

2015 Coastal Cleanup Day Regional Workshop
Bay Area

May 27, 2015
Pier 35, San Francisco, CA 94133

In attendance:

- Joanne Jarvis
- Eric McKee
- Juliana Gonzales
- Jennifer Kaiser
- Deidre Martin
- Jennifer Stern
- Maria Durana
- Madison Peters
- Luana Espana
- Maggie Ostdahl
- Allison Milch
- Eben Schwartz
- Shannon Waters

Coastal Cleanup Day – Overview, History, & New Initiatives for 2015
[see slideshow]

2014 Coastal Cleanup Day Successes & Challenges

- How can I recruit new site captains and identify new sites?
 - Send RSVPs to people who captained a site in past years. Then hold a site captain meeting to introduce them all, point out where there are sites without captains and ask existing captains for help.
 - Recruiting – look to organizations that have large membership groups with like-minded missions like Surfrider and Baykeepers. They are likely to take on more than one site.
 - Identifying sites – use hiking groups to help locate areas that might not be so easily identified. Pose the question to your followers on Facebook – what site needs a cleanup? Also, many cities and counties conduct trash assessments and identify hot spots as required with their stormwater permits. Connect with them to see where there might be a need for a new cleanup site.
- How do I deal with a problematic site captain?
 - If you have someone who feels their toes are being stepped on, give them a larger leadership role or promotion. Make sure their organization and or/self is getting recognition.
- How do we engage the public in stewardship programs after Coastal Cleanup Day?
 - Post year-round opportunities on your CCD flyers or postcards.

- Keep track of CCD participants (via online registration – Google form, Eventbrite). Send them pictures, results, information about the California and ICC events, and include any further actions they can take.
- If your organization doesn't do year-round programs, connect them to local ones that do and post those opportunities on your website.
- Use materials provided from CCC (for example the bookmarks we offer with supplies have "coastal steward" tips on the back, or direct volunteer to the Coastal Steward program on the CCC website www.coastforyou.org), share information about the [Adopt-A-Beach program](#).
- The CCD survey conducted by CCC shows that 93% of participants felt inspired to do more!
- What methods can we use to track who is bringing their own at CCD and how can we measure that success?
 - Use the waiver form, as there is a field each volunteer can mark if s/he BYOed.
 - Tracking requires help from the site captain at each site. Provide incentives for site captains to report.
- How can I encourage my site captains and volunteers to using the data cards and return completed cards?
 - Provide a short video of someone using it correctly
 - Make it easy for your site captains to report back. Allow them to send you a picture of their completed form.
 - Have a post-cleanup party (if funding allows, Rubio's will cater!) where site captains return extra supplies, do data entry or return completed data cards.
- How can we send effective messaging to low-income communities? Asking them to BYO bucket, bag, or gardening glove can be a barrier to participation if volunteers don't have a bucket, bag, or gardening glove at home.
 - Stress a message that "if you have a bucket, or reusable bag, please bring it to the cleanup. Supplies will be provided for you if you don't have your own"
- I'd like to provide reusable cleanup supplies to my volunteers, but I don't have room to store buckets. What other options are available?
 - Coffee bean bags
 - Cat litter buckets
 - Burlap or jute bags
 - For green waste - standing brown bags from ace hardware
- How can I generate great media coverage?
 - Your story needs to be fresh and exciting. Think about what is newsworthy and different to reporters that might have been covering this story for years.
 - One-on-one contact with reporters is key. Invest and build relationships. Most of their coverage will be about the day of.

