



Raise awareness for your Hub

A marketing guide for your
Community Cleanup Hub





LITTER PICKER
★ EXTRAORDINAIRE ★



Welcome to CleanUpUK!

We are thrilled to have you as a part of CleanUpUK's network of Community Cleanup Hubs, dedicated to making your community shine!

We understand that not everyone has experience in marketing, so we've put together this super friendly marketing plan to help you get started on the right foot!

Social Media

Social Media is your new best friend...

Frequency: Aim to post 1-3 times a month to keep your audience engaged and informed.

Content: Use a variety of content, including text, images, and videos. While we provide some suggested images, photographs from your own cleanup events will tend to generate more engagement.

Platform Selection:

- Facebook: Ideal for connecting with your local community and sharing updates.
- Twitter: Great for spreading awareness and sharing news quickly.
- TikTok/Instagram: Perfect platforms for showcasing your cleanup activities through engaging videos.

Don't forget to tag us @cleanupUK in your posts so that we can help amplify your efforts by sharing your content.





Reach Your Community

Reaching out to different groups in your community is key to success. Here's how you can do it:

Join Local Pages: Find and join local village and town pages on Facebook or other relevant platforms. Share your cleanup updates, events, and progress reports on these local pages. This will help you reach a wider, more local audience.

Benefit for Businesses: Reach out to local businesses in your community, such as cafes, grocery stores, charity shops, or boutiques. Ask if they would be willing to display your posters and flyers in their establishments. Emphasize that supporting your Cleanup Hub reflects positively on their business, as it shows their commitment to a cleaner and happier community.



Engage & Collaborate

Contact your local council or local authority and inquire about opportunities for collaboration. They may be willing to promote your Cleanup Hub through their communication channels.

Engage Your Audience

Building a community around your Cleanup Hub is vital. Here are some ways to do it:

- **Ask for Feedback:** Encourage your followers to share their thoughts, ideas, and feedback about your cleanup efforts. Respond to comments and messages promptly.
- **Run Contests:** Host fun contests or challenges related to litter picking and community improvement. This can boost engagement and participation.





Tell Your Story

Your Cleanup Hub has a unique story to tell. Share it:

Behind the Scenes: Show the hard work, dedication, and positive impact you're making.

Success Stories: Share stories of how your cleanup efforts have made a difference in your community. People love to hear about the positive outcomes. Here is a press release example. You could even send your success stories to your local newspaper.

Let us promote you!

If you have a story you want to share with us, a blog, or a lovely photo you want us to reshare, let us know! We will always be more than happy to promote the amazing work you do on our website and social media platforms. Contact us at info@cleanupuk.org.uk



Keep the Groove Going

Stay on top of your posts, keep the chatter going, and don't forget to share all the good stuff your Community Cleanup Hub is doing.

Remember, our goal is to inspire and engage your local heroes in making your community shine bright! We're your partners in this journey, so reach out if you need a hand or just want to chat.

Happy Litter Picking! 🌞🗑️

