

WORCESTER POLYTECHNIC INSTITUTE

Promoting Sustainable Homes: Expanding Sustainability Outreach

Supplemental Materials



John Bauer

Syed Ayaz Naeem

Jerome Peter (Rocky) Santos

Richard Smith

Advisors:

Professor Lorraine Higgins

Professor Katherine Foo

Sponsor:

Alternative Technology Association

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Part A - Authorship

Task	Completed By	Editing (Lead Editor)
Title Page	Ayaz	All
Abstract	Jack, Rick	Jack
Introduction	Jack, Rocky, Rick	Rocky
Graphics	Ayaz	
Background	Jack, Rocky, Rick	Rocky
Graphics	Ayaz	
Methods	All	All (Rocky)
Graphics	Ayaz	
Results		All (Rocky)
Objective 1 - FAI's	Rocky	
Objective 2 - Enhance SHD	Jack	
SHD Tour Video	Rick	
SHD Training Presentation (Results)	Jack	
Sign-in Process (Recommendations)	Ayaz	
Social Media Strategies (Recommendations)	Jack	
Objective 3 - Expand Outreach	Rick	
Objective 4 - Engage Renters	Jack, Rocky, Rick	
Snapshots of Sustainability Videos	Jack, Rocky	
Recommendations and Conclusions		
	Jack, Rocky	

Outreach		
Coordinate Interviews/Emails	Jack	
Draft Interview Scripts	Jack, Rocky, Rick	Jack, Rocky
Interviews	All	Jack, Rocky
SHD Homeowner Phone Calls	Jack, Rocky	Jack, Rocky
User Testing Questions	Jack, Rocky	
Deliverables	Content	Editing
Renters Video	Jack, Rick, Rocky	Rocky
SHD Tour Video	All	Rick
SHD Training Presentation	Jack	Jack
Sign-in Process Recommendations	Ayaz	Jack
Social Media Strategy Recommendations	Jack	Jack
Team Editor	Rocky	
Graphic Designer	Ayaz	
Authorship Page	Rick	
Supplemental Materials	Jack, Rick, Rocky	Rocky

Part B - Interviews

ATA Staff Member Specific Scripts

Understanding Past Social Media Efforts - Sasha Shtargot

Interview with Sasha Shtargot: 10:00 AM, March 20th, 2018

- Media and Online Content Manager
- Responsible for the promotion of the ATA through social media

Purpose:

- Find effective ways of promoting our videos on social media platforms
- Find some data on past social media efforts
- Determine how we will track success of our media at the end of the project

Interview Questions:

1. *Could you give us an overview of what you do?*

“My title is Online and media manager, basically I do a great bag of different communication things, including updating content on ATA website. This can include events, policies, projects - all sorts of things. Also, I send off content to ATA members and stakeholders. [This content] is for social media for the ATA official accounts, contact media outlets for official press releases etc.”

2. *What has the ATAs approach to promoting itself and SHD been in the past?*

“Generally, the first vehicle is the media release - one page of the basics and the brief of what we want to say, what the event is, what we want the media to know and to jump on. The release is tailored to what we believe they’re interested in. From that I’ve got a contacts list that I send that to, and also if there are particular media I want to target, I’ll send an email to someone from that organization. “Check this out, this is a good story for you.”

With SHD, we’ve, in the last couple years been working with a PR firm, pro bono and have been putting together media release materials, we check what they do and give them the go ahead to go out and start contacting the media. We basically have divided the work for SHD - they contact their major newspapers, and I’ll contact local newspapers and local radio.”

3. *How well has this promotion strategy worked?*

“I’m in an older media phase, and I’ve taken ages to get into social media. I’m more and more understanding that social media is much more where it’s at. There are much more resources on social media. We still want to continue what we’ve been doing in the past (newspapers etc), and social media is something we’ve just tacked on, but we need to get more of a balance with social media.”

4. *What are some of the pros and cons with this strategy?*

“One problem is that we don’t have a lot of resources to throw a lot of things together. With the four pronged approach - magazines will run ads for SHD, through their channels, they will push SHD pretty heavily.”

5. *Do you have any way of tracking this, or any data that would be useful?*
 "I'm not sure if we have been doing data for social media. As far as I'm aware, we have not been tracking. We've been tracking conventional media - there was a featured story on a magazine, and that magazine has ___ amount of subscribers, etc."

6. *Which social media platforms do you feel has been effective for the ATA so far?*
 "For SHD, Facebook sort of strikes a chord. We had an event and Facebook was lighting up. Instagram, naturally works well for SHD, as there's a lot of photos. Videos are big on Facebook, and it's something I'm sure would be of interest. What about Snapchat? It might be useful in targeting a younger audience."

7. *Do you currently use different strategies to target different audiences?*
 "Our audience [generally for ATA] tends to be a little older. Often they either own their own home, or are looking to own their own home."

8. *We have researched the optimal length for videos and determined that for first contact they should be no longer than 30 seconds and after 2 min viewership will decline substantially. What input would you have to this point?*
 "I think that's a good call. I did a workshop last year with some social media professionals, and they said just get something up there, even if it's a homeowner doing a quick tour of their house, for a couple mins, just make sure you've got something up there on the regular.

 "I think that's the way to go, as long as you're regularly putting something up there. Short snappy, show something that's attractive, like a nice looking house, something quirky, Tesla batteries, slide off roof, topical, stuff like that."

9. *What about the use of subtitles? Do you know of any legal requirements for them in Australia?*
 "I don't think there are any restrictions on that, but it would be a good idea."

10. *In introducing our videos, we have considered using shocking facts about climate change or high electric bills. Do you have any advice/ideas for how to hook the viewer and present our information within the video to keep them watching?*
 "Ideologically, I'd like to be saying 'save the environment,' but it's tough because the main sort of mass culture is all about money and saving money. And a lot are stressed on money. That tends to be the main hook, it's the primary one. Then we like to say save the environment. Then make homes more comfortable, save on energy bills while saving environment. Make your home more sustainable. The word sustainable draws people, particularly the ones particularly inclined with the ATA.

 "The other key things that will tend to attract people are quirky aspects. If there is a home that is a bit unusual, people will tend to pay more attention. Hobbit house in western Australia got more publicity, or a hemp house. New technologies, cutting edge things tend to also hook people. Topical - if for some reason something becomes urgent or topical, then it tends to get more attention, like climate issues if they happened to be big in the news or a local issue in some state."

“Overall, save money, save on energy bills, comfort, and environment, and stress comfort; because of climate change, seasons can become more extreme.”

11. *What content should be included and what's the general timeline for promoting the day?*

“For the timeline, we’re trying to bring it further back than what it has been. Since we’ve only involved running since 2015, it’s a learning process. Before it was just a month before, but now we’re trying to be more strategic and bring it back. We’re trying to start now and get 6 months before hand. We’re getting PR things on board and looking at getting traditional media interested.

“Six months is a good framework for preparing, in terms of getting stuff out there, one month before is a good lead up for the event. Prior to a month before, you tend to have only a small-ish number of houses; it’s great to have a decent number of houses, particularly special or unique houses ready beforehand.”

12. *How do you go about finding new houses?*

“There are a few different strategies. Sanctuary magazine and possibly ReNew, and people like Katy and Anna and Damien already have their fingers out and about with sustainable designers and architects and companies. They’ll tend to already have an idea of who they can go to, what house they can feature. Specifically, which have been profiled in sanctuary and not opened on SHD, and they’ll send emails asking if they would like to open on SHD. Also, they check if previous homes want to open for SHD again.

“There’s a lot of little pushes going on, its chaotic to a degree. I might only find out on a short time that there’s this wonderful house. It depends on the owners too and how coordinated we are.”

Understanding Past Social Media Efforts & Sign-in Process - Katy Daily

Interview with Katy Daily 11:00 AM, March 21st, 2018

- ATA's Relationships and Marketing Manager

Purpose:

- Find effective ways of promoting our videos on social media platforms
- Find some data on past social media efforts
- Determine how we will track success of our media at the end of the project
- Better understand the sign-in process for SHD
- Pitch our first video outline: "General Renters Video" as a part of "Snapshots of Sustainability"

Introduction of Ourselves:

We are the project team from WPI that is working with the ATA to promote sustainable homes and sustainable house day. We would like to develop a social media strategy to help promote Sustainable House Day, as well as spread information to those who can't make it to a house tour and to be used year round.

Interview Questions:

Social Media:

1. *Could you give us an overview of what you do personally pertaining to social media, particularly with SHD?*

"There are three main channels, but not enough staffing time to devote [to] all three. Last year we focused on Facebook and Instagram as the two main ones, and we also have e-bulletins that we send monthly for most of the year, and a little more frequently closer to SHD, with approximately 18,500 on [the] e-bulletin list. There are around 5,000 people on the Facebook feed, and it's grown to [a] few hundred, 600-800 or so, on Instagram; this seemed to have the most growth last year. No real campaigns though, people just follow us on Instagram and Facebook.

"With Facebook, throughout the year we post things from our magazines - events or newsletters or press releases. Also we'll repost other articles that are related; these can be from other organizations. We try to do one post a day, and average five to six posts a week. We put ATA events on there, and anything we think is of interest to that group.

"Closer to SHD, we'll post "check out this house" and drive them to the website. If there is press about a certain house, we post it and drive them back to the SHD website. The goal is to drive people back to the SHD website and get them to register for the day. [We want to] keep growing the list as that's how we communicate with people throughout the year."

How have you tracked these in the past?

“We use a Facebook algorithm, and usually get 600-1,200 views of a particular item, even though there are 5000 people that like our page. We haven’t made many changes to be more proactive, but we use pay to boost sometimes. We don’t have much of a budget for that. For Instagram, we had a couple students who helped but English was not their first language. We usually take the prettiest pictures of the houses and write a little blurb on it. We want to have at least one pretty picture of each house so we can keep posting things. Twitter we have kind of let die, nothing has really been happening.”

2. *You mentioned a “four pronged approach” to the ATA’s promotion of itself. Can you expand on this?*

“I think this is for the distribution of magazines, through members and subscribers. We are trying to engage people with the ATA, and we distribute through newsagents; there are 2,000 newsagents that our magazines are in. We have people buy them at our shops, and we also have people buy them at shows.”

3. *What social media platforms have you found to be most successful? Do you have any statistics for these?*

“For the e-bulletin, we have about a 30% open rate, using mailchimp to see this data. This gives us a pretty good way to analyze each one. For Facebook and Instagram, we haven’t really done anything to track it.”

4. *What strategies do you use to target different audiences?*

“Primarily, SHD is for homeowners who can and want to improve their homes, so we don’t really target renters as much. Renters aren’t necessarily the biggest market we’re targeting. For renters, it’d be those who want to make their homes more comfortable, cheaper to live in, better for the planet, et cetera. Throughout the year videos would be a valuable resource for them so they are engaged. [ATA] has many lists of people and quite a few ways of how to get the word out, and we also develop a social media strategy to try to get a bigger reach of what our reach is.”

5. *What kind of format would you want our deliverable of a social media plan to be?*

“It doesn’t have to be super detailed, just something like “this post on this day sort of thing;” just give suggestions for platforms, strategies, timelines, et cetera. It would be good if you guys could validate that using Facebook or Instagram is the best, or if we should be using Twitter instead. We generally use Instagram because of

graphics, and we use Facebook because it's a good medium to share content and keep people engaged. For Twitter, we would need to work to build it up and we don't have the time to do that systematically, so we haven't yet. Ideally, we'd concentrate on one or two that fit our strengths.

"For the e-bulletin, there's nothing now so anything would be good. A series of goals that we could have for the end of SHD, like maintaining x number of posts a week would be helpful. Try to schedule what you should get out and when, and set goals or targets so there are some goals and measures to see success, just anything that we can test. A/B testing, where you'd test whether something is better than something else, would be useful."

