Marketing Concept for LSWs
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Promoting your LSW

This document offers a number of tips for developing your Local Sustainability Week (LSW) marketing campaign.

For many people, their first impression of your LSW and the Sustainability Week Switzerland (SWS) will be formed totally, or at least in part, by your marketing material. Your marketing thus offers a great chance, as well as responsibility, to present your LSW in the most positive way possible. It will help people decide whether they are willing to support you financially, or in other ways, whether they want to speak at your events, of course whether they want to attend your LSWs and even promote them to their friends. You should not underestimate the importance of promoting your events – it is really disappointing to organise great events that no one comes to because they don’t know about them. Therefore, marketing is an essential part of every LSW.

What is marketing?
Marketing can be defined as the act of “promoting and selling products or services”. In this sense it is very broad – we can see almost all aspects of our events as serving a marketing role. This document mainly focuses on visual marketing. It is nevertheless also very important to consider what textual content goes into your marketing material, as well as what you say and do while representing your LSW and the SWS.

SWS marketing requirements
Each LSW is free to decide how to promote itself. Most marketing material will be produced by the LSWs, not the SWS. Your material should, however, reflect the general values of the SWS. The SWS provides a unified logo which can be personalized for each LSW. The SWS don’t force any LSW to use it. If an LSW would rather use another logo, the SWS logo has to be additionally placed on their marketing material. More information about the SWS and LSW logo can be found from page 11. The SWS provides multiple templates to help you creating your own concepts. All materials will be available in the Corporate Design folder on Google Drive and on the SWS Website. Each LSW is responsible for its own printing. More information about the templates can be found on page 14.

Developing your marketing strategy
The job of marketing your event is never truly finished – there are always more people that we can reach. This can make the task of marketing overwhelming. It is therefore especially important to develop a plan as early as possible. When developing your marketing plan you should consider your resources – both time and financial aspect – and try to work out which marketing options are possible for you and which are likely to be the most effective.

Build a team and allocate responsibility
Ideally have one or two people in charge of your marketing. If possible, build a team. Divide the tasks in order to make responsibilities clear within the team.

Set deadlines
Work out all of the elements involved in completing a task. When do you need the final product by? Schedule the to-dos back from this date to ensure you get the task done in time.

Get permission
For creative ideas, e.g. art installations – get permission before you spend too much time on planning. You might plan a great installation only to find out you aren’t allowed to put it up.
LSW Marketing Material Options

You may want to produce a number of different types of marketing material.

The amount of marketing material you produce depends on the size of your team and, to some extent, your budget. Especially when starting out, you will need to prioritise. This section outlines a large range of options for marketing. It should serve as a guide for what you can do, rather than what you must do.

Program flyer
A printed program flyer will help you to attract people to your events. Be mindful though on the amount of flyers you print. Develop a strategy for how you can distribute them as effectively as possible. You can for example promote your program just online and/or via social media, especially facebook. However, this might lead to a smaller number of visitors than if you additionally distribute a printed flyer.

Design your program flyer in a way that visitors can quickly understand what the event is about and can gain an overview of what is offered. A one page or fold-out flyer is likely to serve this function better than a booklet, which can be overwhelming. A one-page or fold out also uses less paper and is therefore more sustainable. Keep the information in your printed program limited and provide more detailed information about your events online. When describing your events, remember the 5 Ws: who, what, where, when and why. Tips for printing, including a program flyer, can be found on page 16.

Posters
Posters are a good way to gain attention for your LSW. Below are some examples of posters the NHW Zurich has used in the past.

LSW Zürich 2016.
Powerpoints

Before each event starts, you can show some selected slides of a Powerpoint presentation on the beamer, if you have one. Doing that you can advertise upcoming events, your website, the SWS, your policy requests to the university etc.
Direction Signs
People coming to your events might not be familiar with your campus. Make direction signs to help them find their way. Tip: make the signs generic, so they can be used for more than one event. Your university may have stands where you can place such signs. Check the requirements for using them. Note than you may not be allowed to hang signs on the walls.

Door Signs
To let people know they are at the right place, create a sign for the door of the event. You can laminate such signs and use whiteboard markers to write on them in order to be able to use them repeatedly.

