes in Ryde.

Do you have a favourite cafe around here?

(Yes, Cav & Co do a 50c discount… oh and their banana bread is so good too)

Or

(There are a few in Gladesville but not that cafe yet. Barista Haus and Cafe on Monash both do amazing coffee and a 50c discount. But you know what, I’ll definitely make sure I get over there and ask. Do you know any of the owners or staff?)

Along the way we were lucky enough to go on an amazing Changeology course that helped us nail our story so that people would listen and remember. Here’s what our story looks like now:
Some wise cookie once said, ‘If you want to go faster, go alone. If you want to go further go together.’

It’s time to recruit some friends, and see where this journey can take you together.

Recruiting
Social media can be great for growing your campaign (see the next chapter), but it’s also great for connecting with other like-minded people. Don’t be afraid to connect and share with people you meet along the way. You could also put up flyers on local community boards, ads in the local paper, or approach your local radio to build your buds. You’ll also find yourself at a few events with passionate people like you. If you go to an event, make ‘like a computer’ and (net)work it. Be brave (or at least, try not to be shy) and introduce yourself. If you don’t have business cards, make sure you have a simple way of connecting via email or phone after the event.

Meeting up with People
Social media is great, but nothing beats building relationships with your circle of buds face-to-face to get stuff done. Try to meet up once a month - it could be around your kitchen table, a local friendly cafe or you could contact your local Council to see if there’s an available space.

Finding Skills
Once you’ve found a regular crew, it’s time to work out what you do! We started 5 for Ryde as two passionate neighbours, but later found there were lots of people wanting to get involved. Match jobs to what people like to do, because it usually means they’ll be good at it too. Can they sew, bake, write or sing? Or are they great at striking up conversations? Find what works best for them, and it will work best for your campaign.

What actions are you going to take?
Once you’ve got your campaign name, your buds and your purpose, it’s time to focus on the ‘How’. We have some killer resources to help you here, but have a think about what activities are going to make your cause take off. Some ideas might include: Clean Up events, market stalls, local festivals, school talks, themed movie nights, meeting local politicians...
Join other Grassroots Groups

If you want to do something cool in your ‘hood, find those who have already done their own thing.

Do a search online for other types of causes in your local area. There may already be an active environment, waste or sustainability group doing some cool things. Is there a repair cafe? Or a Boomerang Bags community that upcycles old material into new, reusable bags?

Check out our directory of community groups here.

Search Facebook for War on Waste and check whether there’s a local online group already up and running. If there isn’t, we’ll show you how to set up your own group in Chapter 3.

If you find people doing good things in your area, join them! You need to meet these people because, like you, they’re motivated, action-taking, go-getters.

Email them, call them, attend a meeting, join them! Go, Go, Go!

When you meet other waste warriors, ask lots of questions about their passions and what they do. Tell them your vision and ask for their thoughts. They may have been around a while and they will know things, and more importantly, people. Ask them to put you in touch with people who can help. Get a notebook just for your cause, and take lots and lots of notes. You’re like a delicious word sponge of ideas and names right now. Soak it all in, Spongey!
GROWING YOUR CAMPAIGN
AND YOUR BUD CIRCLE

Your local council

If you want to do something cool in your ‘hood, find those who have already done their own thing.
Your local council members dedicate their work to helping your community, so it’s time to track those guys down.

Why?
Not so you can be an Annoying Annie or a Whingey Wayne (sorry to our mates, Annie and Wayne), but because those council guys are going to be able to seriously help you. For reals!

Firstly, your council has info you won’t find easily. They know who’s who in the local community. They know more about litter and waste in your ‘hood than you can possibly find out, because they’ve been keeping an eye on it for years. And they have resources that can help you.
So, will they magically give you everything you want for your campaign, if you just give them a call? They might! But here are some surefire tips to make helping you seem as irresistible as that gigantic duty-free Toblerone bar after a long haul flight.

Asking for the right person to talk to. The Council Customer Service Centre can tell you who that is.

Ultimately, you’ll probably want to talk to someone in the Waste, Environment or Sustainability team, but if you don’t know who the right person is, then you need to:

BE TRANSPARENT
Explain who you are, what you want to do and why. Openness brings down barriers and gets you to the right person and information.

FOLLOW THE 3PS
Be Positive, Polite, and Patient. Personable people are a pleasure to help. Make yourself one of those peeps.

