***Get Your School Community Involved!***

*Alright, so you have a plan for reducing the water, gas and electricity usage in your school. A key step is going to be getting your school community involved and making sure everyone is on board. To do this you’re going to want to come up with an awareness campaign.*

***A Multimodal Campaign***

*Posters are great but can you do something different and unexpected to catch people’s attention? Good awareness campaigns are all about being creative and standing out in a fun way. With your Connected Falkirk iPad you can create all different kinds of multimodal content including video, podcasts, animation, music, interactive quizzes and much more. Can your team come up with creative and interesting content to promote your ideas?*

*Here are just a few things you might consider:*

***Digital Art****:*

* ***Drawing Apps****: Use apps like Sketches School or Autodesk Sketchbook to create amazing drawings and paintings.*

***Animations****:*

* ***Animation Apps****: Try using apps like FlipaClip, Stop Motion Studio or Keynote to create short animated videos.*

***Music and Podcasts****:*

* ***Music Creation Apps****: Use GarageBand to create your own music. You can make beats, record your voice, and mix sounds to create original songs. Or you could record and publish an informative podcast for people to listen to.*

***Videos****:*

* ***Video Editing Apps****: Use iMovie to create and edit videos. You can make mini-movies, vlogs, short documentaries or public service adverts.*

***Comics and Stories****:*

* ***Comic Creation Apps****: Book Creator alongside some cleverly edited photography or great digital art lets you create your own comic books or graphic novels.*

***Games****:*

* ***Game Development Apps****: Use Scratch to create a simple game that gets your message out there. You can design the characters, write the rules, and let your school community play your game.*

***Photography****:*

* ***Photo Editing Apps****: Use apps like Photos, Markup or Snapseed to edit your photos and add interest with filters and effects.*

***Crafts and Designs****:*

* ***Design Apps****: Use Canva or Adobe Express or Keynote to design posters, flyers, or other materials to distribute physically or digitally.*

***Quizzes****:*

* ***Quizzing Apps****: Use apps like Quizziz, Kahoot or Blooket to make quizzes for your school community to help them understand how things work or why your project is important.*

***Things to Consider***

***1. What's the Goal?***

*First, think about what you want to achieve with your campaign. Here are a couple of ideas:*

* ***Show off how awesome your plan and ideas are.***
* ***Get more people to know about how they can play their part.***

***2. Who Do You Want to Reach?***

*Think about who you want to see your ads. Your audience could be:*

* ***Teachers****who might help to encourage others to participate.*
* ***School Leaders****who can back your efforts to reduce consumption..*
* ***Other Pupils****who you might want to take action to do their bit in helping you achieve your goal.*

***3. Create a Strong Message***

*Come up with a message that's easy to understand and exciting. Here are some ideas:*

* *“Be Fuel Efficient, Be Future Ready."*
* *“Small Changes, Big Savings.”*
* *"Join Our Team and See How Smooth Things Run Here!"*

***4. Make Awesome Content***

*Create different types of multimodal content to share your message.*

***5. Sharing***

*Think about how you will share your content. Can you make use of platforms like the school website, school social media accounts, school YouTube accounts? Or will you make your own website, Sway or other digital ‘home’ for all your content? Will you approach school leaders and ask them to share important messages at staff meetings, assemblies or through email?*

***5. Engage with your Audience***

*Make sure to interact with people who take the time to get involved. You might even consider asking for direct feedback, comments or ideas using Google or Microsoft Forms. The more people feel like you are listening to them, the more likely they are to listen to you. Keep an eye on your numbers of things like clicks, views or listens (if you can) so you can track how many people have engaged with your content.*

***Have Fun and Be Creative!***

*Remember, the key is to make the campaign fun and engaging. Use your Connected Falkirk iPad and your creativity to grab people's attention. Good luck with your campaign!*