



# Tips for sharing your Victorian Junior Landcare Grant story

## Share your story

With so many fantastic Victorian Junior Landcare and Biodiversity Grant Projects happening, we'd love to help you share your stories to inspire other young people to get involved in helping our environment! Here are our five top tips for getting your story out.

### 1. Chat to your local media

The Department of Environment, Land, Water & Planning (DELWP) is contacting media outlets to let them know that 109 schools and other organisations have received a Victorian Junior Landcare and Biodiversity Grant.

We encourage you to share your good local news stories with your local media as well. You could do this when you receive your grant or wait a few months until the project is in progress and let the media know how it's progressing.

We've included a template media release in this resource kit to make it super easy for you to share your good news story with your local newspaper, radio or TV station. Simply find contact details for your local media outlets, add information about your project to the media release, and send it off. Remember to include a great photo for a better chance of scoring an article in the local paper.

### 2. Get snap happy

When it comes to promoting projects, a picture really does paint a thousand words. You don't need a fancy camera to take great photos – a smartphone will do. Here are some tips:

- Focus on small groups of people with them all facing the camera—no backs!
- Get everyone to pose with their tools or plants to look at the camera with big smiles!
- Make sure it isn't too sunny as this can cast shadows. For best results, have the sun behind your subjects
- The zoom on smart phones can make the picture blurry, so get up close to avoid using the zoom

- Ideally your photos should be at least 1MB to be usable in print, if you want to submit to your local newspaper.

### 3. Don't forget to get social

Promote your project via your school's social media channels with the great photos you have to give project updates. Be sure to use [#victorianjuniorlandcaregrants](#) so we can see your great work!

### 4. How do you share your news?

Does your school have a newsletter or other ways of communicating with your parents, staff and other friends? Be sure to write an article to announce the great news about your Victorian Junior Landcare grant and include updates along the way, so everyone knows what's happening.

### 5. Tell us about it

Landcare Australia the DELWP love having good stories to share across our newsletters and social media. You don't have to wait until reporting time to tell us what's happening with your Victorian Junior Landcare Grant Project. Email us at [landcare.grants@landcareaustralia.com.au](mailto:landcare.grants@landcareaustralia.com.au) or jump onto our Facebook group to tell us all of your exciting news.