Sign-in Process:

6. *Can you describe the sign-in process that has been used for SHD in the past?*

"Prior to last year, it's been pieces of paper that needed to be at the front door, and everyone was required to sign in with name, email, post code, number of adults, and number of children. This allowed us to track numbers and track who is going in. Every house had to manage the process, and some do it better than others. We'd like to stress that they should have people helping them to manage the process. It has been getting better because we have been really strict about collecting sheets, but still some give old sheets or get the wrong data, and a lot of it is handwritten.

"The data entry happens over the year, and is usually finished June or July the following year. As of now, we count adults and children together."

7. *Can you describe the new sign-in process that you have started to implement?*

"We have an online form, and participants could use a phone or the web. It's a web based form that goes right into salesforce database. At the house I was at, it was pretty slow, only 110 people throughout the day. I was there the whole day and didn't have anybody use paper; people used their phones exclusively. Overall, three of the other houses tried it, and 200 plus that didn't.

"A lot of people coming were grumpy they had to do it for every house. **Training people with how to handle the conversation of why they need to do it would be very helpful to us.**"

8. *Ideally, how would you like the system to work?*

“A QR code would go a long way. People would stop having to enter their information every time. You can talk to Gary, our web developer, about this.”

9. *Does every person attending SHD need to register beforehand?*

“We have a pop-up in August, and you need to register in order to see the addresses for SHD. None of the addresses are visible on the site until two weeks before the event, in order to protect people and homeowners. To avoid a myriad of calls regarding not being able to see the addresses on the website, on the day of the event, we make them visible to everyone, [so those people don’t have to register on the day].

“We moved over to AWS to handle traffic issues, and are working on fine tuning the website so its less intensive. People register on the website, and they can favorite houses and map out their day.

“We want to have somewhere that can tell you to print your ‘ticket’ or have it emailed to you, and then they’ll present it on the day so that they don’t need to manually sign-in. We have a unique ID for everyone who registers, and those who pre register will get QR codes. Those who don’t will have to fill out the form at every house because they don’t have a QR code.”

How have you dealt with tracking the number of people joining the registered attendee?

We could possibly give them a notification why they can’t see the address, or make them register on their phone at the event.

Discussing Important Advice for Renters - Jacinta Cleary

Interview with Jacinta Cleary: 10:00 AM, March 15th, 2018

- Online Editor, ATA
- Writer of “*Renters Guide To Sustainable Living*”

Purpose:

- Ask about the type of videos that could go along/complement the handbook
- Gather information about the content that should go in the videos
- Potential apartments to look at?

Introduction of Ourselves:

We are the project team from WPI that is working with the ATA to promote sustainable homes and sustainable house day. We would like to create videos and virtual tours to help promote sustainable practices and SHD, as well as spread information to those who can't make it to a house tour and to be used year round.

Interview Questions:

1. *Do you have any ideas for a video aimed at the renter population?*

“Consulting with a household or apartment before going is key to planning out your video and deciding what to include.”

2. *What key information from the guide would you say is necessary to cover in the video? Are there any key themes or topics that we should stress?*

“Aspects related to energy efficiency, and you can break it apart into summer and winter approaches. Things like draught proofing, bringing down bills/emissions, lighting is some low hanging fruit, insulation, but that's tricky because the landlord gets involved, hot water systems and insulating hot water pipes, valve cozies, window coverings/films, rens shades are all important things to consider.

“It's also good to consider, what is ‘easy’ to cover in a video? Things like behavioral changes, and ideally you create a story. Explain what changes they must consult a landlord about, and **focus on the ones they can do independently.**”

3. *There are so many methods for renters: which ones are the most important or should we mention?*

“Education with landlords, and what they can actually do with landlords. Often, tenants don't want to damage/hinder relationship with their landlord, and there's a fear of asking. Agents aren't doing enough, and landlords themselves need more education about what they can easily do. Tenants aren't aware of tax benefits/reductions as well. Most landlords are accommodating and happy to make changes.”

4. *What challenges do you think face renters when it comes to adopting sustainable practices?*

“We have a Victoria report which I’ll send to you about tenant space and should be useful.”

5. *We are planning on having a few videos including one about the renters and one about young adults living on their own for the first time. The two groups are closely related, but what differences do you see between the two and what different advice can we give them?*

“With the youth, a lot of them are buying appliances for the first time, and your advice can center around the really easy things they can do. The waterflow of shower heads, being mindful of purchases, composting, waste minimization, recycling, and common sense stuff: opening windows, turning lights off, regulating the thermostat, et cetera.

“With renters, you could talk more about investing in efficient electric appliances. There’s a list of DIY articles from ReNew magazine that you could use in the videos.”

6. *Do you know any statistics about the renting population in Australia?*

“You could take a look at the summer issue of ReNew magazine, I think it’s somewhere around 37%. In ReNew, there’s a breakdown of demographics like students, age groups, families.”

Talk to Web Designer about Integrated QR Sign-in - Gary Cookson

Interview with Gary Cookson: 3:00 PM, April 3rd, 2018

- 2021 Creative Employee

Purpose:

Gain an insight of the database system currently used by ATA and discuss options that can enable us to implement real-time integration of a seamless sign-in process with the current database being used by the ATA.

Introduction of Ourselves:

We are a project team from Worcester Polytechnic Institute that is working with the ATA to promote sustainable homes and sustainable house day. We are looking at SHD's sign in process and how it can be improved.

Interview Questions:

1. *Could you please give me an overview of what you do for the ATA?*

"We build and design websites. We built the Sustainable House Day [website a] few years ago. It's always been done on a very low budget. It's got added functionality over the year. It's gotten very busy over time and now it has over 20,000 users. But it's mainly centered around one day, but it's essentially evolved over time to where it is now."

2. *What is the current information storage/database system that the ATA uses?*

"Our website is a PXP based website and uses an MySQL database. It's all Wordpress."

3. *Have you (in the past) worked on a implementing a digital sign-in process?*

"No, not this kind of thing. Essentially, the user signs up on the website between now and the event. Whatever happens on the day, we have never been involved."

4. *How is the data collected on the website when people register for SHD?*

"It's all collected in the MySQL."

5. *Is this a standalone database?*

"It's a WordPress database. All the information is gathered by a fairly simple form that is provided to the user who can then edit the form. If you connect to the MySQL, you can pull the data you need but it's tricky."

6. *Do you have any ideas for a sign-in system that can be integrated with the database?*

"Like i said, it's tricky but always possible. I'm not sure quite how we can help you do this. All the data is there; the person's name, address, the time house is open. All the data exists on an individual property basis."

7. *We researched a few apps that can work (examples), is this something you guys can work on?*

“If the ATA asks us to implement this, we’d be able to find a way to do it. This is where it starts to get complicated. My experience with the user base is that they’re not very technically savvy and they won’t use QR codes. Judging by the type of people I have worked with, if they have a phone i’d be amazed if they have the ability to print something out. I’d say you’d get 75% of the user base would be okay with a QR code based system, absolutely. It’s the remainder of 25%, who would be the challenge. It they’re gonna base everything on it, they’d need the ability to also call-up the person and manually enter the details.”

8. *The 25% of people who will be a challenge, what’s the main reason behind that?*

“The age factor, [there are] quite a lot of old people who are interested but aren’t technically savvy.”

9. *If the ATA has a proposal for this system, can you guys make it happen?*

“Yeah sure, but the problem is that the ATA never has a budget.”

10. *What do you guys need in the proposal?*

“So we don’t build apps, we just do websites but I imagine there [are] apps that exists that can do this. Then the question is to create the right feed for it, some sort of data feed that the system can read and pull the data from. The data will be there, it’s accessible at any point we just have to create the feed to the app which we can do. That’s one way to tackle it. Another way could be to use an email-based system where the QR code is embedded in the email that can be scanned at arrival.”

11. *If we can find an app that does real-time sign-ins, will you be able to integrate it with the existing database?*

“Yes, definitely. I’d say it’s the best way because you need it to be app-based rather than online based due to the possible non-availability of internet in the vicinity. Then you’ll have to handle to security of the data feed, which is the next step. The data would need to be secured between the site and the app.”

12. *Do you have any additional questions or comments?*

“I think it’s a challenge that you’ve come up with. Well, good luck!”

SHD Homeowner Phone Interviews

Interview Script - Identify Important Information and Advice for SHD Training Video

Interview with Homeowner (time, date)

Purpose:

- Gain an understanding of the motivations behind home openers for SHD
- Identify key information that would be useful for prospective home openers
 - Best practices for running your home
 - Things that did/didn't work well
- Understand how home openers give tours of their home

Introduction of Ourselves:

We are a project team from Worcester Polytechnic Institute that is working with the ATA to promote sustainable homes and sustainable house day. We are working to produce a SHD home opener training video to help home openers and a SHD tour video that will be used to both promote the event and give people the opportunity to 'experience' SHD year round.

Interview Questions:

SHD Training Video

- Why do you choose to open your home on SHD?
- What do you like about opening your home?
- What do you dislike about opening your home?
- What do you wish you knew when you first opened your home?
 - What advice would you give to first time home openers?
- Could you tell us about your experiences as a home opener?
 - First Time
 - Veteran (how is it now compared to when you first started)
- What concerns do you have when you open your home?
- How did you go about advertising the event/your home?
 - Any recommendations?

Nina Bishop

11:00 AM, April 13th, 2018

- House: Nina's House
 - Always willing to help other home owners in the area and is volunteering in ATA office

Interview Questions:

1. Why did you choose to open your home for SHD?

I'm just continually astounded how few houses are situated in a way to be energy efficient. I just felt that it's something that's needed and also because it's a passion of mine - it's easy to do something when you're passionate about it. I feel that it's needed in the community, a basic need, like informing people to situate a house North. I'm also worried about climate change, worried about the future.

2. What do you like about opening your home?

Well I've opened twice, and the second time i enjoyed it more because i had booked tours. I did it through ticketeboo, and it worked really well. Throughout the whole day i had an even influx of people. There were full tours each time. [It] wasn't as hectic as the first time

Booking a tour might put some people off, but it might be a good thing. There's also a donation that went towards an action group on climate change. The first time, I tried to [set up tours], but i didn't have access to the technology. I had a friend to help me organize that. Jodi [Rashbrook] was great too. It was overwhelming the first time, there were a lot of people, and it happened again too the second time, but it wasn't so bad.

3. What is the hardest thing about opening your home?

There wasn't anything too hard the second time. I would strongly advise that [homeowners] do ask people to book, and possibly make a small donation. That's networking too - there's such a good feel about it, and you can get the charity there. Jodi and the team - their support is really good. If they can get it streamlined so that the support is the best it can be, they will get more and more people to do it.

4. What do you wish you knew when you first opened your home?

Booking tours, including a charity. I was lucky, my partner was the editor of the local newspaper, and its kind of a lefty wing paper that already talks about the environment. I got front page, it that was the first time, and i got so many people. Byron bay is already considered a green area, it has its own green council. I had people filming me.

5. What advice would you give to first time home openers?

Advice on media - try to get a friend with really good photography. A picture tells a lot - if you have a good pic and an interesting slant, you'll get more people. If you do that, and try to network and reach out to the contacts you have, you learn people who are interested and have those leanings. Invite them to your house for a cup of tea.

For the first one, ABC radio national ran me. It would be worth contacting your local radio, or a community radio, to get an interview. For people who couldn't come, they can still hear your interview on the radio. I think my front page picture helped a lot, my house had a sexy look - mud brick, so i had a really good picture on the front page.

You gotta make these things appealing. People want to see something that's alive. Happy people consume less, and everything we consume has some energy to it. I think capitalism does need to be turned down a little bit. When we're happy, we consume less.

