**Landcare Week 2024**

**Media and Communications Kit**

Thank you for supporting Landcare Week 2024. You can download the images, brand assets and pre-written copy to help you promote Landcare Week 2024.

By sharing this information, you are helping to promote Landcare Week to as many people in your community and network as possible.

With your help in promoting Landcare Week, we hope to create awareness of landcare and inspire more people to volunteer and get involved with their local landcare group or other community environmental group.

Landcare Week is an opportunity for the thousands of groups across Australia to promote the work they do and thank the volunteers who are actively restoring, enhancing and protecting the environment in their community.

## **Content Suggestion for Website - Share ahead of Landcare Week**

**Proposed Website Copy:**

Landcare Week is an annual celebration of landcare during the first week of August that acknowledges the Australians who are actively restoring, enhancing and protecting the natural environment in their community. This year’s campaign theme is **Landcare Is For Everyone (L.I.F.E)** and we will be showcasing people across our community to inspire and **encourage others** to volunteer, join a group or start their own group.

We encourage you to get involved in a local event or simply spread the word during the week to raise awareness to reach as many people as possible.

Simply post on your socials during Landcare Week tagging us and Landcare Australia (see tags below) and using #landcareweek #landcareweek2024 #landcareisforeveryone #landcare

Group Tags: [add group tag]

Landcare Australia Tags:

Facebook/Instagram: @landcareaustralia

Twitter: @LandcareAust

LinkedIn: @landcare-australia-ltd

## **Content Suggestions for Social Media**

## How to promote Landcare Week before August

**Facebook / Instagram**

🌱👥🌏 Get ready for Landcare Week!

🎉 Save the date: 5 -11 August! Join us and Landcare Australia in celebrating Landcare Week and help us show that *Landcare Is For Everyone*. Stay tuned us as we share amazing stories from our community in [insert your region here]. Or share your own journey with us in the comments below.

#landcare #landcareweek #landcareweek2024 #landcareisforeveryone #L.I.F.E. @landcareaustralia

**LinkedIn**

Landcare Week (Aug 5-11) is coming, and this year we will be joining @LandcareAustraliaLtd in celebrating the diverse nature of landcare and showing how landcare is for everyone. We can’t wait to hear your journey, inspiring others to feel empowered and drive change for a better environment.

In the lead up to and during Landcare Week, we will be showcasing the many projects that we undertake, highlighting some of the reasons why people get involved and the diverse purpose of andcare. We want to celebrate some of our group achievements that we couldn’t have done without those on the ground.

This Landcare Week lets continue to support one another and encouraging others to join our incredible movement that benefits our environment, the landscape and biodiversity, our communities and our own wellbeing.

Stay tuned as we share incredible landcare stories from around [insert your region here], and don’t forget to share yours in the comments below.

#landcare #landcareweek #BeInspired #BeEmpowered #BeALandcarerlandcareweek2024 #landcareisforeveryone #L.I.F.E. @landcare-australia-ltd

**Twitter**

Landcare Week (Aug 5-11) is coming, and this year we will be joining @LandcareAust in showcasing that Landcare Is For Everyone.

We can't wait to share all our amazing achievements to help encourage others to join the landcare movement👇 #landcareweek2024

## **Celebrate Landcare Week: how to share your stories**

The theme for this year’s Landcare Week is ‘Landcare Is For Everyone (L.I.F.E).’ To encourage others to make a positive impact on the environment, we recommend creating a range of social media posts to showcase the diverse nature of your group and the various landcare projects you're involved in.

While profiling a volunteer/s you can incorporate posts related to their reasons why they volunteer for your group: Themes for your posts could include:

* Wellbeing (showcasing a group project or activity)
* Meeting new people (a group project)
* Making lifelong friends (a group project or social event bringing likeminded people together)
* Making a difference to local area conservation (Bushcare project)
* Be part of a community (a project you worked on in partnership with others to improve community engagement)
* Inspire the next generation (a Junior Landcare or youth focussed project)
* To learn about landcare (a community workshop or open day you are holding for Landcare Week).

Make sure to include at least one image of the project/landcarer in your post. Tag us at @landcareaustralia (Facebook/Instagram) or @LandcareAust (Twitter), and use #landcareweek, #landcare #landcareweek2024 #landcareisforeveryone #L.I.F.E so we can engage with your post.

## **Content Suggestions for Newsletters – Share ahead of Landcare Week**Suggested text for your newsletter that you can personalise for your group/organisation activities:

**Newsletter Articles**

Landcare Is For Everyone - Celebrate Landcare Week with us!

Get ready for Landcare Week (August 5-11), where this year we are celebrating the fact that Landcare Is For Everyone!

Together, we'll be celebrating our great landcare achievements and showcasing the amazing people who volunteer for us. Highlighting some of the reasons they get involved in landcare, the impact they have had on caring for our local patch and ultimately inspire and empower others to join.

This Landcare Week, we’ll continue to support one another and encourage others to join our incredible movement that benefits our environment, landscape, biodiversity, community and our own wellbeing.

For more information on our Landcare Week activities and to read about some incredible landcare stories, stay tuned to our Facebook page here: [insert link to your Facebook page]

**Email/Letter Template – Share ahead of Landcare Week**

Email or Letter to an Individual or Group

Dear [Name],

Join [insert organisation name] in celebrating Landcare Week from August 5-11. This year’s theme is: Landcare Is For Everyone!

Together, we'll be commemorating our great landcare achievements and showcasing the amazing people that volunteer for us, highlighting some of the reasons they get involved in landcare and the impact our group is having on the environment we care for. We are hoping to inspire and empower others to join.

We’d love for you to get involved in Landcare Week. For more information on our activities, and to read some incredible landcare stories or even share your own reasons for volunteering, please visit our Facebook page here: [insert link to your Facebook page]

Yours sincerely,

[Name of sender]

Branded Campaign Assets
Suggested branded campaign assets you can download for your communications channels can be found [here](https://landcareaustralia.org.au/landcare-week/landcare-week-2023-campaign-group-resources).