Flags and Banners
Hanging flags or banners in front of your university to advertise your LSW is a great way to gain attention and respect for your event. As this is one of the more expensive marketing options, make sure you have the correct measurements for the flags or banner correct, use a design that can be reused year after year and work out where you will store them, so that the next team can find them. You will of course also need the universities’ permission and help to hang your banners and/or flags.
Banners and Flags are quite expensive but very visible. They can be reused from year to year.

Social Media
Using social media to promote your LSW is free and a good way to gain attention. When you set up social media pages, such as Facebook, Instagram or Twitter, make sure you save the passwords somewhere, so that following teams can also have access to the accounts.
You may want to allow a number of people to post on your page(s). Sharing the workload enables you and your team to create more posts in a more efficient way. Don’t be too worried about posting ‘too much’, it is much more likely you won’t post enough.
To increase the amount of likes of your page you can organise a short “social media awareness action” during some of your LSW’s internal meetings: leave 5-10 min during the meeting to the team members expressly to like the page(s), to make posts about them and to invite friends to like them. We have found this sort of actions be more effective than simply asking people to do the same things in their spare time.
Additionally, if your budget allows it, you could sponsor certain posts. With sponsored posts it is possible to define a target audience.

Possible Social Media Platforms
Facebook is a valid platform to start with. Apart from that, if you have the resources and fun, Twitter and Instagram are other useful channels.

Facebook
Most important channel, wide fanbase, general information and both informational and fun content, tag people and organizations in your posts. Good tool for promoting events.

Twitter
Important for communication with organizations and officials, rather serious content, it is important to tag other users and accounts in order to reach as many people as possible.

Instagram
Important for visual content, short stories, and bits of information, increasingly important, does not allow to post about information in detail.

LinkedIn
Essential for a professional appearance and for volunteers to document their activity in the network, no focus on this channel needed.

More useful links and suggestions for your social media actions are to find at page 17 and 18.
Video
Making videos can be time consuming but worthwhile if done well. You may want to make a video, which advertises your event before it happens and/or shows what happened after it is over. The LSW Zurich’s main promotion video for 2017 has been viewed over 12,000 times on Facebook.
For inspiration, check it out [here](#).
If you make a video, ask your university to share it through its media channels as well.

Guerrilla-Marketing
You can also come up with unusual marketing efforts like flash-mobs or similar actions to capture the public’s attention. Just make sure you don’t break the law or your institution’s rules. Find inspiration in [this article](#) or this [TEDx talk](#).

Flyering
Flyers are a very common and effective promotion strategy. The production of single use flyers, however, is not very sustainable and the image that you give of your LSW might be misinterpreted by the public (“the sustainability organisation throws away paper.”). Fortunately, there can be alternative ways of flyering, many of which come from your creativity and imagination. In the lead up to your LSW you could hand out program flyers to students. At the LSW Zurich, for example, flyers have been handed out as together with ‘unshapely’ organic apples and carrots, which has been a great way of attracting students’ attention. With an unconventional flyer you could hand out a copy of the program of the week, which is sort of a conventional flyer.

![Image](image_url)

Tshirts, Tote Bags, etc.
You may like to print t-shirts with your LSW logo on them. These can then be borrowed by people who are representing the LSW – perhaps during an event, while flyering or at an info stall.
You may also want to produce other items of clothing that can help you promoting your LSW. An example are tote bags with the logo of your organization.
If you are not using second-hand clothes to print on, make sure the textiles are produced ethically, for instance available here: [http://www.fruitoftheloom.de](http://www.fruitoftheloom.de) or [https://rrrevolve.ch/](https://rrrevolve.ch/), and [http://www.westfordmill.com](http://www.westfordmill.com) for bags.

Presentation in Lectures
To let other students know about the SWS, your LSW and the great events you’ve organized, visit lectures with a large number of students and give a brief presentation. It might be useful to prepare a short PowerPoint (max. 2-3 slides) to show during the presentation. Make sure you ask the person holding the lecture whether it is alright that you give the presentation. Have as many people giving presentations as possible.
This promotion method is one of the cheapest and most effective to promote your LSW, since you reach a big group of students at once.
**Media communication**

An effective way to reach the general public and to highlight your LSW is to promote the week and your events in newspapers and other media platforms. Journalists are extremely busy and receive many press releases and invitations to events every day, therefore they don’t like to get material which doesn’t concern their resort. If the sent press release doesn’t catch the attention of the journalist or doesn’t match their resort, they’ll most probably ignore it. To fight this problem, the imprint (impressum) should be studied and the fitting journalists for the theme you want to promote should be selected. If the imprint doesn’t say in which resort a journalist works, you can search articles on environmental/sustainability topics and check who wrote it.