6. What additional support would you like from the ATA?

Jodi has admitted, the website is not the best, or easiest to navigate. If the website could be streamlined a bit better, it was clunky in parts. Filling out the application was a little bit difficult, even the second time. For instance, if the ATA could train some volunteers to work with the homeowners and walk through the process it would be much easier.

Rebecca Hendy

2:40 PM, April 17th, 2018

- House: The Nest
 - Busy inner city house

Interview Questions:

1. Why did you choose to open your home for SHD?
I'm passionate about sustainability and wanted to share what could be done. An architect gave us the idea after our sustainable renovation.
2. What do you like about opening your home?
The positive feedback from the people that came through.
3. What is the hardest thing about opening your home?
We had to rent childcare for our kids. Also, we had to put up a lot of signs in the house to make sure people didn't get into places that we didn't want people to access.
4. What do you wish you knew when you first opened your home?
We felt we were well prepared.
5. Was there anything when you first opened your home that you were worried about? What was your feeling after the first event?
I was just worried about security and not having enough time to answer questions. I had a lot of signs to help me throughout the day.
6. How did you go about advertising the event/your home?
We just put it on the website.
7. We see that you're one of the busiest houses during SHD. How do you deal with the crowds?
We had three people helping us, and every tour was meant to go 20 minutes. We each did one tour an hour and there wasn't really any breathing space between the tours. We constantly had people waiting for about 5 minutes, but it was more manageable because we had 3 people. I was recommended to give tours, and it was great. Originally we planned on doing self guided tours but we did guided tours instead.
8. What additional support would you like from the ATA?
We felt there was a shortage of volunteers on the day, we just had them for a short period of time. It felt really intense from when we opened and when we closed.

Nigel Kirkwood

3:20 PM, April 17th, 2018

- House: Earth Sheltered house Quindalup
 - Had a lot of publicity, how did he get it and did it become too much

Interview Questions:

1. Why did you choose to open your home for SHD?
It might be nice for people to see something different that people could see, maybe they'd get inspired.
2. What do you like about opening your home?
I just enjoyed speaking to people that were passionate about building their own home. Seeing people excited was pretty cool.
3. What was the hardest thing about opening your home?
All the different types of people you deal with. Some people were just opening drawers and doing that sort of thing.
4. How did you deal with that?
We just asked them not to do that. It's a drawer, most people have seen a drawer before - make a joke out of it. 'It's not a special drawer.' Some kids were jumping on my daughters bed, she wasn't too happy about that.
5. You received a lot of publicity leading up to the event. How did you get it and did it become too much?
Yeah, I got a lot of coverage from ABC news. They'd seen the house on the ATA website, and they wanted to come take a look. Today Tonight from NWA came down to get a video and a talk as well. That's how a lot of people saw it. It was really off the back of being on the ATA website, which was found by ABC and then Today Tonight.
6. What advice would you give to first time home openers?
I would make it clear for people that this is our home, that they hear a verbal statement as they sign in that they can understand it's someone's home so they respect it. Also to make sure they don't go into cupboards, or fridges, et cetera. But that's just humans.
7. Was there anything when you first opened your home that you were worried about?
The management of people, it was a pretty busy day. Also trying to answer everyone's questions, I suppose.
8. What additional support would you like from the ATA?

I think just the same thing, make sure that the people who sign up to go to someone's home can be really clear on respect and give their respect as best as they can. We didn't have really bad stuff, but enough stuff.

Michael Ormond Robinson

3:05 PM, April 17th, 2018

- House: Lille Skov
 - Still under construction, how did they make sure that the house was safe for visitors

Interview Questions:

1. Why did you choose to open your home for SHD?

People would always talk to us about what we could or couldn't do when we wanted to build our place, and we found that we could do everything they told us we couldn't do, and a lot of other people were told they couldn't do it as well. We wanted to provide an example that you could do it.

Our place is a very, I guess, partly an artistic and architectural expression of who we are. We created a place that would be a show home in a Melbourne suburb, using largely common sense.

2. What do you like about opening your home?

Well, we expected maybe 3 people, and we had over 200 groups of people come through. I really liked the reactions of people who had been told that it was too hard to do. And seeing those things actually played out in front of them, and to be told that it was possible. We had no drastic methodologies at play at our place, but just by thinking a little bit harder about everything, we were able to create an environment that's not sucking huge amounts of power or hurting anything.

3. What is the hardest thing about opening your home?

I was a little underprepared for the numbers that came to my place. We had a really good helper from Ballarat who kind of told me that it would be good if I did 40 minute rolling talks rather than to try and walk around and answer questions. Every 40 minutes there would be a new batch of people there, we'd take 5-10 minutes about the house, the process, who we were and how we went about it - then we went for questions.

For looking around the house, self guided tours worked. Every 40 minutes I would whistle and talk to everyone about it and let them go, and if people wanted to look at specific technologies then they would do that.

4. Your home was still under construction during tours. How did you make sure that the house was safe for visitors?

We had moved in and there was nothing that needed to be made safe. There was some stuff that was unfinished, some panelling, some part of the ceiling cavity. It was nothing that was accessible, and was all outside the house, really, but it's all been cleaned up now.

The house was operational, we had already moved in, it was mainly aesthetics and finishes that were not done.

5. Was there anything when you first opened your home that you were worried about? What was your feeling after the first event?

No worries, we kind of put our faith in ATA and the model that the ATA had established. We're used to having guests in our home previously, we weren't worried about strangers coming in our house at all.

6. How did you go about advertising the event/your home?

We did kind of the kids school and kindergarten, and our social networks like Facebook and LinkedIn.

Not many people live out our way, which is why we thought there were just gonna be a few interested farmers from around the place, and why we didn't expect all the people that came. We might be well situated between cities.

7. Is there anything regarding SHD home opening that we should stress in our educational video?

Don't be scared, people want to know how to live sustainably. They're not coming to judge your home, they're coming to see what can be achieved. For me, it was a really inspirational day. I got as much inspiration out of talking to people who wanted to do things, as they were getting from seeing coming to the fruition. Everyone is coming because they want to do something different, not necessarily better, and they're enthusiastic.

8. What additional support would you like from the ATA?

The fact that we had - well one of our assistants didn't show up in the afternoon. Other than that support was fantastic, the person who came in the morning was fabulous. There were 10 people on the doorstep at 10am, and he kind of gave us the low-down on what's the best way to approach getting people through.

Terry Teoh

2:45 PM, April 17th, 2018

- House: Edwardian Bungalow Heading to Grid Independence:
 - Opened for many years, how has the event changed and has the demographic of visitors changed?

Interview Questions:

1. Why did you choose to open your home for SHD?
To share what we had learned with the community.
2. What do you like about opening your home?
Interacting with people and the sharing of ideas in both directions.
3. What is the hardest thing about opening your home?
Planning and managing the crowd throughout the day. I think we had about 200 people.
4. What do you wish you knew when you first opened your home?
That running good tours hour by the hour was really draining, because you had to balance that out with managing the crowd. How we've done it differently is that we've prepared small pages of storylines and paragraphs and put it around the house so people can go through that and see our story.
5. How has SHD changed over the years?
It's gotten better. On the event planning side of things, the ATA has improved - it is streamlined and they run it like a military cafe.
6. How do you go about advertising the event/your home?
We just use the portal, and include a write up, nice photo, and nice tagline for the landing page of our profile, which we felt would attract interest. Apart from that we aren't really connected to social media or digital age, so we focus more on minimal promotion.
7. Do you have any recommendations for us and the educational presentation?
Try and have your messages clearly prepared, knowing that you'll have to reach a wide audience. This includes techno geeks, people who want simplified advice without too much technology, and everything in between. Be prepared to speak to multiple audiences and prepare your thoughts.

Part C - Deliverables to Promote Sustainable Housing

1. Snapshots of Sustainability Video

Snapshots of Sustainability: Quick & Easy Tips for Renters

The full video can be found here:

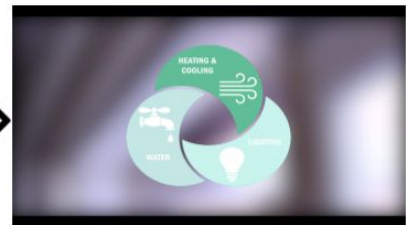
<https://youtu.be/ib24frQxY6w>



Energy bill reaction shots, used to hook viewers to watch the video.



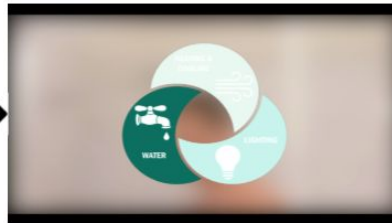
Title sequence for Snapshots of Sustainability video.



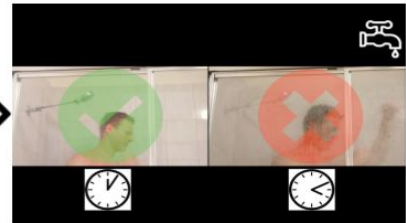
Overview graphic introducing the Heating & Cooling section of the video.



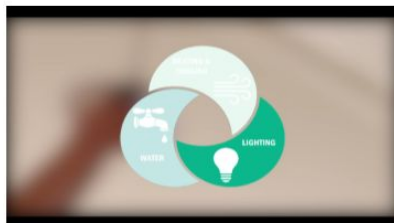
Introducing draught proofing as a tip for renters.



Overview graphic introducing the Water Use section of the video.



Introducing efficient showering, while incorporating humor, as a tip to be sustainable.



Overview graphic introducing the Lighting section of the video.



Introducing the use of LED lights as a tip to be sustainable.



Closing credits, directing viewers to the ATA Facebook page and website.

2. SHD Training Presentation

SHD Training Presentation

The full training presentation can be found here:

<https://prezi.com/view/mO3HNNbHEa4Ep9aoUgKx/>



Figure 1. Overview Screen of the SHD Training Presentation

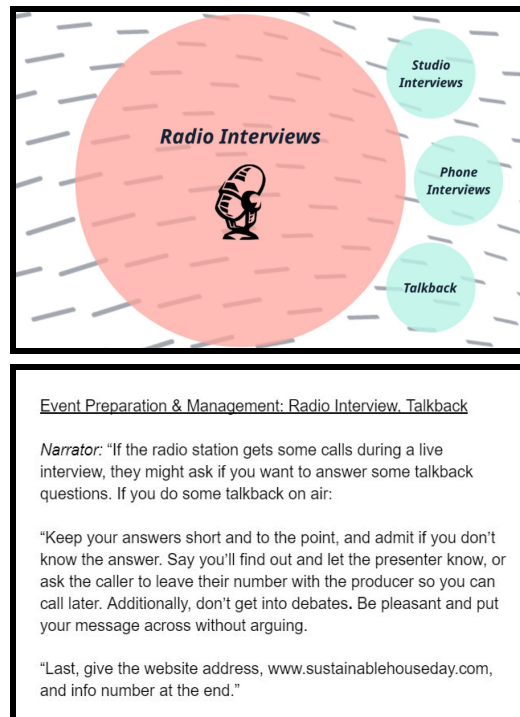


Figure 2. Radio Interview section of SHD Training Presentation and Corresponding Script

3. SHD Tour Video

SHD Tour Video

The full video can be found here:

<https://youtu.be/4lci92F9nHY>



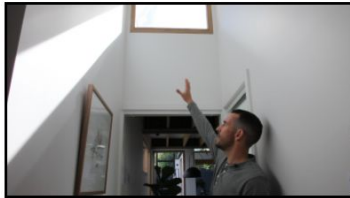
Sustainable House Day Intro



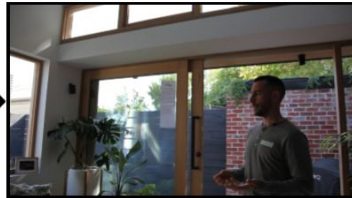
"Hi and welcome to the home of Melbourne Vernacular, I am Leanne and this is Scott."



