



050 – Monthly newsletter/ instagram/ facebook post promoting environmental products & environmental tips

Overview	
Intervention Type:	Technical
Target:	Organisation/ individual
Intervention Frequency:	Monthly
Intervention Duration:	School year

Cost	Effort	Reward
Low	Medium	Medium
ENERGE Rating		School Rating (School to complete)
		

Description of Intervention
<p>The ENERGE Platform/ committee will provide a monthly newsletter informing all school staff and students about any upcoming energy events within the school community. It will also update the school community on what ENERGE have been up to and what schools are having the best progression in regard to energy efficiency. The newsletter will also advertise sustainable tips and products which ENERGE advise which promote responsible energy usage.</p> <p>Additionally, the Instagram, Facebook and Twitter platforms will provide facts and energy efficient tips for their following online.</p>

Commented [ED1]: Provide a

Impact Measurement
<p>This will be quantified by the ENERGE Platform, we will analyse the emails open rate and click-through rate. This will be a clear indicator as to how many are opening the emails and reading the content of the newsletter.</p> <p>The social media platforms can be based off how many likes are obtained per post, what the following is. We can also our social media presence by using google analytics which will be provided by the ENERGE group.</p>



Facilitators	Barriers
<p>The ENERGE Platform will provide the monthly emails to the school community.</p> <p>The ENERGE Group will analyse social media presence and the traction with newsletter content.</p> <p>The ENERGE Committee will be responsible for promoting the social media platforms and the newsletter subscriptions.</p>	<p>Self-efficacy issues</p> <p>Apathy</p>

Intervention Process
<ol style="list-style-type: none"> 1. The ENERGE Committee will promote the newsletter and social media platforms throughout the school community. 2. The ENERGE Platform will provide the newsletter content every month and additionally the social media content. 3. Every term, the ENERGE team will update the ENERGE Committee on their progress with spreading the newsletter and social media pages content with staff and students. 4. If there is an evident low spreading rate for ENERGE's content throughout the school, the ENERGE committee will be requested to keep building up ENERGE's following within the school community.

School Comments/Notes
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