**Tips for writing press releases**

Ideally a press release is one A4 page.

**Lead** (bold part at the beginning):

- MUST contain most important info (most journalists don’t read further): 5 Ws + How:
  - Who is involved?
  - What happens?
  - Where does it take place?
  - When does it take place?
  - Why does that happen?
  - How does it happen?

**Central part:**

- You want it to contain 1-2 pictures
- The 5 Ws + How have to be developed and briefly presented
- Neutral form (no “we” etc.), subtitles can help to structure
- One information per sentence, no complicated sentences
- Easy language, the text should be flowing

**The End** should contain:

- Further information and links (if necessary)
- Links to all pictures (if available, print journalists need pictures with at least 300dpi), possibility to offer interviews (if available)

For broad sendouts Mailchimp is a recommended tool. For small sendouts you can also attach the PDF of the press release in an email.

If you haven’t heard anything after 1-2 weeks, it is recommended to follow up with the specific journalists by calling them or, if you don’t manage to reach them, to contact them via email.

**Tips for writing direct mails to journalists**

- No mass mails with same text to all journalists
- Find the most fitting journalists for your topic
- Use direct salutation (general email addresses (redaktion@…) should be avoided in direct mails if possible or should at least not be the only email address an information goes to, it is likely that no one feels responsible to answer to this)
- Include why you are addressing this person (e.g. “I’ve seen that you are responsible for topics around the environment. Therefore our project might interest you”)
- No hypothetical phrases, be direct and ask questions (“Are you interested in an interview with XY?” not “We would have the possibility to offer interviews with XY and thought you might be interested.”)
Press Events
Events are often a good tool to inform journalists and get to know them. Networking can help you for further collaborations and increases the possibility that journalists cover your stories.
If you want to inform journalists and have a short presentation, press breakfasts or press lunches are a good option. At these events you can invite 8-15 people and give them the information needed. Journalists often prefer these events to evening events, because they don’t have to sacrifice their free time. If you rather want to have a “party” or an “apero” and focus on networking, you can also host an evening event. An ideal starting time is afterwork around 18h.

Tips for events:
• Make a time plan, to-do list and “what to bring” in advance to not forget anything
• If you show any presentations, test it in advance (never trust technology)
• Write a “thank you”-email the same day (for breakfast and lunch events) or the next day (for evening events) including links to information and pictures, so they have all materials if they want to write about it
• Optional: goodie bag
• To profit from synergies, LSWs who are located closely could do a press event together

Influencer
Influencer are another “tool” to reach a broad public. If your budget allows it, you can start a paid collaboration (especially big influencer often want a budget). But it can be assumed that influencer who are interested in sustainability, post something for free since it is for a good cause. It is also a possibility to invite influencer to your events:
Some Swiss influencer with interest in Sustainability: Aniahimsa (German CH), Zoepastelle (German CH, mainly about fashion/beauty, but is also vegan and concerned about sustainability), Victoria Sardain (French CH), Bloomers.eco (French CH), Anina Mutter (German CH).

Website
Creating a website for your LSW is a big task. Even if you have an experienced web designer helping you, you should spend a considerable amount of time thinking about the purpose of your website and your intended target groups. A website is like a complex container for your information. It will be hard for a web designer, or you, to design the right kind of container if you don’t know what it’s supposed to contain or how it’s supposed to be used.
You don’t necessarily need a website – you can post your event information of facebook and also use the SWS website to provide information about your events. A website, however, has the benefit of being an archive for your own material and can help your LSW look more professional. You could make use of content management systems like WordPress, Typo3 or Wix.