"We're going to take you through the home and introduce you to some of its features"



North facing windows used for light and passive heating



Double Glazed, High Efficiency, Weather Sealed Windows



Thermal mass, reused materials, bricks and polished concrete, and thermal breaks



Hydronic heating and all-electric house



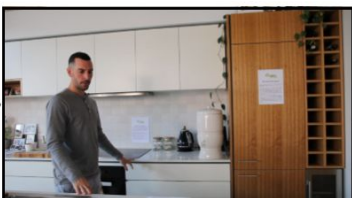
"The engine room of our sustainable home..."
"Our Heat Pump and Storage Tank..."



"The reason we chose a heat pump is that we wanted to be off of gas"



Smart fans and thermostat actively heat and cool the house



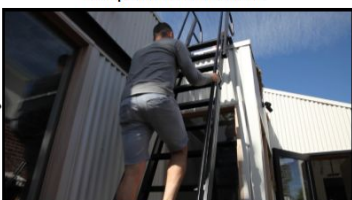
"There were a number of sustainability designs incorporated in the kitchen..."



"Being water wise is also really important with a sustainable home..."



No-dig veggie garden for sustainable living



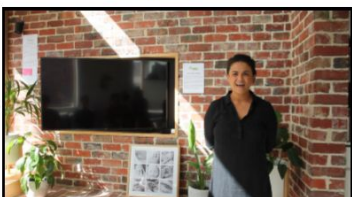
Rooftop features



"We chose to invest most of our money in solar panels..."



"We've also planted exclusively plants that are native to this part of Melbourne..."



"We hope that you enjoyed the tour of Melbourne Vernacular and that it inspired you..."



SHD Links and further information

4. Sign-in Process

In the past, the ATA has used an archaic paper sign-in sheet at the entrance of every house during SHD and took months to enter all of the data into the system. We developed recommendations for the ATA to streamline their SHD sign-in process and automate data entry for their contact lists. This was done through interviews and a literature review.

To do this, we *identified technical options* for the ATA to use for the sign-in process. We conducted interviews with Katy Daily and Gary Cookson, a Web Developer who works on the SHD registration and regulates the ATA's database. Once we were able to gauge what kind of sign-in system the ATA was looking for, we researched options available to approach this implementation. The options that we found were to either use a third-party platform or create a system from scratch. Using a third-party platform, such as Eventbrite, would be free to use and has a wide range of features to customize the event experience. However, this would include sharing of private information with the platform that may raise concerns of data security. Creating an in-house system from scratch would solve the data security concern; however, it would prove to be very costly and time consuming. Due to the lack of funds available to ATA, as mentioned by Gary Cookson, we chose to recommend working with a third-party platform. We found that it is possible to digitize the sign in process using a QR-code based Mobile Application. In addition, the web development team is capable of creating a feed that can link the existing database to the check-in app, which can result in instantaneous data collection of the SHD attendance. Our next step was to research possible platforms that can be used to execute this process.

We reviewed business software options on Capterra. Users of different check-in apps rate their experience and give feedback, and a few options that stood out to us are:

- 1) **EventBrite**, a global ticketing and event technology platform that allows event organizers to plan, promote, and sell tickets to events.³⁶ Attendees can also find and purchase tickets on the platform. It covers most aspects of event management from promotion to check-ins.



- 2) **Zkipster**, the check in and event management software for the world's best events. This program is used by organizations as it is fast, reliable, has a secure guest check in process and smart event analytics.



- 3) **Boomset**, which provides a customizable event automation platform. Its major services include automating marketing efforts and simplifying the registration process with products like on-site custom-branded self-check-in kiosks, multi-session management and RFID tracking.



When comparing specific features for each of the three options, Eventbrite stood out in two categories. All three software options have the capabilities for attendee segmentation, badge printing, data import/export, data synchronization, and guest list management. However, Eventbrite additionally is capable of lead capture, which optimizes data analysis, and multi- event management, which could be useful if the ATA decides to branch out and use the QR code sign-in process for events in addition to SHD. To further compare our choices, we looked at some

of the most important factors provided by Capterra.com that need to be considered before making this decision, shown in Table 1.

Table 1. Application Decision Matrix ³⁵

Product	Price	Overall Rating	Ease of Use	Customer Service
EventBrite	FREE ³⁶	4.5/5	4.5/5	5/5
Zkipster	\$399 ³⁷	4.5/5	5/5	5/5
Boomset	\$699 ³⁸	4.5/5	4.5/5	4.5/5

Our next step was to develop recommendations for the ATA to use. We recommended working with EventBrite because it's free to use and is has a user friendly interface. Our solution can potentially ensure the seamless collection of the data from the SHD sign-in process and significantly decrease the lead time of analysis.

As seen in Figure 3, the first step is the registration process. The SHD website has a section where people can register as attendees. This page will have a link for event registration on the EventBrite website, and once the form is filled and submitted, their data is collected and stored in the EventBrite database. The user then receives a ticket with a unique QR code through email that corresponds to their information.

The intermediate step is to create a feed between the ATA's MySQL database and the Eventbrite database. The feed will be activated so that it can collect the data from EventBrite and store it in ATA's MySQL database.

The final step is at SHD. When an attendee arrives at one of the houses, the homeowner or a volunteer will use the EventBrite Organizer App to scan the ticket with their respective QR code and enter if there are any guests with them. This information is directly fed into the EventBrite database and this data can be exported to ATA's database through the pre-established feed and is ready to be analyzed.



Figure 3. Sign-in Process Flow Map

In speaking with the ATA, there were some reservations about using a third party system for the sign-in process. Without a third party to go through, the only other option would be to develop a system from scratch to process the QR codes, which is not something that the ATA has the resources for. Therefore, these recommendations will most likely be adopted gradually over a couple of years. For the upcoming SHD in September, 2018, they plan to give each attendee a unique number to check in at each house. This can serve as an intermediate step between their current archaic process and our recommendations, during which the ATA will be able to determine which future steps they'd like to take.

5. Social Media Strategy Recommendations

The attached recommendations for the 2018 SHD Social Media Strategy focus on using Facebook and Instagram to promote the event. We decided to utilize these particular social media platforms for a few reasons. First, the ATA has used them in the past, and has established a significant follower base within each one. Additionally, from an interview with ATA's Relationship and Marketing Manager Katy Daily, while there are other social media platforms available, using any more would spread the ATA staff thin, as the employees are all juggling multiple projects at a time.

Using Facebook and Instagram to promote SHD makes sense. Facebook is the most widely used social media platform in Australia with about 15 million monthly users, and 50% of the Australian population logging in every day (1). Instagram follows in third place with 9 million monthly Australian users (1), and is valuable in the promotion of SHD because of its reliance on visual content. Promoting SHD by showcasing pictures of the stunning and unique sustainable homes is very useful in engaging the audience, and might push them to act further with the event.

The social media plan comes in three parts:

1. A calendar outline for May - August
2. A detailed plan for September up until SHD, on September 16
3. Suggested metrics to track social media progress for Facebook and Instagram

Part 1 of this plan gives the ATA a lot of flexibility regarding the time of posting and content of the social media posts. The suggested metrics will help to identify the ideal posting times and content to include so that when September arrives, user exposure to the SHD promotional content has been optimized.

Part 1: Calendar Outline

May 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
			Facebook		Facebook	
	Instagram			Instagram		
6	7	8	9	10	11	12
			Facebook		Facebook	
	Instagram			Instagram		

13	14	15	16	17	18	19
			Facebook		Facebook	
	Instagram			Instagram		
20	21	22	23	24	25	26
			Facebook		Facebook	
	Instagram			Instagram		
27	28	29	30	31	1	2
			Facebook		Facebook	
	Instagram			Instagram		

June 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
			Facebook		Facebook	
	Instagram			Instagram		
3	4	5	6	7	8	9
Facebook			Facebook		Facebook	
	Instagram			Instagram		
10	11	12	13	14	15	16
Facebook			Facebook		Facebook	
	Instagram			Instagram		
17	18	19	20	21	22	23
Facebook			Facebook		Facebook	
	Instagram			Instagram		
24	25	26	27	28	29	30
Facebook			Facebook		Facebook	
	Instagram			Instagram		

July 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7

Facebook			Facebook		Facebook	
	Instagram			Instagram		
8	9	10	11	12	13	14
Facebook			Facebook		Facebook	
	Instagram			Instagram		
15	16	17	18	19	20	21
Facebook			Facebook		Facebook	
	Instagram			Instagram		
22	23	24	25	26	27	28
Facebook			Facebook		Facebook	
	Instagram			Instagram		
29	30	31	1	2	3	4
Facebook			Facebook	Facebook	Facebook	
	Instagram			Instagram	Instagram	
August 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
Facebook			Facebook	Facebook	Facebook	
	Instagram	Instagram		Instagram	Instagram	
5	6	7	8	9	10	11
Facebook			Facebook	Facebook	Facebook	
	Instagram	Instagram		Instagram	Instagram	
12	13	14	15	16	17	18
Facebook			Facebook	Facebook	Facebook	
	Instagram	Instagram		Instagram	Instagram	
19	20	21	22	23	24	25
Facebook			Facebook	Facebook	Facebook	
	Instagram	Instagram		Instagram	Instagram	
26	27	28	29	30	31	1
Facebook	Facebook		Facebook	Facebook	Facebook	Facebook
						Facebook

	Instagram	Instagram		Instagram	Instagram	
	Instagram			Instagram		
September 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
Facebook	Facebook		Facebook	Facebook	Facebook	Facebook
						Facebook
	Instagram	Instagram		Instagram	Instagram	
	Instagram			Instagram		
2	3	4	5	6	7	8
Facebook	Facebook		Facebook	Facebook	Facebook	Facebook
						Facebook
	Instagram	Instagram		Instagram	Instagram	
	Instagram			Instagram		
9	10	11	12	13	14	15
Facebook	Facebook		Facebook	Facebook	Facebook	Facebook
						Facebook
	Instagram	Instagram		Instagram	Instagram	
	Instagram			Instagram		
16	17	18	19	20	21	22
Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	
Facebook	Facebook					
Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	
Instagram	Instagram					
23	24	25	26	27	28	29
Facebook			Facebook		Facebook	
	Instagram			Instagram		

We have given recommendations for May - August for the days to promote SHD on social media. This schedule is more flexible than that of September, and has the potential to give valuable insight on which practices work best and which to avoid.

When starting out, there are some major factors to keep in mind. From Forbes, on both Facebook and Instagram, posting content consistently rather than sporadically with multiple posts at a time is key in retaining followers (3). Additionally, engaging with other social media accounts can increase follower numbers (4). This includes responding to comments, commenting on other posts, and sharing relevant content, which all send the message to your followers that you are interested and engaged in social media. Further, when posting on Facebook, short, sweet, and visual posts are the most effective in engaging users (2).

Optimal Days to Post

The recommendations for the best days to post on social media vary significantly by platform. For Facebook and Instagram, they are as follows, as found by Social Media Today (green is a great day to post, yellow is an average day, and red are days you should avoid):

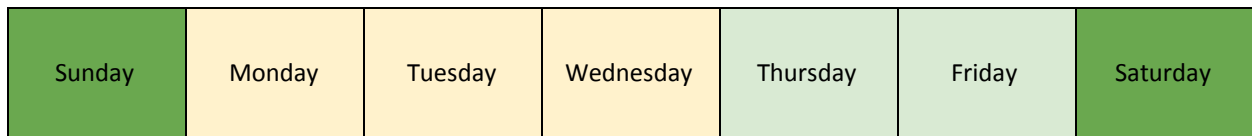


Figure 4: When to Post: Facebook (5)

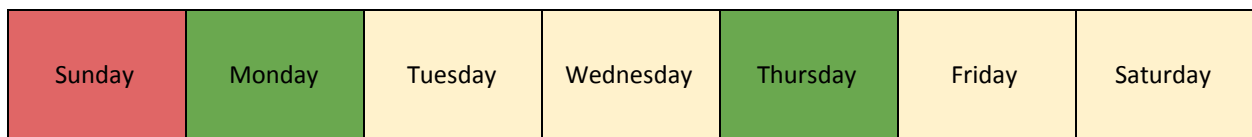


Figure 5: When to Post: Instagram (5)

These figures were taken into account when putting together the plan, and the calendar is a compromise between posting regularly and posting on ideal days of the week. The plan begins at two posts per week for each social media platform, and slowly increases as SHD draws closer. For both Facebook and Instagram, we kept the number of posts per day at one until September, at which point there are sometimes two per each platform. This was decided based on research done at DowSocial, which found that for both platforms, one post per day was ideal (6). Further, for Facebook, likes start to drop off after two posts in one day, while for Instagram, three posts per day is the recommended maximum (6).