BE INVOLVED
Does your council have committees you could join? Waste-related events you could go to? Council likes people who are switched on and want to get involved because it makes their life easier. So be that person who turns up to stuff! It’s the role you were born to play. Trust us, some days, just turning up is all we have.
Local businesses

All businesses great and small, are an important part of your 'hood. They have so much potential for good that it blows our minds.

But, how do you ask people to get on board when you’re asking them to give their time, effort or money?

Reading a business

Remember on page 6 when we talked about the people in your neighbourhood, and how they feel about waste? Business owners have different motivations and many of them want to do the right thing when it comes to waste.

They may be an Always Ali and jump on board immediately with a campaign to stop selling plastic water bottles. Or they may join in saying goodbye to plastic straws, but only if they see their competitors doing the same. Or will they refuse to ban single-use plastic bags unless the law says they can’t.

Social media is a great way to connect with a local businesses. But phone and email are easy too. Even better, go into the business and talk to the owner. For many, face-to-face is the only way to really persuade them.

Celebrate the Successes

If a business agrees to support your campaign, how can you help them in return? We’re so glad you asked!

Here are some handy ways:

• Promote their commitment through your own social media mentions, posts or reviews
• Tell your friends and family! Businesses grow when customers keep going back to them or give them a chance because someone said something nice about them
• Give them posters or signs for their business, or add their name to your own campaign posters
• Ask them how you can help
• And say hello when you’re passing by and remind them you think they’re great!

Check out the video: HOW NOT TO WIN FRIENDS OR INFLUENCE PEOPLE
**Media**

Stop Press. If you want to promote your campaign, and you totally should, then you need to talk to the media. They will want to hear from you when you have something to share that’s newsworthy!

Well, get your wriggle on and let them know all the good things you’re doing (or trying to do!). Remember, you won’t always get over the line. The press may not be able to pick up your story and tell it the way you hope. Or they may be able to tell your story, but you don’t get the response you wanted.

But does that mean you stop trying? No siree-ma’am.

Keep at it, you’ll have some wins and can learn as you go.

Check if your local radio, print media or TV outlets have Community Service Announcements. It’s a simple, free way to share your event or campaign ideas. Get in touch, and ask them what information they need, and when they need it.

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**Make sure it’s:**

**TIMELY AND TOPICAL**
Is it significant to people?

**NEW**
Is it new? Or has it never been done before?

**INTERESTING**
Is it a story their viewers, readers or listeners will want to know about?
As you find new peeps make sure you make a note to yourself to keep them in the loop!

FILL IN THE OUR TEAM OF CHAMPIONS FORM

5 for Ryde example below

COUNCIL
Mayor Jerome Laxale
Deputy Mayor Christopher Gordon
Councillor Penny Pedersen (passionate about enviro)
Waste Project: Denise
Environment: Katie
Events: Michelle

GRASSROOTS GROUPS
Ryde Northern Districts Buy Swap Sell
Ryde Hunters Hill Flora and Fauna Preservation Society
Ryde District Mums
Ryde Gladesville Climate Change Action Group
Freecycle Ryde
Boomerang Bags: Tzu Chi Eastwood and CCA West Ryde

BUSINESSES
Super-passionate about reducing waste:
Boston Republic, Fox & Bird, Gravitaskeeper,
Caffe eCrema, Cafe on Monash, Flame,
Boronia Kitchen, Perilla, Hobby Sew

MEDIA
Northern District Times - SD
The Weekly Times - JB
99.3 FM
ABC Open Waste Warriors (this is nation wide)
THE ANATOMY OF A MEDIA RELEASE

1. **LEAD 30 words or less (1 sentence)**
   Answers the 5 Ws + H
   Who: 5 for Ryde and 100 cafes
   What: discount for BYO cup
   Where: City of Ryde
   When: 12 months
   Why: save disposables from landfill
   How: No speculation, opinions or conclusions.

2. **BACKGROUND (40 words or less 1-2 sentences)**
   Explain the history to the issue and set up a quote
   I and We not used.

3. **QUOTE (40 words or less)**
   Quote from someone important (brings story to life)

4. **DETAILS (40 words or less)**
   Key benefits or concerns.
   Mr... said... (paraphrase key benefits or concerns)

5. **SUPPORT (40 words or less)**
   The Mayor confirms importance (reputable source)

6. **FINAL QUOTE (40 words or less)**
   Final quote from key spokesperson
   “will save over 1 million cups from landfill each year”

7. **FURTHER INFO (25 words or less)**
   Where the readers can find out more

8. **Contact**
   How the media can get in touch if need more info
   Include name and number.
In just under a year, local volunteer group 5 for Ryde has encouraged over 100 cafes in the City of Ryde to provide discounts for customers that bring BYO cups to reduce disposable cups ending up in landfill.

