



Hello! Welcome to the Green Lane Diary project.

We have put together this marketing and communications pack to assist our supporters and partners in achieving the best engagement with their networks and community.

If you have any questions, please don't hesitate to get in contact!

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Social Media posts

Facebook

Along with the suggested posts below, you can also LIKE us at www.facebook.com/GreenCrossAus and share our messages too. It is often best to post to Facebook between 12 and 6pm.

1. Calling all teachers! Register for the Green Lane Diary program today (<http://www.greenlanediary.com/contact-us.aspx>) and help to develop the next generation of earth keepers!

2. What can kids do for our environment? Get involved in the Green Lane Diary project, and unearth your students' creativity. From videos to community projects, our Green Lane Diary Heroes inspire one another and put their environmental learning into action! Register now at <http://www.greenlanediary.com/contact-us.aspx> and receive a free poster for your classroom!
3. The Green Lane Diary inspires students to take environmental action! One school created an Eco-Owl mascot to promote environmental behaviours. Read more in this article: <http://greenlanediary.org/news-and-media/130113-the-catholic-leader-eco-owl-inspires-students.aspx> What would your students come up with?
4. Do you want to teach your students about biodiversity, energy, climate change, water, citizenship, and disaster resilience? Look no further than the Green Lane Diary environmental education program! Register now at <http://www.greenlanediary.com/contact-us.aspx> and receive a free poster for your classroom!

Twitter

Calling all #teachers! Develop the next generation of earth keepers with the Green Lane Diary. Register at <http://www.greenlanediary.com/contact-us.aspx> #environment #education

Join the Green Lane Diary and educate the next generation of earth keepers. Register at <http://www.greenlanediary.com/contact-us.aspx> #environment #education

Wanted! Teachers to participate in the 2013 Green Lane Diary program. Find out more here: www.greenlanediary.org

Check out these #eco projects – kids inspiring kids!
<http://greenlanediary.org/news-and-media/our-toastedtv-green-lane-heroes.aspx>

How can we #inspire today's students to engage with #environment issues? Why not check out the Green Lane Diary program? www.greenlanediary.org

Articles for website and newsletters

Short

Think+share+act = change

The Green Lane Diary is a free and national curriculum-linked online environmental education program containing positive stories about kids living sustainably and activities to put environmental learning into action. Register at <http://www.greenlanediary.com/contact-us.aspx> and receive a free poster for your classroom!

Medium

Are your students the next Green Lane Diary Heroes?

The Green Lane Diary is a free and national curriculum-linked online education program aimed at years 3-7. Running in Term 3, with a digital diary, an informative and interactive website, and an iPad magazine, the diary contains positive stories about kids living sustainably and activities to put environmental learning into action.

From creating cool videos to community campaigns, it is your student's gateway to all things **sustainable, civic minded and environmental**.

Register at <http://www.greenlanediary.com/contact-us.aspx> and receive a free poster for your classroom!

Long

Every day actions can and do make a difference

The Green Lane Diary is an exciting and innovative sustainability and civics education program for students in years 3-7 during Term 3.

The focus of this free, national curriculum-linked program is to build a broad understanding of sustainability issues, empowering students to become active and informed citizens in their homes, schools, and communities.

From creating cool videos to community campaigns, it is your student's gateway to all things sustainable, civic minded and environmental.

The next generation is leading the way using new media and their imagination. Building on this, the diary will be delivered online through a digital diary, an informative and interactive website, a printable scrapbook for kids to complete, and an iPad magazine.

The diary contains positive stories about kids living sustainably, teacher resources, and activities to put environmental learning into action.

Think+share+act = change. Register at <http://www.greenlanediary.com/contact-us.aspx> and receive a free poster for your classroom!

About Green Cross Australia

Green Cross Australia helps people to adapt to our changing climate, in ways that embrace sustainability and community resilience. We are motivated by our understanding of a resource-constrained, warming planet and our belief that this challenge presents opportunities for a bright future.

We are not an advocacy group – rather we work with respected business, research, community and government partners to deliver world-class digital projects that foster a global values shift towards a secure and sustainable future.

Our mantra, Think + Act + Share = Change, is key to every project we deliver. We believe the power of our projects is empowering Australians to take practical, informed action. So we don't just focus on awareness, we encourage people to take action, and then give them the tools via social and digital media to share their actions with their friends. We use mapping technologies to visualize participation in our projects and to ensure we can measure engagement.

We are also excited by advancements in technology and what this could mean for a sustainable energy future.

We think that every Australian wants to work towards a positive future, but are turned off by the politics, the arguments, the scare tactics, or the complicated science. We don't need to be paralysed just because we are polarised about climate change.

Our projects

Harden Up – Protecting Queensland: We help prepare people for severe weather events to protect families, properties and communities through our interactive disaster resilience portal. www.hardenup.org

Future Sparks: We raise awareness about sustainable energy options for the future and empower school children to imagine their future.
www.futuresparks.org.au

Green Lane Diary: We inspire primary school children to take every day actions to make a difference through our award winning environmental education program.
www.greenlanediary.org

Extreme Weather Heroes: We work with young people to inspire a new generation of Australians to become emergency volunteers using the power of social networking.
www.extremeweatherheroes.org

Build it Back Green: We help disaster-affected communities build back sustainably, by providing them with tools and resources to become more resilient.
www.builditbackgreen.org

Witness King Tides: We raise awareness about the effects of climate change on our oceans and coastal communities through a fun and meaningful community photography initiative. www.witnesskingtides.org