Optimal Times to Post

Based on research done by Social Media Week, a company dedicated to give professionals social media insight, the ideal times are as follows:

Facebook:

- 1pm - 4pm⁷

Instagram:

- 2am,⁷ 11am - 1pm, 7pm - 9pm⁸

When promoting SHD on social media, experimenting with these different posting times each week and comparing the respective data will be helpful in identifying posting times that work best for the SHD audience. Ideally, by September, some optimized times will have been identified.

It is important to note that Instagram updated its algorithm in 2018 from a chronological feed to one based on engagement.⁹ Consequently, posts that receive more engagement more quickly move to the top of the feed.⁸ One way to use this to your advantage is to utilize the Instagram story feature. High engagement on the story will help boost your post to the top of the feed, and posting times for stories don't matter, as they're visible for 24 hours.¹⁰ Further, people that don't follow you can still view these stories.¹⁰

Content to Include

This outline is mapped out over four months, during which a lot can potentially change within the ATA. Therefore, we decided to give recommendations on potential content to be included within each social media post, but left room for flexibility regarding which days to post the content. We recommend that the following content is included for the SHD strategy:

- Hashtags for Facebook and Instagram
- Highlight reel/pictures from past events
- Behind the scenes content from prior events
- Pictures of past participants with positive reviews in text
- Snippets from “Snapshots of Sustainability”
- Snippets from SHD Informational Videos
- Polls regarding sustainability or Sustainable House Day
- Showcase houses from past SHD 2017
- Pictures of different sustainable features within homes
- A countdown to SHD 2018

Visual posts will best engage the audience, particularly videos, and can be snippets from our videos. Moreover, countdowns and polls will be useful to encourage viewers to participate who might not have otherwise, and sharing and commenting on other pages posts will increase the reach of the strategy. Additionally, behind the scenes content from prior events will help to give the posts a more personable taste. Incentives for sharing the post can also help to boost the amount of shares, and could be used to promote other products as well. For example: “share this post and we’ll give you a \$5 off coupon for a valve cozy.” Experimenting with these different approaches of engaging the audience and analyzing the metrics from each will be help find to the best approaches by September.

Hashtags to Expand Social Media Reach

Hashtags are very useful for organizing content on social media, and allow for posts to be easily discoverable by a relevant audience.¹¹ Hashtags sorted by popularity can be found via Instagram, which is a useful source in deciding which hashtags to use. We recommended the following hashtags, sorted into four categories depending on their potential uses:

Table 2. Categories and Recommendations for Hashtags

Energy Conservation	Energy Technologies	Decor	Place/Event Promotion
#nature	#energy	#decor	#sustainablehouseday
#awareness	#innovation	#homerenovation	#SHD
#energy	#renewableenergy	#woodworking	#SHD2018
#gogreen	#greenenergy	#interiorstyling	#renew
#sustainable	#solar	#ecofashion	#alternativetechassociation
#ecofriendly	#tech	#interiordesign	#eventsaustralia
#environment	#power	#homedesign	#melbournelife

#sustainabledesign	#future	#modernhome	#madeinmelbourne
#begreen	#battery	#dreamkitchen	#melbourne
#earthfriendly	#windpower	#homestyling	#melbournelife
#climateaction	#sources	#housetour	#melbourneevents

A lot of these hashtags can be used to promote general sustainability. However, some like #battery and #woodworking could be used with some of the innovative and beautiful homes showcased during SHD. Though not directly linked to sustainability, they are widely used and can bring more views.

It is important to note that Instagram updated its algorithm in 2018 from a chronological feed to one based on engagement.⁹ Consequently, posts that receive engagement at a faster rate than others move to the top of the feed. One way to use this advantageously is to utilize the Instagram story feature, which we highly recommended the ATA use, particularly during September when SHD is right around the corner. High engagement on the story will help boost your post to the top of the feed, and posting times don't matter, as they're visible for 24 hours.¹⁰ Further, people that don't follow you can still view them,¹⁰ and there is the option to share location and run polls.¹² Even better, users have the option to share Instagram stories, so including hashtags and embellishing them by using visual aids, like stickers and the pen tool, can go a long way in driving user engagement.¹² Embedding links can also help drive a message out to a larger population. Currently, this feature is available only for verified accounts¹⁰ but we noted that it could be a future strategy.

Part 2: Detailed September Plan

The detailed September plan maps out in more detail the three weeks leading up to SHD. The number of posts per day is increased for both Facebook and Instagram, but once again, consistency is stressed over frequency. Polls and countdowns are also included here, and closer to the event we recommended content showing behind the scenes setup. Also, sneak peeks of houses that will be showcased on the day could help drum up more excitement. Below is week three of the plan, detailing the time of day and content to include in the posts:

Table 3. Detailed Social Media Plan

August 5 - September 1			
Sunday	FACEBOOK	1:00 PM	3 week countdown to SHD 2018, show house from SHD 2017
Monday	INSTAGRAM	11:00 AM	House from SHD 2017
	FACEBOOK	2:00 PM	Brief snippet of a homeopener for SHD 2018 with a picture of the owner(s)
	INSTAGRAM	7:00 PM	House from SHD 2017
Tuesday	INSTAGRAM	12:00 PM	Snippet of renters guide video
Wednesday	FACEBOOK	4:00 PM	Share a relevant post about sustainable living
Thursday	INSTAGRAM	11:00 AM	House from SHD 2017
	FACEBOOK	1:00 PM	Snippet of SHD virtual tour video

	INSTAGRAM	8:00 PM	Visual of how much people can save by living sustainably
Friday	INSTAGRAM	1:00 PM	Visual quote of a positive review from last year
	FACEBOOK	5:00 PM	Share a relevant post about sustainable living
Saturday	FACEBOOK	12:00 PM	Weekly poll about sustainable features
	FACEBOOK	3:00 PM	Sneak peak of SHD 2018: a house that will be showcased
September 2 - September 8			
Sunday	FACEBOOK	1:00 PM	2 week countdown to SHD 2018, show house from SHD 2017
Monday	FACEBOOK	9:00 AM	Snippet of Renter Sustainability Video
	INSTAGRAM	5:00 PM	Brief snippet of a homeopener for SHD 2018 with a picture of the owner(s)
	INSTAGRAM	9:00 PM	Visual quote of a positive review from last year
Tuesday	INSTAGRAM	11:00 AM	Picture from SHD 2017 of a tour in action
Wednesday	FACEBOOK	4:00 PM	Share a relevant post about sustainable living
Thursday	FACEBOOK	9:00 AM	Snippet of SHD Training Video
	INSTAGRAM	1:00 PM	House from SHD 2017
	INSTAGRAM	9:00 PM	Visual quote of a positive review from last year
Friday	FACEBOOK	8:00 AM	Behind the scenes setup from SHD 2017
	INSTAGRAM	6:00 PM	Snippet of SHD virtual tour video
Saturday	FACEBOOK	12:00 PM	Weekly poll about sustainable features
	FACEBOOK	3:00 PM	Sneak peak of SHD 2018: a house that will be showcased
September 9 - September 15			
Sunday	FACEBOOK	1:00 PM	1 week countdown to SHD 2018, show house from SHD 2017
Monday	FACEBOOK	9:00 AM	Behind the scenes setup of SHD 2018
	INSTAGRAM	11:00 AM	Visual quote of a positive review from last year
	INSTAGRAM	7:00 PM	Snippet of Renter Sustainability Video
Tuesday	INSTAGRAM	12:00 PM	House from SHD 2017
Wednesday	FACEBOOK	4:00 PM	Snippet of SHD Training Video
Thursday	FACEBOOK	9:00 AM	Post about energy bills at a house showcased at SHD 2017
	INSTAGRAM	1:00 PM	Brief snippet of a homeopener for SHD 2018 with a picture of the owner(s)
	INSTAGRAM	7:00 PM	Visual quote of a positive review from last year

Friday	FACEBOOK	8:00 AM	Sneak peak of SHD 2018: a house that may be showcased
	INSTAGRAM	9:00 PM	Behind the scenes setup of SHD
Saturday	FACEBOOK	12:00 PM	Weekly poll about sustainable features
	FACEBOOK	3:00 PM	Sneak peak of SHD 2018: a house that will be showcased
September 16			

Though the plan mainly outlines posts leading up to the event, posts during SHD will help to engage people while they're there, possibly pointing them in the direction of homes that they haven't yet visited. Further, after the day, it will be important to keep posting consistently throughout the week. Posts here could include pictures from homes that participated, participant reviews, and promotion of next year's event.

Part 3: Suggested Metrics to Track Social Media Success

The suggested data to track is available for free on Facebook and Instagram. We suggest that the data is collected at the end of each week in order to best identify strategies that have been effective. Proposed data to collect for Facebook includes net page likes, number of posts, shares, likes, link clicks, impressions, and reach. The recommended tables are below:

Table 4. Recommended Metrics for Facebook

FACEBOOK							
Date	Net Page Likes Gain/Loss	Number of Posts	Shares	Likes	Link Clicks	Impressions	Reach

Table 5. Recommended Metrics for Instagram

INSTAGRAM									
Date	Net Followers Gain/Loss	Number of Posts	Likes	Comments	Impressions	Reach	Bio Link Clicks	Video Views	Story Views

Social Media Plan Goals

We've outlined some potential end goals to keep the plan on track and evaluate its success:

Facebook:

- Increase page likes by 20%
- Double the number of link clicks on posts from August to September
- Obtain poll input from 10% of followers
- Reach 5% more users each week
- Obtain a 100% response rate with users
- Get at least 10 shares on a post
- Receive 20 event reviews after SHD

Instagram:

- Increase follower count by 50%
- Reach 10% more users each week
- Obtain a 100% response rate with users
- Increase story views by 5% each week

Google analytics is a useful tracking tool in addition to using the metrics supplied by Facebook and Instagram, and can give more insight into social media interactions.