Documents
You will likely need to create documents for your LSW. These might include letters to obtain funding, invitations to guests and your concept(s).
Such documents represent your LSW and help shape how people interpret it. There is a big difference between receiving a simple, standard word document or a professional-looking formatted document. While you may have the same text in both versions, one might make you look like a student organization without much time, while the other can help you being perceived as professional and thus as an organization with whom your university or external guests and sponsors would more likely want to work with.
In letters and invitations, we recommend inserting your own logo and, if you use a different logo than the LSW standard logo, the SWS logo (for more information about this see pages 11-13).
For longer concepts consider including pictures and graphics. You might also want to format your concept using columns. Most professional graphic design featuring a large amount of text is divided into columns – think about magazines and newspapers. Text in this format is generally easier to skim and gain an overview of.
University Screens
If your university has digital screens that promote university events, contact the relevant person and ask them whether they can include a slide with your LSW poster and/or the SWS poster. Ideally, they will start showing your poster one week before the LSW starts and until the LSW ends. When booking the screens, find out which type of document and which format is required.

Online Learning Platform
If your university has an online learning platform with space for advertising, contact the relevant person and ask them whether you can reserve the advertising spot for your LSW (well ahead!). Ideally you would book this space for one week before the LSW starts and until the LSW ends. When booking this space find out what format is required.
SWS/LSW Logo and Corporate Design

To create a cohesive community amongst the LSWs in Switzerland, we developed a Logo which can be customized for every LSW.

The SWS is a movement and a community, and we want to highlight this with visual communication. During summer 2018 we said goodbye to our first logo and welcomed a new name and a new corporate design. The aim of the new logo is to unify the LSWs throughout Switzerland and to communicate our vision with a visual statement. The signet illustrates three concentric circles, which represent environment, society and the economic system. They are positioned to represent the concept of the priority model of sustainability.

A Customizable logo

The new logo of the SWS is more than the official logo of the swiss-wide organisation. We provide in fact different versions of the logo in three national languages (GE, FR, IT).

The umbrella logo:

Every LSW can use the standard logo as their main logo. It is important to know that we don’t force any LSWs to use this logo, since we think that every team has to have the freedom to choose their personal corporate design. We however believe that a strong visual identity can help building community feeling and improve our external recognition value.

It is important to remain consistent with the choice of the logo. Stick to one logo and use it to communicate on your materials – regardless if this is the new logo or a design of your own. Don’t mix different logos on your marketing materials. The branding process takes time and effort: try to build a consistent graphic appearance with a logo and a corporate design that you can use for several years.
The standard logo in the three languages:

- **Nachtaltigkeitswoche Zürich**
- **Semaine de la Durabilité Lausanne**
- **Settimana della Sostenibilità Lugano**
- **Nachtaltigkeitswoche Freiburg**
- **Semaine de la Durabilité Fribourg**

Every LSW can customize the language(s) of the logo. If your LSW would like to use this logo, the SWS will provide you with a logo-starter-pack. The starter-pack contains files of your personalized logo in vector, .jpg and .png format. If you are interested in the logo, communicate it to your regional contact person or write to info@sustainabilityweek.ch.

If you would like to use a different logo for your LSW, we ask you to show and place the official SWS logo on your materials as described in the *styleguide’s* rules, page 3.

**Corporate Design**

The Corporate Design is the official graphical design of the logo and name of a company or institution used on letterheads, envelopes, forms, folders, brochures, etc. The Corporate Design is basically the graphic structure of all materials of an organisation. This enables high recognition value, which is provoked by the recurrent use of the same colors, font, and graphic elements.

All the information and rules about a Corporate Design are contained in a document called styleguide. Here you can download the [SWS styleguide](#).

The LSWs which decide to adopt the standard logo as their main logo can also adopt the SWS Corporate Design for their personal visual identity. The SWS doesn’t require the adoption of the SWS corporate design necessarily and leaves this choice to the local teams.

**Main characteristics of the SWS corporate design (as to find in the styleguide)**

- The logo has to be placed on the left upper side of a document
- The colors of the logo can’t be modified (a part from the negative version of it)
- The official font is *Futura* (paid font, to can find a download link in the corporate design folder on Google Drive) or *Calibri* (free alternative).
- The official SWS color palette is divided into primary green, red and blue.
Development of a new corporate design