Inspired by the ABC’s War on Waste TV show in June 2017, local North Ryde neighbours Joanne Taranto and Corina Seeto created the 5 for Ryde volunteer group to win a battle against single-use disposable items.

“Back then, there were no Responsible Cafes in Ryde. We love our coffee culture here and this initiative is a positive way that cafes can reward customers who BYO cup,” Ms Taranto said.

City of Ryde Council partnered with Responsible Cafes and provided signage for all cafes that joined the program. Mayor Jerome Laxale, who recently passed a motion to ban single use plastic from Council operations, praised the efforts of this community initiative that will help prevent litter.

“Most disposable coffee cups have a plastic lining and can not be recycled. It is estimated that over 3 billion disposable cups and lids go to landfill in Australia every year.” Mayor Laxale said. “5 for Ryde’s work in making the community aware of alternatives to single use items encourages us all to be less reliant on them in our everyday life.”

5 for Ryde hopes to inspire locals to make simple changes to reduce what ends up in landfill. Ms Seeto said “Cafes have reported an average of 28 reusable cups being used each day, which will save over 1 million cups from landfill each year. We hope locals that are enjoying their waste-free coffee will be ready to take a next step by saying ‘no thanks’ to plastic straws, bags or water bottles.”

5 for Ryde won City of Ryde Volunteer Group of the Year 2018. To see the full list of participating Responsible Cafes go to www.responsiblecafes.org

Media contact: Corina Seeto and Joanne Taranto hello@5forRyde.org.au
BUILDING YOUR BUDDIES

BUDDY BUDDY

You’ve got the warm fuzzies, haven’t you?

If you followed this chapter you will hopefully see you’re not alone in your ‘hood. There are passionate people everywhere. Maybe you’ve found ways you can work together or support each other.

DING, DING, DING! IT’S BONUS FREEBIE TIME.

When we said “you’re not alone” we weren’t joking. Because you made it this far, you’re invited to join the oh-so-exclusive GOOD HOOD MAKERS support group - made up of all those fighting the War on Waste in their ‘hood. Got a question? One of us will have come up against it before. These are your people. We are your ‘hood.

Welcome to the ‘hood that good built.

www.facebook.com/groups/GoodHoodMakers

Corina

Craig

Jo
Social media 101s, tips for Facebook Pages vs. Facebook Groups, how to set up, grow and share.
A LITTLE BIT OF PREPARATION WILL SAVE YOU A HEAP OF TIME

You’ve chosen an issue to tackle in your community, and you’re ready to scream about it from the rooftops… or at least from your computer?

In this chapter we will:

- **CHOOSE** which social media platforms need your TLC
- **DEFINE** your social media objectives
- **RESEARCH** hashtags (you know those ways of labelling #somethingtoshare)
- **SET UP** your profile
- **CREATE** awesome content and
- **GROW** your followers

When we started *5 for Ryde*, social media gave us a way to build excitement around our campaign, keep our community informed and offer free promotion back to the businesses involved.

In this section we’ll make it easy to get your head around how you can use social media to help your cause grow!
There’s a whole world of social media platforms. It can be tempting to set up an account on each and every one of them. Resist! Instead, choose a few key platforms that you think your community are most likely to use.

Here are our top three platforms for community engagement:

<table>
<thead>
<tr>
<th>FACEBOOK PAGE</th>
<th>FACEBOOK GROUP</th>
<th>INSTAGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook pages act as public profiles for campaigns or initiatives, where you can share events and public posts.</td>
<td>Groups are a place for people to join and share their thoughts, ideas and questions on a particular topic.</td>
<td>Instagram is an image and video sharing platform. It works best for community campaigns when used in conjunction with a Facebook Page.</td>
</tr>
</tbody>
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See what we have done at [5 for Ryde](#) and [Good For The Hood](#)

See what we have done at [War on Waste Ryde](#) and [Good Hood Makers](#)

See what we have done at [5 for Ryde](#) and [Good For The Hood](#)

Before you choose a platform, keep in mind the goal of your campaign, who your target audience is and which platform they’re on.

