



Presented by



Canadian students increase their energy awareness while educating the nation.



## MEDIA KIT

**WE ARE SO HAPPY TO HAVE YOU AND YOUR CLASS JOIN THE CLASSROOM ENERGY DIET CHALLENGE!**

As you complete the challenges with your students, we invite you to share your journey and accomplishments with the world and hopefully inspire other classrooms to take part in the Challenge and raise energy awareness! There are several ways to do this.

### 1. Let's start with Social Media

#### WHY SOCIAL MEDIA?

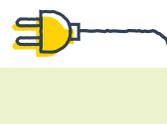
Because social media is...

- a great way to share your class' learning experiences with the world.
- a platform that helps students to make connections with their peers, as well as interesting and influential people and organizations around the world.
- a powerful tool for staying current with relevant conversations and events happening around the world.
- a means of teaching future generations about digital citizenship.

#### REMAINING ANONYMOUS

Creating a class account that is managed by the teacher is the best way to ensure your students' identities are protected. The name of your account does not need to include your name or the name of your school. Discuss with students what name they should select for their campaign page or profile and what pictures they should use.

If students are of an age to have their own social media accounts, still share your key campaign messages through your class account, but demonstrate how students can use their own personal accounts to spread the word.





# MEDIA KIT

## DECIDING WHICH PLATFORM TO USE AND CREATING A SAFE AND SECURE ACCOUNT

Below is a table outlining some key features of three of the most popular social media platforms: Instagram, Facebook and Twitter. Review these to determine which platform will best fit your class.

 <b>INSTAGRAM</b>	 <b>TWITTER</b>	 <b>FACEBOOK</b>
<ul style="list-style-type: none"> <li>■ Focused on visual sharing (videos and photos).</li> <li>■ Follow friends, family members, or organizations to see what they are sharing.</li> <li>■ Follow topics that interest you via hashtags (denoted by a # in front of a word or phrase).</li> <li>■ Broadcast live video to your followers and other users.</li> <li>■ Instagram Stories allow users to post photos and videos that disappear after 24 hours.</li> <li>■ You can control who is allowed to see your content by making your account private and choosing who is allowed to follow you.</li> </ul>	<ul style="list-style-type: none"> <li>■ Share concise (280 characters maximum) messages about current events, news and ideas.</li> <li>■ Follow topics that interest you via hashtags (denoted by a # in front of a word or phrase) and see what's currently trending in your area and around the world.</li> <li>■ Similar to Instagram, unless your account is private, everything you post to Twitter is public and can be seen by anyone in the world.</li> </ul>	<ul style="list-style-type: none"> <li>■ Connect with family, friends and colleagues and see what they share about their lives and interests.</li> <li>■ Follow the public pages of news outlets, celebrities, and organizations to stay up to date on what matters most to you.</li> <li>■ Broadcast live video to your friends or followers of your public page.</li> <li>■ Personal accounts can be secured with different levels of privacy settings; pages are public, but you can customize the audience for your posts (e.g., just friends, or friends of friends).</li> </ul>



Follow us on social media **@Energy\_Lit** on Twitter and **@CanGeoEdu** on Facebook and Instagram. Use the hashtag **#EnergyDietChallenge** and be sure to mention **@Energy\_Lit**.

## 2. Next up, local media

Feel free to reach out to your local newspapers, magazines, television and radio shows (e.g., breakfast TV or morning radio), and online communities. Share with local journalists that you are taking part in the Classroom Energy Diet Challenge to increase their energy awareness

and invite them into your class to show them what you have done and teach them about energy. This is a great opportunity for students to showcase their hard work in front of a bigger audience and to hone their communication skills!

If you would like help getting connected to local TV or radio stations, feel free to contact us at [info@energydiet.ca](mailto:info@energydiet.ca).

Visit the website at [energydiet.ca](http://energydiet.ca).