- Utilize your sponsors' media contacts. Ask about their PR connections or in-house media reps
- What tools are there to recruit more volunteers?
 - Nextdoor
 - Volunteer Match
 - PeachJar (specific to school districts)

Data! Collecting, Reporting, and Making It Useful
[see slideshow]

Publicity & Outreach: Effective Social Media Campaigns and Messaging
Ryan White, Golden Gate National Parks Conservancy

Social Media Tips:

- A social media channel is like a pet. It needs constant care and feeding. If you don't have a communications team dedicated to social media channels, consider dividing up channels/platforms among a few employees. So one person is posting to Facebook, one to Twitter. It's important that these people communicate, though so that the message being sent by your organization/agency is consistent.
- If you have multiple people contributing to social media, consider using Yammer. It's like an internal Facebook platform for your organization. Employees can post potential live posts, ask each other questions. It's a way to communicate internally.
- Keep the tone of your posts light and educational. For example, Parks Conservancy had a series of posts called "What the Poop?" featuring an image of scat on a trail. Followers posted in the comment section with their guesses of which animal it came from. It was surprisingly popular!
- Connect to pop culture and trends. One way to find what's "trending" is to search top hashtags, especially on Twitter. As examples of pop culture-related posts...
 - Parks Conservancy ran a series of Ryan Gosling "hey girl" memes featuring a different park ranger in place of Ryan Gosling.
 - May the 4th be with you...may the forest be with you (Muir Woods as inspiration for Star Wars)
- Remember! Social media is storytelling
- Social media is largely used as a search engine. Pinterest is the 3rd or 4th most widely used search engine behind YouTube.
- Focus on the things people do know about (i.e people don't know about conservancy, but they know and care a lot about the parks, so most posts are about the park)
- Use visuals that people will want to repost on their own pages, like infographics, and videos.
- Speak with people, not at them. Create a dialogue and respond to comments left on your posts.

- Make a plan. Decide what content you want to post and when. Base this on holidays, events, etc that are happening this week. But be flexible to incorporate trending topics, and re-posts from other organizations.
- There's no secret recipe as to which posts are successful. You have to test, test, test.
- Time-saver: Instagram and Facebook are both owned by Facebook. When you post to Instagram, opt to post to Facebook too.
- Twitter Tips
 - To attract more followers, consider tagging someone with lots of them. For example, the Parks Conservancy ran a series of #ParkPuns: Why doesn't @KarltheFog like seeing cities other than #SF? Because he's a monogaMIST. (KarltheFog has lots of followers on Twitter and this post gained Parks Conservancy about 50 new followers)
 - Utilize trending topics. i.e. #YoureNotFunToBeWithIf you are more interested in being on your phone than enjoying the outdoors.
- Social media etiquette
 - Post 1-3 times a day at most for Facebook; Twitter can be used for real time updates
 - Post wrap-up photos no later than 1 week after
- Quotes over-layed on graphics or images are really well received
- Formatting: square images with dimension of 1200x1200 work best for use across all platforms
- Collaborating with partners – if multiple partners are collaborating, have a central place (like one Facebook event listing) that all partners can share out. Then create content for them. If asking someone to help you promote, make their job as easy as possible and pre-populate content for them.
- Hashtags: 1 event/1 hashtag is good rule of thumb
- Spend your time between (1) producing your own content and (2) supporting others' content or responding to comments about the your organization on others pages, as a comment to a news story, etc.
- Make sure you credit photos you post in social media
- Tool for managing multiple social media sites: HootSuite. When you link your accounts to HootSuite, you can schedule when posts go out for your various platforms.

Partnerships & Sponsors

[\[Webinar: Making it Last for For-Profit Companies\]](#)

What benefits do you receive from partners?

- Volunteers, help with recruiting, having an existing volunteer base (employees, members, customers if corporate)
- Merchandise donations for prizes
- Supplies (buckets, gloves)
- Money
- Use of vehicles, kayaks
- Promotion in newsletter, via social media

- Heavy lifting
- Leadership training for employees– guidance on marketing, financing, etc
- Food

What benefits can you provide to partners?

- Student engagement projects
- Brand loyalty
- Team building
- Leadership training as site captains
- Training for employees in office (greening office space, waste stream, etc)
- Name recognition/association with a great event
- Feel-good, emotional element. Good morale
- Free media attention
- Year-round recognition through t-shirts
- Tax donation
- Help meet Corporate Social Responsibility goals
- Use of marketing/communications team