- Professional help by the development of a full corporate design is recommended.
- Define a font.
  - We recommend choosing one font that you use consistently across your material. This helps keeping your marketing material cohesive and professional. Make sure you choose a font that is easily accessible – this can either be a standard font or one that you can download for free. We recommend choosing a font that is easy to read but somewhat unusual (e.g. not Times New Roman or Arial) Note: Fonts can look quite different when used with capital letters in comparison to lower case letters. Try to be consistent about when you use what form of lettering.
- Define a position for the logo on your documents and graphic materials.
- Define the main colors that you want to put on your materials.
  - Choose a few colors, ideally those from your logo, and use them consistently across your marketing material. This also helps you develop a cohesive, clean look. This does not mean you have to use all of your colors all of the time, or that you can’t use other colors. Your logo colors do, however, serve as a great starting point for your marketing material.
- Change all your materials accordingly and stick with the new design.
  - A consistent corporate design can be a very effective marketing tool, since the public will associate certain graphic patterns and colors with your organisation.

You can find a copy of the style guide and of the logo of the SWS in the Corporate Design Folder on Google Drive or on the SWS website.

Placement of Other Logos on your Material

University student representative organisations and student organisations for sustainability

If your LSW is supported by your university’s student body and/or student sustainability organisation, it is recommended to also include their logos in your marketing material whenever possible.

University/ies

You are free to decide whether and how you use your local university/ies logo/s. If you do choose to use it/them, please confirm that it is ok with the administration first.

Sustainability organisation that speak at your events

You may choose to print the logos of organisations that speak at your events on your program flyer and/or website. It is important to make sure that all organisations and speakers are treated fairly and are given an equal chance to promote themselves. Have a consistent policy about it.

Example of logo use.
Designing and Producing Your Marketing Material

Marketing is creativity. But how can ideas become real promotion material?

Standard Templates
Producing design material is an amazing and rewarding process which takes a lot of time and effort. To help you start or continue your LSW journey without having to start everytime from zero, we give you the opportunity to use some standard templates of the SWS.

The templates include
- Posters
- Powerpoint presentations
- Business cards
- Rollups
- Word documents
- Stickers

The SWS has a whole range of templates that you can download and modify as you wish. We won't be controlling them. We kindly ask you not to modify the files directly in the Template Folder on Google Drive. Please copy the templates that you need either in your personal folder or on your computer and start the modification process from there.

You can find the standard templates in the Corporate Design Folder on Google Drive or on the SWS Website.

The helping tools from the SWS are not requirements and we warmly encourage the LSW teams to get creative with the production of their own marketing materials.

... be creative, be innovative, send a message with your work, and have fun with it!

Programs for Creating Documents
It is important to consider in which programs you create your marketing materials, as there are always pros and cons. Here is an outline of pros and cons for using Word, Powerpoint and Indesign. There are of course many other programs that you may consider using as well.

About the standard SWS templates: you will note that the posters and other graphic material are Indesign files, while some others, like the concept and document template, are Word documents.
Word
Pros: most people have Word, which means that many people can work with it and edit your material. Most people are also familiar with Word and can work out how to use it relatively quickly.
Cons: Word is not a graphic design program and is thus somewhat limited in what can be achieved.

Powerpoint
Pros: most people have Powerpoint, which means that many people can work with it and edit your material. Most people are also familiar with it and can work out how to use it relatively quickly.
Cons: Powerpoint is not a graphic design program and is thus somewhat limited in what can be achieved. The placement of images and text usually works better in Powerpoint than in Word. It is however easier to work with Word when only text is concerned.

Indesign
Pros: out of the three programs, Indesign has the largest range of functions and is specifically made for graphic design. You can definitely achieve the most professional appearance through Indesign. This makes it a good option if you know how to use it.
Cons: Indesign is not easy to use if you have no experience with it. It is also expensive and thus many people in your team may not have access to it. If you are the only person on your team with Indesign and the ability to use it, you cannot delegate tasks relating to those documents and they may not be able to be used in the future if modifications are required and you are no longer available.
If you don’t have any access to Indesign, no one in your team has it and you would like to use the SWS templates, you can contact the SWS Marketing Team for support in the creation of material.

Images: Photos and Graphics
Photos
Marketing material is much more appealing with good photos visual support. Before the event, try to find someone/a number of people with photography skills who can take photos of specific events during the week. Make sure you have the rights to use the photos. Find links to free of stock photos on page 17.