**My campaign goal is** to make my local community plastic-bag free

**My Target Audience is** local shops and those that visit these stores
DEFINE YOUR SOCIAL MEDIA OBJECTIVE

You’ve got a goal for your campaign, so make sure everything you post on social media reflects this. Funny cat videos may help pass the work day, but if you’re tackling food waste in your local area, the cutest ragdoll cat in the world is not going to help. Every post should be relevant.

My objective on social media is to provide businesses with tips to phase out plastic bags and inspiration for shoppers to refuse plastic bags.

RESEARCH YOUR HASHTAGS

Hashtags allow people to find online conversations and share information on particular topics. They help people find your campaign and make it easy for you to track what people are saying.

Choose a feature hashtag that you’ll share with every post you make (there are some examples here). Check the hashtag you want to use isn’t being used already for anything nasty or in bad taste. If you can make it short, rhyming or memorable then more people will use it.

My featured hashtag is #PlasticFreeRyde

My War on Waste hashtags are
#WarOnWasteAU
#WarOnWasteRyde
#WarOnWasteChallenge

Other related hashtags are
#BY0bottle #StrawNoMore
#WarOnMobileWaste
#PlasticFree #BanTheBag
#NoExcuseForSingleUse
SET UP YOUR PROFILE

You’ve decided on the platforms - now it’s time to get them ready for action.

Tips for setting up your Facebook page
(or for a little spring clean, if you are already up and running)
You can learn how to set up a Facebook page here.

Check for existing groups
Before you create a group, search for what already exists in your area. Is there already an existing #WarOnWaste Facebook group in your area that you could join?
If so, consider contacting the admin of the group and get involved.
If there is no local War on Waste group, you could set one up yourself! E.g. if you live in Ryde, initiate a ‘War on Waste Ryde’ group for like-minded people in your region. We’ll show you how to get up and running in less than 5 minutes.

Start the conversation
If you create a new group, introduce yourself and explain the group’s purpose as you would on your first Facebook post (e.g. Let’s share some tips on #PlasticFreeLiving). Make people feel comfortable by regularly posting questions which invite them to start contributing too.

Tips for setting up your Instagram
Learn how to set up an Instagram profile here.

Write a brilliant bio
State your campaign’s mission and tell people what they can do to help. Short and sharp for the win!

Add your website
Add the link to your campaign’s website or Facebook page.

Add your hashtag
Put the hashtag for your campaign. When people click this hashtag they’ll see all the images you’ve posted on your account, and any images generated by other users.
CREATE CONTENT THAT ZUCKERBERG HIMSELF WOULD ‘LIKE’

People love social media posts that inspire, educate or entertain (it’s amazing if it can do all three!).

Every time you write a social media post, ask WHAT do you want your audience to do once they’ve seen your post?

No-one likes a whinger
People are less likely to interact with negative posts, so try to find a positive spin on the story that makes people feel hopeful. People want to feel they can be part of the solution, rather than overwhelmed by the magnitude of the problem.

Speaking of whinging....
Unfortunately, being vocal on social media means you may have to face the arch-nemesis of the social media world - the troll. Trolls are people who deliberately try to get negative reactions from people.

Social media forums tend to self-regulate, so allowing open conversation can only strengthen your community and identify some hidden advocates.

If you face a troll, here are a few things you can do:

LEAVE THE COMMENT there and allow others to respond (if you just don’t agree with it)

PROVIDE A LIGHT HEARTED RESPONSE that is positive and polite (one reply is more than enough)

OFFER TO DISCUSS THE ISSUE PRIVATELY via messenger (only if you feel comfortable to do so)

DELETE THE COMMENT or report the comment to Facebook (if it is offensive or threatening)

Think global, act local
Your social media channels are a perfect way to shine the spotlight on heroes in your local community.

If you want to encourage your ‘hood to ditch plastic bags, share content from businesses and people in the local area who are working towards this goal too!

Get tagging
When you share images or videos of other people or businesses doing great things, be sure to tag them so they know they have your support. Type ‘@theirusername’ and they’ll get a notification that they’ve been tagged in your post. They might share your posts too.

If you’re running an event or sharing something newsworthy, tag bigger organisations such as @cleanupaus (Clean Up Australia) or @take3forthesea. These organisations often support smaller campaigns by sharing or re-posting their content, which lets more people know about your campaign.
Whether you’re already insta-famous, or only just dipped your toe into a brave new social media world, it can help to create a 1-pager with the details of your campaign’s social media plan.

