

How to Promote your Campaign and Film

It's time to get your 1 Minute Film and Campaign message out there! Remember that your aim is to inspire others to make small changes to become more energy efficient and to help take climate action. This worksheet will give you some tips for promoting and planning your campaign.

Before you start promoting your film, make sure you have strong, clear answers for the following:

- What is your One Good Idea?
 - What are you asking people to do?
 - Will it make people want to change their behaviour?
 - Is your message clear and focused?
 - Would your client (SEAI) proudly support your message?
-

A typical campaign will use a variety of tools to spread their message so they can reach many audiences. See below for the promotional ideas most often used, with some examples to get you started.

A. Events

- Have an in-school debate about the message in your film
- Invite a Guest speaker to your school
- Write and perform a play, puppet show, musical
- Have an information stand at school or in the local community
- Show a screening of your 1-minute film in school or to the local community
- Organise a flash mob
- Create a splash with public art
- Create a quiz for children in your school
- Have a bake sale to raise money and awareness for your cause
- Make your own radio or TV ads and announce them over the school loudspeaker

Make sure that you have permission to use the location before you invite people and schedule the event.



B. Media

- Write a press release about your film and send it to your local newspapers, radio and TV station
 - Write a newspaper article
 - Write a 'How to...' or '10 tips to...' article for a blog
 - Contact your local TV or radio station. Ask them if you can come in and talk about your One Good Idea film. Ask them to show your film on their website/social media pages.
-

C. Social Media

Social Media is a great way to promote your film and inform the public about your campaign.

Always make sure that you have permission from a parent or teacher before creating a social media account; engaging on any internet platform or contacting anyone on the internet.

Social Media Platforms

- Blogs
- Facebook
- Instagram
- Snapchat
- Twitter
- Vimeo
- Youtube
- Your school's social media pages

Hashtags to use

- #SEAI
- #onegoodidea
- #SEAlonegoodidea
- #SEAIschools
- # your school
- # your team name



D. Promotional Materials

- Design and create merchandise for your film: bookmarks, badges, diaries, t-shirts etc.
 - Create posters and leaflets
 - Create your own website to showcase your film
 - Create a school magazine or newsletter
 - Make up fun, educational games (boardgame/card game/computer game) that teachers can use in the classroom
-

E. Things to remember

- Permission/consent for any part of your campaign or if you are using other people's content, photos etc.
- Anything you claim must be true and correct. Do you have evidence?
- Try to be clear in your communication style (tone, voice).
- If you are designing a logo/ad, make sure it remains consistent with all materials you create. This makes it easier to recognise your brand!
- Grammar counts! Proofread all of your material for grammar and spelling mistakes.

Check out the winning campaigns from last year for inspiration*

<https://www.seai.ie/teaching-sustainability/one-good-idea/2019-winners/>

**Please note that the project ask for primary has changed from last year*

