



# How to get your campaign noticed on social media

Having a clear brand and a dedicated social media presence helps:

- 🔥 to get your campaign taken more seriously,
- 🔥 to garner support and momentum for your campaign,
- 🔥 to reach wider audiences,
- 🔥 to link to other campaigns across the UK.

## Ask PAN UK for a personalised Pesticide-Free Towns logo:

The logo links your campaign to other Pesticide-Free Towns campaigns across the UK, sending a clear national message.

The logo also gives greater credibility to your social media accounts where you can use it as your profile picture. It also coordinates your efforts at a local level.

Your PFT logo allows for a continuous brand between your social media accounts, and between different posters or signs residents and local businesses might create and put up in their windows.

Research shows that a person needs to see something seven times on average before it sticks, so the more people recognise your logo and campaign, the more you'll get the word out!



#pesticidefreeyourtown

[pan-uk.org/pesticide-free](http://pan-uk.org/pesticide-free)

## Reaching people on social media:

### 🔥 Facebook:

Key opportunity – inform and engage residents

Watch this helpful video on how to set up your Facebook page: <https://youtu.be/8P9o53yeXDk>

Create a Facebook page for your Pesticide-Free Town campaign. It's a space to stay in touch with other residents and keep building momentum for them to get involved. Choose a clear name that people can search for and remember, such as 'Pesticide-Free **Your Town Name**'. Note that you can edit your Facebook URL so it reflects your campaign name.

Here you can share important local updates about your progress, any news you feel your followers should know, and any resources they can benefit from. Residents can then also share and post on your page. Do encourage conversation, but make sure followers stick to the general topic as the page can quickly lose its focus. Be clear about what the page is for and what you hope to achieve.

The link to your Facebook page can be included on posters, or other online groups and sites for interested residents to find out further information about your campaign. You can also share a link to your page on any relevant local Facebook groups or pages. Most towns have at least one social messaging board where you can inform others of news and events.

You can join the Pesticide-Free Towns Facebook group as your new Facebook page, and share posts and updates from your campaign in this group for other campaigners to learn from and feel inspired by: <https://www.facebook.com/groups/pesticide.free>



## ◆ Twitter:

Key opportunity - engage organisations and councillors

Watch this helpful video on how to set up your Twitter account: <https://youtu.be/wuZozYriaOA>

Choose a clear name (handle) that people can search for and remember, such as 'pesticidefreeyourtownname'

If you have a good news article you were mentioned in, or if you have a petition link that you shared on your platform, you can 'pin' the tweet so that it's the first thing visitors see on your profile.

Tag your local councillors and council in tweets to engage and nudge them directly.

You can also tag @PAN\_UK (and any other relevant local organisation) in your tweets so that we can support you by liking it and perhaps retweeting it.

Using 'Tweetdeck' you can schedule tweets to be released at a later date, a useful tool if you are short on time or have an event you want to publicise, for example.

If you're posting a link in your tweet you can shorten the URL through the web feature <https://bitly.com/>

Use hashtags on posts to help more people to find them e.g. #pesticidefreetowns  
#pesticidefreeyourtownname

A good example of a Twitter account:  
<https://twitter.com/PFreeScotland>

## ◆ Instagram:

Key opportunity – engage younger demographics

Watch this helpful video on how to set up your Instagram profile: <https://youtu.be/lfbjErHyc3E>

Choose a clear name (handle) that people can search for and remember, such as 'pesticidefreeyourtownname'

Instagram is an image driven platform so if you feel you have many photos of your campaign and want to create a visual journey of the different actions you have taken this is a great place to share them.

The 'stories' feature means you can also share updates live, for example, if you're running a volunteer weeding session or running a stall, you can share your progress as it happens.

You can choose to link your Facebook and your Instagram, so that if you share a post on Instagram it will also appear on your Facebook page.

You can tag or share @pesticideactionnetworkuk posts, and we can do the same with yours. We will add your town in our highlights for all our Instagram visitors to be able to find you.

Use hashtags on your posts so that people can find them #pesticidefreetowns  
#pesticidefreeyourtownname

## Other tips:

Remember to include your social media handles (links) on any posters or documents you might create.

Take lots of photos as they are great for sharing on social media and giving the campaign a local feel. But, be sure you ask people for permission first and let them know how you'll be using their images.

If sharing photos taken of council workers spraying streets, for example, it is best practice to blur out their faces so that they can't be recognised. Remember they are just doing their jobs and should not be victimised in any way.

Get followers to send their own images to you for sharing on social media. For example, ask people to share their images of interesting pavements plants, pesticide-free allotments, wildlife they've found in an urban space etc.



**It doesn't have to be this way...**

Help PAN UK make our towns and cities pesticide-free

**PESTICIDE  
ACTION  
NETWORK UK**