Graphics
You may want to use graphics to enhance your marketing material. A good source of icons is the Noun Project (https://thenounproject.com/). Note: you generally require a subscription to be able to use the images without infringing copyright laws. Furthermore, the NGO 350.org provides a great example of a styleguide and how to use symbols.

Example of icon use by the LSW Zurich Cafeteria Team
Printing

Before planning what marketing material you want to produce and print, work out:

- How you will print. Will you print on your own (for example at your university), at a printing center, or a combination of both?
- When you will print. Define a deadline to make sure that you will get your printing order on time
- How much time the printing will take
- Who will be responsible for printing
- Whether your printing plan meets your sustainability requirements
- How much it will cost (does it fit in your budget?)

If you work with a printing center, find out whether they can print the format you need. If you are just using a standard format A4-A0 this should not be too much of a challenge. If you are printing a program booklet with pages, a program that needs to be folded, or anything that is a non-standard format, you may need to be more careful with the printing center you choose.

Printing your program

If you are printing your program and it is a non-standard format (e.g. not a plain sheet of A5 or A4 paper) you will almost certainly need to have it professionally printed. The LSW Zurich has used the Umwelt Druckerei for its program in the past: [www.dieumweltdruckerei.de](http://www.dieumweltdruckerei.de).

Printing posters

If your university has color printers and/or printers capable of printing A2, A1 and A0, it may be easier and cheaper for you to print your posters yourself. Printing large (bigger than A3) posters at printing centers can be very expensive and limits your flexibility, as you have to decide on the exact number of posters much further in advance than if you do it on your own. On the other hand, printing yourself can be very time consuming.
**Additional Useful Links and Tools**

**Translation tool**
https://www.deepl.com/translator

**Form/survey-tool**
https://www.google.com/forms/about/
https://de.surveymonkey.com/
e.g. for registrations, feedback, etc.

**Royalty free music**
https://www.youtube.com/audiolibrary/music
e.g. as background music for videos

**Pictures for flyer/posts**
https://www.flickr.com/
https://www.unsplash.com/
https://www.pexels.com/
https://www.freepik.com/
Image media library, pay attention to image rights (specified for each image, can also be defined in search)!  

**Random generator**
http://www.zufallsgenerator.net/
e.g. for contests/games

**Picture editing**
https://www.picmonkey.com/
https://www.canva.com/
e.g. for Facebook posts, design of quotations etc.

**Design**
https://trianglify.io/

**Color background tool**
https://www.fiverr.com (Freelance designers that do the work for you)

**Program that posts for you**
https://www.later.com

**Newsletter**
https://www.mailchimp.com
https://www.sendinblue.com

**Content Ideas for Social Media**
Following information can help you set up a social media content schedule.

“Behind the scenes”
introduce organizers, portraits
the idea/ideology behind it, why do we do it?
Events
Pictures and videos from events
Testimonials
Portraits/stories of people supporting the SWS
Include visitors
Portraits/stories of people visiting the events
Tutorials
e.g. tips on sustainability
Contests
Win something
Throwback
looking back, historic insights
Sayings and quotes
e.g. from former guest speakers
Ask for feedback/questions
Ask a question yourself
"either/or", "yay or nay", "true or false" or "A, B or C", "truth/fiction question" to encourage fans to interact

Sometimes is still difficult to come up with interesting content to keep the page active. To generate a broader pool of ideas it is useful to create a channel (on Whatsapp, Google Drive or Slack, for example), where multiple people can share interesting links or posts ideas ready to share.

The 3 way formula
Try to roughly post in the following rotation:
• 1 interesting thing about your organisation
• 1 interesting thing about a similar organisation to yours
• 1 interesting thing about the main topic/themes of your organisation

Regarding political content
• educating people on topics related to political debates is great
• we suggest you rather stay low key with regard to voting recommendations or advertisement for a specific party as we are not a political organization
• however, you are welcome to animate people to participate in politics (for instance call for voting)
Our contacts for:

- Questions about logo, templates and corporate design: gaia@sustainabilityweek.ch
- Questions about social media and blogs: dario@sustainabilityweek.ch
- Questions about newsletter and press communication: eli@sustainabilityweek.ch

We are always happy to hear your opinion. Write us if you think that the concept is missing something.

Enjoy creating! With love and support,

Gaia, Dario, Eli and the whole SWS Team.