1. JOIN YOUR LOCAL #WARONWASTEREGION FACEBOOK GROUP
   If there isn’t already a War on Waste Facebook group for your ‘hood, we’ll show you how to create your own in less than 5 minutes.

2. CREATE A #WARONWASTEREGION FACEBOOK GROUP

3. CHECK THE SOCIAL MEDIA CHEAT SHEET
   There are lots of apps that can help save time and make you look (and feel) like a professional. Check out these free photo editing apps, video apps and where to find shareable content.

FILL IN THE I’M SO SOCIAL RIGHT NOW CHECKLIST

My Campaign Goal is ____________________________ to make my local community plastic-bag free

My Target Audience is __________________________ local shops and those that visit these stores

My objective on Social Media is __________________________ to provide businesses with tips to phase out plastic bags and inspiration for shoppers to refuse plastic bags

My featured hashtag is __________________________ #PlasticFreeRyde

My War on Waste hashtags are __________________________ #WarOnWasteAU #WarOnWasteChallenge #WarOnWasteRyde

Also include a War on Waste hashtag for your local region.

Other related hashtags are __________________________ #PlasticFree #BanTheBag #NoExcusesForSingleUse #SayNoToPlastic

Local War on Waste Facebook Group __________________________ War on Waste Ryde

GET THE BLANK TEMPLATE
LAND YOUR FIRST 100 LIKES

It can be a daunting when your Mum and her best mate are the only people who like your page.

A good first step is to invite your friends and family when you launch.

As you begin to share posts, host more events and create buzz, you can invite the people who’ve ‘reacted’ to your post to ‘like’ your page. Just look at the list of ‘likes’, and you’ll see a button to ‘invite’ them next to their name.

Whenever you post, particularly on Instagram, try to use at least one hashtag in the caption. It makes it easy for people to find you if they search for this particular tag.

There is no fast way to get lots of followers on social media. Good content and a genuine connection to your community is key.

Check out the video: “HOW NOT TO MAKE VIDEOS”
RESOURCES TO MAKE YOU GREAT AGAIN

Accessing cash, campaign inspo, templates and cheat sheets.
Your energy can help make a difference, but some money will take your campaign even further.

Grants from foundations, or local councils can be a great place to start - but they sometimes require you to be a registered ‘not-for-profit’ organisation. Fear not! You may be able to partner with an aligned not-for-profit who can ‘auspice’ your grant. To ‘auspice’ means to provide support, sponsorship or guidance.

When we set up *5 for Ryde*, we applied for a small grant from *The City of Ryde Council* and needed the support of a friendly local group, *The Ryde Hunters Hill Flora and Fauna Preservation Society* as our auspicor. By auspicing our grant, this meant they helped administer receiving and distributing the grant money to us and provided us with public liability insurance coverage for the events we ran.

A word on grant writing

Most councils will have small grants you can access and are the logical first step to get yourself some cash. But there are plenty of other ways too.

Here are a few ways to find out about opportunities in your ‘hood:

- Local councils sometimes have small community grants you can access
- **Social Change Central**
- **The Funding Centre**

And here are some awesome tips on how to write a successful grant.
If you want it to happen, tell us.

TELLING SOMEONE ELSE ABOUT IT IS A GREAT WAY TO KEEP EACH OTHER MOTIVATED.
If you haven’t already, join the Good Hood Makers closed Facebook group and share your journey.
We’ll be able to share tips, check back in and help each other out - we’re all in this together!
www.facebook.com/groups/GoodHoodMakers

THE ABC WANTS TO SHARE YOUR STORY
Don’t forget to share your WASTE WARRIOR story with the ABC on Instagram using #WarOnWasteAU

SHARE YOUR WASTE WARRIOR STORY WITH THE ABC

If you’re making a difference in your community – big or small - share your story on Instagram and use #WarOnWasteAU to contribute.
Even though you have brilliant ideas, lots of people have run campaigns against waste. You don’t need to reinvent the wheel. Getting inspo from what others have done is a great way to make your campaign even better.

Directory of Waste Campaigns

- Single Use Items
- Clean-Up & Litter Campaigns
- Closed Loop, Reuse & Recycling

Resources to Make You Great Again

If you’re running a #WarOnWasteAU Facebook group or a local impact group to reduce waste in your region, add your details so locals can find you.

DIRECTORY OF LOCAL GROUPS / MOVEMENTS
To see the searchable map click here