References:

1. Social Media Statistics Australia – February 2018. (n.d.). Retrieved April 5, 2018, from <https://www.socialmedianews.com.au/social-media-statistics-australia-february-2018/>
2. How to Promote your Small Business on Facebook. (n.d.). Retrieved April 5, 2018, from <https://www.businessnewsdaily.com/5453-how-to-promote-your-small-business-on-facebook.html>
3. How Frequently You Should Post on Social Media According to the Pros. (n.d.). Retrieved April 5, 2018, from <https://www.forbes.com/sites/neilpatel/2016/09/12/how-frequently-you-should-post-on-social-media-according-to-the-pros/#170307a3240f>
4. Research-backed Tips to Get More Followers on Twitter, Facebook. (n.d.). Retrieved April 5, 2018, from <https://blog.bufferapp.com/get-more-followers-twitter-facebook-research>
5. The Best Days and Times to Post on Social Media [Infographic] | Social Media Today. (n.d.). Retrieved April 5, 2018, from <https://www.socialmediatoday.com/social-business/best-days-and-times-post-social-media-infographic>
6. How Often You Should Post On Social Media Platforms [Updated 2018]. (2015, July 3). Retrieved April 5, 2018, from <https://dowsocial.com/how-often-you-should-post-on-social-media-platforms/>
7. How to Optimize Your Social Media Posting Frequency. (2016, March 16). Retrieved April 5, 2018, from <https://socialmediaweek.org/blog/2016/03/optimize-social-media-time/>
8. This is How The Instagram Algorithm Works in 2018. (n.d.). Retrieved April 10, 2018, from <https://later.com/blog/how-instagram-algorithm-works/>
9. The Best Time to Post on Instagram in 2018. (2018, January 31). Retrieved April 10, 2018, from <https://later.com/blog/best-time-to-post-on-instagram/>
10. 13 Reasons Why Instagram Stories Need To Be Part of Your Strategy. (2017, June 20). Retrieved April 10, 2018, from <https://www.planthat.com/instagram-stories/>
11. How to Grow Your Audience With Hashtags for Instagram. (2017, April 11). Retrieved April 10, 2018, from <https://sproutsocial.com/insights/hashtags-for-instagram/>




Future Ideas for Snapshots of Sustainability Videos

“Snapshots of Sustainability” could be turned into a video series, with Renters as the first focus, and the next could be marketed towards the following demographics:

1. *Landlords:*
Landlords are often seen by renters as a barrier to sustainable living, and this video could address the communication gap between the two groups.
2. *Recent college graduates:*
After college, many graduates are living on their own for the first time. Giving this group tips for the future could encourage sustainable living that they carry on throughout their lives.
3. *Children:*
Children can play a large role in encouraging their parents to make changes within the household, and the video could also instill lessons early in their lives.
4. *Different regions of Australia:*
Climates vary dramatically within Australia, and videos targeting some of the regions could provide a more personal touch to sustainable living and reach a larger population.
5. *Specific energy saving categories:*
Focusing on heating and cooling, water use, efficient appliances, etc. could give a more detailed list of options for people to utilize. “Quick and Easy Tips for Renters” touches briefly upon these categories, but in an effort to be succinct, we cut a lot of details.
6. *Low-income renters:* Some of the tips included in the video are costly, and therefore aren’t realistic for low-income families. A video focusing solely on behavioral change for renters could help to span this gap.


Part D - Storyboards and Scripts

Snapshots of Sustainability for Renters Storyboard


 icon for each of 3 categories



Renter Tips for Sustainable Living - Draft 2

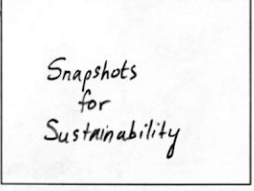
Hook

① 

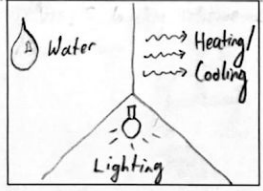
- People looking at energy bill, angrily
- go through 4 faces

② 

- slap on of title → energy bills don't have to be astronomical


③ 

- Title slide: "these are some quick tips to live sustainably & lower your utilities bill"
- on screen for 5 sec. w/ audio overlay

④ 

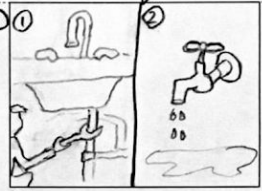
- Graphic showing the 3 main categories:
water
heating/cooling
lighting

low flow rate showerheads

⑤ 

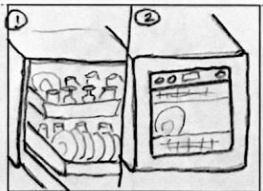
WATER: "the avg home uses X amt. per year → here are some easy ways to reduce that"

- split screen → one shower is turned off, in the other they are singing

⑥ 

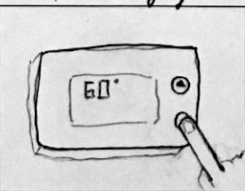
fixing leaking faucets

- ① one side, guy tightening valve
- ② other side, leaky faucet

⑦ 

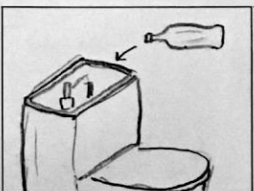
Full loads in dishwasher

- ① one side, puts in a sock & runs it
- ③ full dishwasher on other side

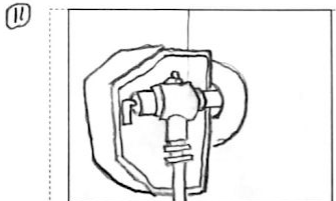
⑧ 

Mentioned at tail-end: "other tips"

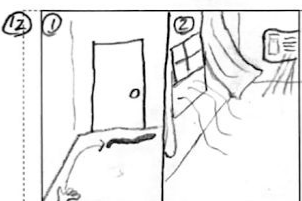
- cold water usage → set temp to 60°C

⑨ 

- water bottles in toilets
- quick tidbits
- might use at beginning



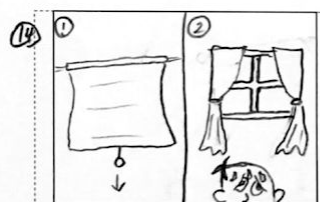
11 valve cozy & pipe insulation



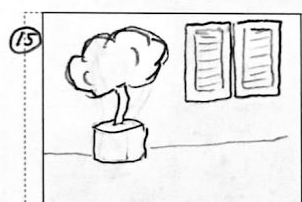
12 Heating & Cooling
 ① self adhesive seals, windows closed
 ② windows open w/ AC



13 Dress for the weather
 ① guy wearing jumper → heat what you need
 ② guy in budgie smuggler



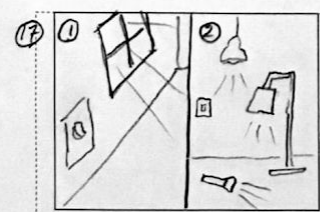
14 Shading during Summer
 ① shades closed
 ② shades open, sweating



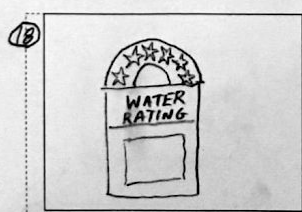
15 other possible shots:
 outdoor shutters
 deciduous plants



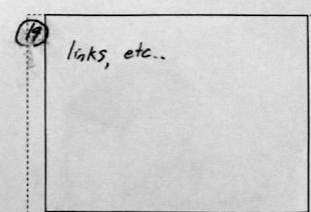
16 Lighting
 ① LED lights on & powerful → smart lighting
 ② Halogen lights burning out



17 turn lights off
 ① lights off → natural lighting
 ② lights on everywhere



18 review of WELS system



19 "for more, check out the ATA's website"

Snapshots of Sustainability for Renters Script



Snapshots of Sustainability:
Quick & Easy Tips for Renters

Script

Narrator

Sound/Music

Video

Text/graphic on screen

Scene 1: Energy Bill Reactions

FOUR SHOTS OF PEOPLE OPENING THEIR ENERGY BILLS
(looking shocked/appalled)

MUSIC CUE: Heartbeats to the beat of our video cuts

Scene 2: Energy Bill Caption

SLAP ON SCREEN: “Energy bills don’t have to break the bank”

ON SCREEN: Compilation of short clips of different things from the video

Narrator: Energy bills don’t have to break the bank. As a renter, you can use these quick and easy tips to make your home more comfortable, save money on your energy bills, and reduce your environmental impact.

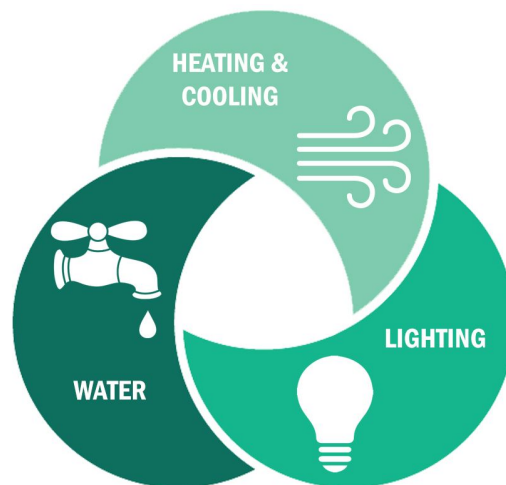
Scene 3: Title Scene

TITLE SLIDE: “Snapshots to Sustainability: Quick & Easy Tips for Renters”

- This will come on over a compilation of clips from the video (like a preview)

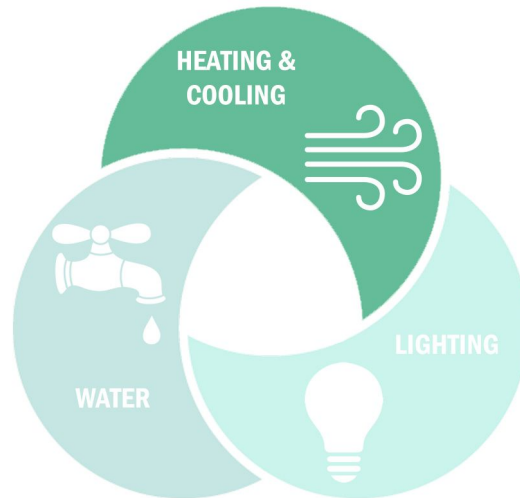
Scene 4: Three Main Areas for Savings

ON SCREEN: Graphic showing 3 main areas for saving money every month



Narrator: Heating and cooling, water use, and lighting have the greatest impact on your energy bills. Renters can easily save by making a few simple changes in their homes, and you'll save more money each month and live more comfortably.

Scene 5: Heating & Cooling Intro



ON SCREEN: Graphic of heating and cooling

Narrator: Heating and cooling are the most energy hungry activities at home, but it doesn't take much effort to reduce their impact.

Scene 6: Apply self adhesive seals/door snakes

SPLIT-SCREEN:

Left - show person putting in self adhesive seals, door snake, windows closed

Right - windows open w/ AC on

Narrator: Stop draughts by sealing up gaps around doors, windows, and cracks. Door snakes -- the only snakes in Australia that won't kill you -- are a great solution as well. The next time you use the air conditioning, make sure your doors and windows are closed!

Scene 7: Dress for the weather

SPLIT-SCREEN:

Left - person wearing jumper

Right - person in budgie smuggler

Narrator: It may seem bothersome, but dressing for the weather, even inside your house, is a lot cheaper than running your heating or air conditioning.

Scene 9: Use shading appropriately

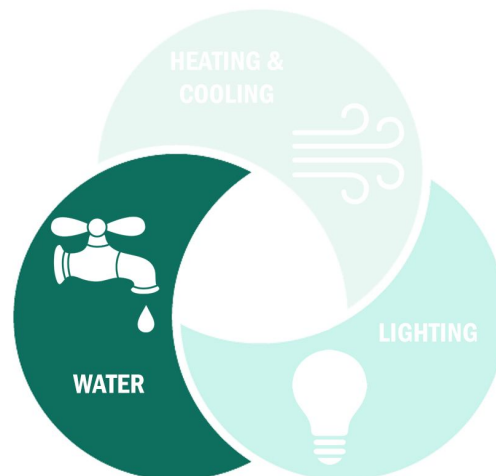
SPLIT-SCREEN:

Left - shades closed, other examples (see below)

Right - shades open, sweating

Narrator: 87% of a home's heat in the summer is gained through windows. Reduce your aircon use and electric bill by using window shading. Heavy lined curtains can keep heat out on hot summer days, and the heat in during the winter.

Scene 10: Water Use Intro



Narrator: The average house uses over three hundred thousand litres of water per year. Here are some easy and interesting ways to reduce your water consumption.

Scene 11: Showers

SPLIT-SCREEN:

Left - person turning off shower and stepping out

Right - guy singing Katy Perry in the shower / wasting water

Narrator: The average shower uses 15 liters/min. Taking shorter showers and purchasing a low-flow showerhead can halve your water use. It may be time to start practicing your singing elsewhere!

