

## **Beyond Traditional Media** *Get the Word Out and Help Fight Litter*

Providing information and education through your local media is an effective way to raise awareness and generate participation in anti-litter programs. But your efforts don't need to stop there. Successful social marketing campaigns – that is, campaigns that use traditional marketing to change behavior – are most effective when they reach people in multiple ways. Communications opportunities are everywhere today, including

### **Speakers Bureaus**

Reach your audience directly by soliciting speaking engagements at local business and civic organizations, school PTAs and local government councils. By speaking to these groups in a more intimate setting, you can reinforce the messages they are hearing through the media, answer questions and engage them by providing more details about the ways their specific constituencies can get involved.

### **Community Events**

Like speakers bureaus, community events let representatives of your organization speak to people on an individual level and drive home the need for individual action. Reach out to community festivals, health and environmental fairs, large corporate and office park fairs, walk-a-thons, races and parades. Set up a table, reserve the *Litter. It Costs You* mascot, and get out into the community to talk about the litter initiative.

### **New Social Media**

Blogs, podcasts, online message boards. Do the new social media buzzwords leave you confused? Many of these tools are easy to use, even for an Internet novice. One of the easiest places to start is to check your local media outlets for blogs that you can post to – find local bloggers talking about community issues online, and compose your comments to inform and engage the community. By engaging people directly in the issue, you can create a community of anti-litter advocates to spread the word for you!

### **Buzz Marketing**

Stage an activity or event that gets people talking. Create “palm cards,” small, hand-sized printed pieces that get attention (use the ‘Only Losers Litter’ campaign line). Include the Web site address and pass them out at local malls and in area parks. Get a group together and have them hand local residents *Litter. It Costs You* promotional items as they head into work or sit at traffic lights. Get a local celebrity to appear with the litter mascot, cleaning up a highly visible part of town. Anything you can do that draws attention to the issue and provokes water-cooler talk will generate buzz and help spread the word about the anti-litter campaign.