**Landcare Week 2024
August 5-11**

**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.

This Media and Communications Kit includes:

1. Content to share ahead of Landcare Week.
2. Content for Landcare Week.

## **Content to Share ahead of Landcare Week**

## How to promote Landcare Week before August

## **Content Suggestion for Website**

**Proposed Website Copy:**

Landcare Week (August 5-11), 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**

**Facebook / Instagram**

🌱👥🌏 Get ready for Landcare Week!

🎉 Save the date: August 5 -11! 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 2024 (August 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 diversity of landcare. We want to celebrate some of our group achievements that we couldn’t have done without volunteers.

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 (August 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 work of your group and your landcare projects and don’t forget your volunteers.

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 (your group’s 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**This is suggested content for your newsletter that you can personalise for your group/organisation activities:

**Newsletter Articles**

Landcare Is For Everyone - Celebrate Landcare Week 2024 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] or subscribe to our newsletter here (insert link to website)

**Content Suggestions for Emails and Letters**

**Email/Letter Template 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 celebrating 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**We have created branded campaign assets for Landcare Week 2024 that you can download for your communications channels can be found [here](https://landcareaustralia.org.au/landcare-week/landcare-week-2024-campaign-communications-kit).

## **Content to Share during Landcare Week**

## Ideas to help you celebrate from August 5-11

## **Content Suggestion for Website**

**Proposed Website Copy to publish on August 5 2024:**

Happy Landcare Week! As we celebrate this week, we want to say thank you to our community for their support.

This annual celebration acknowledges Australians who are actively restoring, enhancing, and protecting the natural environment in their communities.

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.

Want to get involved? Get in contact us with directly about our upcoming events or spread awareness to reach as many people as possible.

Simply post on your socials during this 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**

**Facebook / Instagram / LinkedIn text to share from August 5-11**

Happy Landcare Week!

This week, we are celebrating with @landcareaustralia to show that *Landcare Is For Everyone*. We would like to shine a spotlight on [insert volunteer name or group] for their tremendous effort and hard work in [insert achievement or activity].

Thank you to everyone who actively care for the environment, and to our community for your support.

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

**Twitter**

Happy Landcare Week! We are celebrating with @landcareaustralia to show that *Landcare Is For Everyone*. We want to thank the volunteers who actively care for the environment, and to our community for your support.

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

**Content Suggestion for Newsletters
To share in your newsletter from August 5-11**

Happy Landcare Week!

This week, we are celebrating with Landcare Australia to highlight that *Landcare Is For Everyone*.

We would like to shine a spotlight on [insert volunteer name or group] for their tremendous effort and hard work in [insert achievement or activity].

Thank you to everyone who actively care for the environment, and to our community for your support.

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]