Scene 12: Leaking Faucets

ON SCREEN: Leaking tap → person tightening tap fully (thumbs up)

SPLIT-SCREEN:

Left - person washing hands and closing faucet fully

Right - person washing hands and not closing faucet

Narrator: A dripping tap can waste a lot of water. Fully turn off your taps, and try to install new washers or tighten leaks. If this is a problem, ask your landlord to have your taps or toilets serviced

Scene 13: Laundry

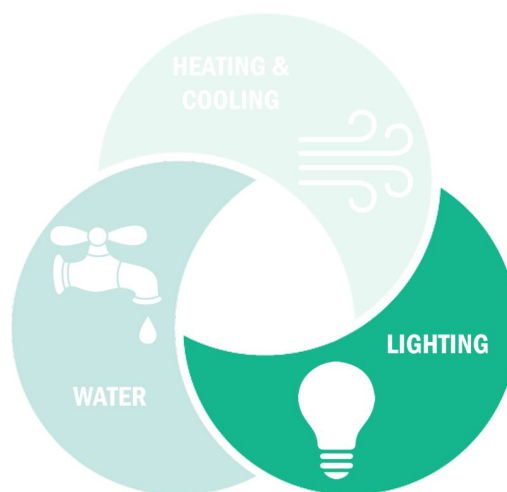
SPLIT-SCREEN:

Left - person loading a large load of laundry

Right - person putting a sock in the washer

Narrator: Doing laundry uses a huge amount of water, to save the most water and energy, be sure to wash a full load of clothes.

Scene 14: Lighting Intro



Narrator: "Lighting, can have a big impact on your bills as well."

Scene 15: LED Lights

ON SCREEN: Person installing LED light (thumbs up)

Narrator: “Replace compact fluorescent lights (CFLs) with energy efficient LEDs. LED lighting can save hundreds of dollars a year.”

Scene 16: Use natural lights

SPLIT-SCREEN:

Left - Lights off during day → natural lighting being used

Right - Lights on all over when not being used

Narrator: “Leaving lights on for long periods of time can double your lighting bill. Instead, open blinds and curtains to let in natural light.”

Scene 17: Additional Water Tips (Valve Cosy / Insulation / Rating Stickers)

ON SCREEN: Show installation of Valve Cosy

Narrator: An additional tip is to install a valve cosy to reduce heat loss from pipes.

ON SCREEN: Show installation of pipe insulation

Narrator: Using pipe insulation is also useful.

ON SCREEN: Zoom in on rating stickers

Narrator: If you are replacing a broken appliance or buying a new one, look for high Energy and Water Ratings, as a more efficient appliance will save you much more money over the lifetime of the machine.

Scene 18: Outro

ON SCREEN: Graphic of ATA, renters guide, etc (insert stuff from Katy/Jodi)

Narrator: “For more tips and information, follow the links to visit the ATA website”

Review and Download Relevant Forms

A: Welcome to the SHD Homeowner Training presentation. To navigate, either use your mouse to select specific sections that you'd like to see, or use the directional keys to go through step-by-step.

B: The following are some guidelines for completing your forms prior to SHD.

(1) The following forms and documents are available from the Sustainable House Day website, click the link to go to the SHD website where you can download these forms. It is essential that you take the time to review and complete all of these documents.

Complete Your Online Profile

(2) All homeowners are required to officially register and create their own house profile online via the SHD website. Step by step instructions can be found on the 'How to submit your house for SHD' form.

Once your house has been approved and published on the SHD website, we recommend you thoroughly review your profile to ensure that all the information is correct including search location allocation.

Further Considerations

(3) Homeowners and local groups are responsible for ensuring they are able to minimise any risks to any attending individuals and property for the duration of their SHD event. It is compulsory for all participating homeowners to undertake a thorough risk assessment and implement necessary changes to ensure that their home is safe for opening to the general public.

(4) A Risk Assessment planning document and checklist is available for download from the Sustainable House Day website for you to review and complete. We recommend that you read this thoroughly prior to your event and complete the risk assessment checklist. It's a good idea for you to continue to monitor safety throughout the duration of your event to ensure safety levels are maintained.

(5) It's also helpful to verbally state to visitors that the area is your home, and to please be respectful, and we recommend for all volunteers and attendees to officially sign upon entry to your home. This is recommended so you can maintain a record of all people who are onsite.

(6) A variety of signage is available for download from the Sustainable House Day website, which can be found on the right. This includes conditions of entry, directional, parking and a sign you can fill in with details of sustainable features. Signage placement tips include:

Signs along the main approach roads, if visitors aren't likely to be able to pinpoint the house in the Street Directory

Signs hung on the front fence, or somewhere prominent, to catch a visitor's eye as they drive along the street. If it's not obvious to visitors where to enter when they've found your house, put up an arrow or two.

Additionally, if you are opening in alternative hours to the 10am to 4pm that is being advertised, we recommend that you provide notification of this on your signs.

Outline Event Plans

C: This section will give you advice on how to best prepare yourself and your home for SHD.

(7) It is now time to start planning your individual SHD event. As all homes are unique in size, sustainable features and locations there is no set formula for running an event and each entry should be tailored specifically to fit the property's individual requirements and location. The following advice and tips are from previous participating SHD homeowners:

(8) Some homeowners have found that **tours** were the best way to control the numbers and pass on information to people. Tours can be set for allotted times, such as every twenty minutes, or when there is a set amount of people per tour. Some homeowners prefer rotating through tours with other volunteers. You can also look into booking tours.

E: The following is an example of a house tour, which took place at the Melbourne Vernacular home in Yarraville.

(9) Previous homeowners have found this to organize the flow of people through their home much better throughout the day.

(10) Create a **one-way pathway** for people to travel through your home with the entry and exit doors separate if possible, and have someone located at sustainable features to provide some further details or answer questions.

(11) **Pre-prepare** what you are going to say on the day and provide a copy to volunteers, and place **signs** at each sustainable feature, such as cards with large font, explaining items further, as a number of sustainable features are 'invisible'

(12) Create a **handout sheet/map** explaining the sustainable features around the house in detail for people to take a self-guided tour throughout your home, and have notice boards or a table with handouts/notices for people to review and select as they choose. Ensure the notice boards/tables are placed within an area that allows for people to freely move around and does not cause congestion.

(13) Allow people to do **self-guided tours** with a map. This is suggested for those with larger properties, and prepare storylines for people to follow as they walk through.

14 Click on the right to see some past examples of different tools that have worked in the past.

15 Suggested information for display may be of interest: energy and water bills, novel technologies, performance statistics, an overview of changes/products. Visitors are always interested in money savings.

16 For further assistance, join the SHD Homeowners Facebook Page

Recruit Volunteers

17 Once you have confirmed how your specific SHD open house or event will run, you can now ascertain how many volunteers you need during the day and any assistance you may need prior to the event.

18 Once you have an outline of how the day will be run, next **make a list of tasks** that will need to be completed and what you would like help with in the lead up to and on the day.

19 Your task list will outline how many **volunteers you require** and for what roles. We recommend for each house participating in SHD, you would typically require a minimum of four volunteers onsite to manage throughout the day. You will need to assess this recommendation dependent on the size of your property and the location of your sustainable features and plans for the day. Click to the right to hear more about potential volunteer roles.

20 Suggested people to **recruit as volunteers** includes local environment community groups or council, friends, family, neighbours, local students, relevant suppliers. You can always send a message out via your social networks. The ATA will be recruiting volunteers; contact us if you require additional assistance on the day.

21 Once you have recruited your volunteers ensure that you **assign them to appropriate tasks** for their age, experience and abilities. More information on assigning roles is provided on the right, in addition to the email for contacting past SHD homeowners.

22 If you would like to meet other home owners prior to SHD please email shd@ata.org.au, and we'll contact the homeowners for you.

23 We recommend that you have a prior briefing with your volunteers providing information on relevant sustainable features of the home.

The following are some examples of volunteers that you can assign on the day:

24 The **lead group volunteer** is required to oversee the houses and volunteers in the assigned group. It is the lead volunteer's responsibility to schedule volunteer positions to houses according to the needs of the house and the home owners experience from previous events.

The Lead Volunteer will be the key liaison for the nominated house and should be present on the day, for the full day.

25 They will also be responsible for placing the SHD road signage as appropriate, and can assist with welcoming, car parking assistance, and directing visitors, as well as ensuring the householder and volunteers get an occasional break.

26 One person, usually the householder, will be the **lead guide**, answering questions and conducting tours. It is helpful if at least one other person is able to provide information, answer questions and conduct tours, to give the lead guide a break. The homeowner should meet with the volunteers involved before the event, at the home, to make sure they have a clear idea of the information and features to be discussed, the tour route, and plan for the day according to the individual circumstances.

27.1 **The welcome volunteer** is an ideal position for a second householder, friends or family. They are responsible for welcoming visitors, taking visitor details, giving directions, handing out household Information and other literature. The Welcome Volunteer can be a few volunteers who share the role over the day, provided there is a good handover in between.

27.2 You may wish to appoint or approach a **sustainability expert** to assist with your open house on the day. This may include architects, builders, tradesmen or environmental specialists who can be on hand to assist in answering sustainability questions within their field of knowledge. Generally located in one spot near the feature they specialise in.

Local Marketing and Media

28 All participants are asked to assist on a local level with marketing and media for your individual event for Sustainable House Day.

29 Once your house has been approved by the SHD national organisers please **check the website entry** in the weeks prior to SHD to ensure these details have been made public and all information listed is correct.

29.1 The following are some **simple marketing tips** to help promote your house and create a buzz to make SHD a great event for everyone.

F: Reaching out to families and friends via email or social media is an excellent way to spread the word about your event.

29.2 Personalise an **email** to all your contact lists, such as your local sustainability or gardening groups, your kids' school, your co-workers, friends, neighbours, or family to let them know about your open house.

30 On Facebook, start by liking Sustainable House Day, and share a post or create your own of your house, encouraging your friends to register to attend SHD. Tag using hashtag SustainableHD.

30.1 On Twitter, follow us @sustainableHD and tag us in using hashtag SustainableHD as you promote your house and encourage followers to register.

30.2 Follow us on **Instagram** at sustainablehouseday and again make sure you use the hashtag SustainableHD.

31 Contact your **local media** advising them of your involvement in SHD. They always love a local story!

32 You can use the provided template media release and also check out our helpful media guidelines to assist you. It is a good idea to start making contact now, as there is often a long lead time for local media outlets.

Past homeowners have also highly recommended including a **charity** and asking visitors for a small donation.

32.1 Posters create a buzz in your neighbourhood by downloading posters that you can personalise, print and distribute before the event at work, local shops, cafes and community centres etc.

Don't forget to notify us of any publicity you have received so that we can promote it on our social media platforms and website.

Managing Interviews

33 When scheduling your interview, commence outreach **a few weeks** before the event so journalists have time to prepare for photographers or themselves to attend.

34 Tweak your pitch closer to the date with a follow up email.

If you're not comfortable with cold calling, **email information** to the attention of the journalist first, and then follow up the next day with a phone call. Always ensure you follow up, as journalists and media outlets can be inundated with media requests, and a follow up call will bring it to their attention.

If you want to **cold call**, remember that you only have a few minutes to catch the journalist's attention. It helps to write a short script of what you want to say and keep it nearby when you phone. The best pitch is one that relates directly to their target audience.

35 When **preparing for an interview**, remember: It's like a job interview. If you can spend an hour beforehand thinking about what you want to say, you'll sound articulate and interesting

36 Be careful about making jokes – not everyone in the audience will get it and you might sound a bit odd or offend someone.

Get together everything you want to give the journalist, including the media release, fact sheet, house profile etc, and create a list of the salient points you need to mention or may be asked and keep it with you to refer to during your interview.

37 For newspapers, if you have photos or images for the journalist, the preferred formats are electronic jpeg files with resolution of at least 300 dots per inch.

Ask the journalist to print the website address and information number:
www.sustainablehouseday.com and your local contact number.

When the article comes out, make a photocopy and send it to the national organisers so we can show it off!

37.1 On the radio, remember to **speak slowly** – everyone rushes when they're nervous, so try to speak in **short sentences** and practice beforehand if you need to.

38 Make a **list of the points** you want to make and keep it nearby while talking, and **don't shuffle papers** – listeners will hear it. Try to have everything on one sheet.

39 For studio and pre-recorded interviews, sit close to the microphone or tape recorder when speaking and back when you're not – the sound of heavy breathing while the presenter is talking doesn't sound good.

40 For **phone interviews**, use a landline, not a mobile phone, and put the phone in a **quiet room** and shut the door if you can.

41 Don't talk when the presenter is talking – your microphone will be silenced when their microphone is being used, so no-one will hear you,

and make sure to **smile while you talk** – this sounds cheesy but you'll be able to hear the difference

42 If the radio station gets some calls during a live interview, they might ask if you want to answer some talkback questions.

If you do some **talkback** on air:

Keep your **answers short** and to the point, and admit if you don't know the answer. Say you'll find out and let the presenter know, or ask the caller to leave their number with the producer so you can call later. Additionally, **don't get into debates** – be pleasant and put your message across without arguing.

Last, give the website address, www.sustainablehouseday.com, and info number at the end.

43 Looks are important on TV – check yourself over in the mirror before you get in front of the camera. **Light blue** is considered the safest colour to wear.

When you are being interviewed, **look at the journalist**, not the camera, and try to **stand still**. Keep your hands down out of the shot – **try not to gesture**, and don't fiddle.

44 Try to **avoid wearing the following**: White if you're in bright sunlight or you have pale skin, anything with wide stripes or checks, complicated or loud patterns, and dark or fluorescent colors.

45 Also, don't wear dangly earrings or noisy bangles – they're distracting to the viewer.

As with radio – **practice** what you want to say beforehand, speak slowly, and use short sentences.

End of Day Packup

D: The following sections offer advice for what to do once the day is over.

46 Please note, all homes and groups opening for Sustainable House Day, must provide a copy of the name and policy number of their current Home or Public Liability **Insurance policy**.

It is important for home-owners to understand that if an incident or accident occurs the homeowner will need to produce a policy that may be called upon to respond. Should an action arise, it will be determined by the Courts whose policy will respond at the end of the day.

47 It is therefore mandatory that all open homes carry a current home insurance policy.

All participating coordinating groups will only be involved if they hold a current policy for Public Liability Insurance and Volunteer Insurance.

To assist with minimizing the exposure of risks attached to the event, a risk plan will be developed for the event and forwarded to all local sustainability groups.

48 **Collect your sign in sheets** and tally up the number of visitors. Please email numbers or alternatively, post the sheets to address on the right. It is critical that we receive these tallies and sign-in sheets ASAP.

49 Inspect the home once all of the visitors have left and ensure there is no damage or missing items. If anything has occurred please complete an incident report form and return to the ATA. This will assist us in creating risk assessment plans for the future.

Put your feet up and pat yourself on the back for a job well done in promoting sustainable lifestyles!

50 Thanks for taking the time to listen to this presentation. Be sure to fill out all of the necessary forms and check out our additional information on the sustainable house day website.

Iterative Development - SHD Training Presentation

Post-Presentation Questions

- Were you able to follow the video?
 - What made it easy to follow?
 - What made it difficult to follow?
- Was there any content that you think should have been covered that wasn't?
- Was there any content that you believe was unnecessary?
- Was there any content that was covered that you are still unsure about?
- Was the video engaging? If not, what could be done to change that?
- Do you feel more confident in opening your home for SHD now than you did prior to watching the video?
- Are there any other factors holding you back from opening your home? What could be done to address these concerns?
- Any feedback on design of presentation?

Additional Research

Audience Segmentation as a Method of Behavioral Change

To effectively engage the public with behavioral change, there needs to be an understanding of their opinions, motivations, and priorities. No single solution or approach will effectively address the issue. The utilization of social tools and segmentation is necessary in the development of a strategy to enact behavioral change (Muriuki, Dowd, & Ashworth, 2015). The study claimed that “focusing on what matters most for different segments of society,” (p. 414) increases the “potential to design effective processes to engage with people.”

Social choice, social identity, and audience segmentation are three tools that can lay the foundations to “better understand what people know, what matters to them, whether it matters the same for all people and what people see as priorities” (p. 415). This information is valuable because it will allow for a more defined platform moving forward. Social choice and social identity both deal with the way an individual and a collective reach decisions. The study also stated that social choice methods can be applied to determine the views, interests and preferences of individuals that go into group decisions. Additionally, social identity addresses the idea that people behave differently in groups than they do as individuals. The combination of these two with the use of audience segmentation will allow for a clearer picture of how to targeted groups of people can be engaged.

Audience segmentation is a method that can be used to effectively implement behavioral change. After using social identity and social choice to understand an intended audience, audience segmentation will allow for messages or campaigns to be tailored to “match existing attitudes, beliefs and behaviors” (p. 415). Another important aspect of segmentation that is outlined in the study is that it relies on a defined set of conditions to differentiate populations, which can help the development of strategies to target specific segments of a population.

A guide by The Health Compass (n.d.) identified four main groups of segmentation criteria. They are socio-demographic, geographic, behavioral, and psychographic and are summarized below in *Figure 4*. The socio-demographic criteria deals with attributes such as sex, age, education, occupation etc. The geographic criteria includes information such as urban or rural, region, location and so on. The behavioral criteria includes relevant behavior, stage of change or readiness to change and other behavioral attributes. Lastly, the psychographic criteria is about benefits sought, values, activities, interests and other relevant attributes. An intended audience should be studied and information for these criteria should be collected. This collection of information will help identify any significant differences between subgroups. Once identified, strategies can start to be developed to tailor any approaches for the different segments.

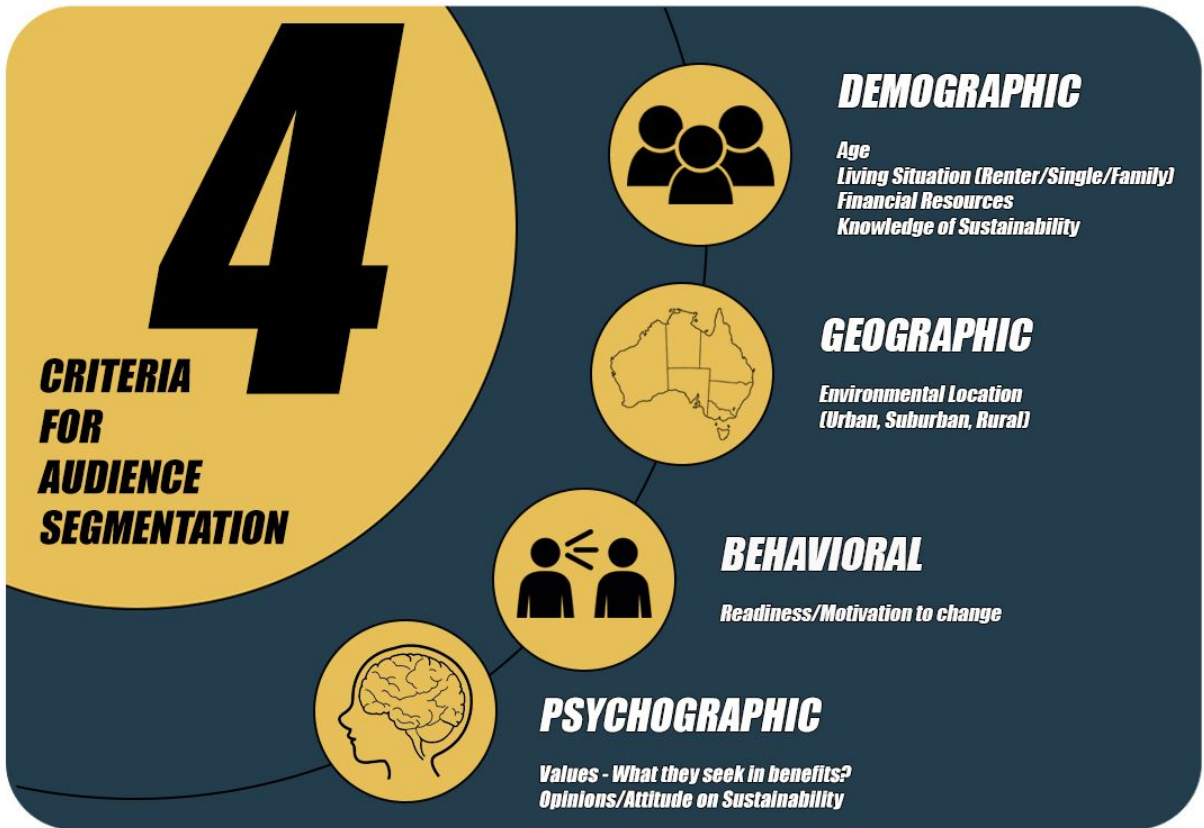


Figure 4. Four Main Groups Used for Segmentation Criteria

Sponsor Description

The Alternative Technology Association (ATA) is a not-for-profit organization that exists to enable, represent and inspire people to live sustainably in their homes and communities. ATA has 15 branches all over Australia and 1 branch in New Zealand. A large majority of its funding comes from five main areas (“ATA Annual Report,” 2017). The five areas can be seen in Figure 5. They are membership and subscription fees, project management and consulting, publications, donations and grants, and sales of goods.

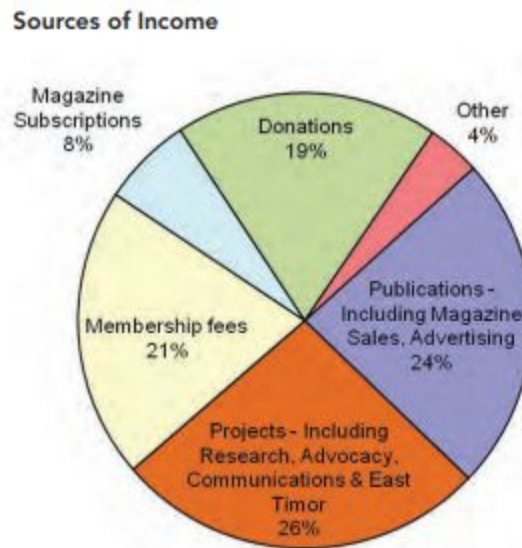


Figure 5. ATA’s Sources of Income (“ATA Annual Report,” 2017)

The ATA is made up of over 35 employees. Twenty of these employees work out of the main division’s office in Melbourne under CEO, Donna Luckman; while the rest are dispersed across a dozen branches throughout Australia. Within the Melbourne branch, labor is divided into four main groups: Marketing/Media, Editors & Communications, Administrative, and Energy Analysts (“ATA Staff,” 2013).

Consisting of 14 branches and over 6,500 members throughout Australia, the organization is very involved in the community including the large numbers of community leaders that are an active part. To spread the word of green technology, the ATA publishes two high-quality magazines *Renew* and *Sanctuary* and produces a range of booklets, e-books and other print and online publications. Additionally, the organization held 100 events last year in the form of house tours, seminars, and fairs.

In order to fund these operations, the ATA relies mainly on membership and subscription fees, but also draws from project management. In 2016-2017, according to the ATA Staff (2017),

it recorded a revenue of \$2.3m, which is invested back in the company. With so many members, the ATA has an influential relationship with the government and advocates for the continual improvement of green products, especially through offering expert consulting. As a not-for-profit organization, their advice is absolutely non-biased and therefore offers what is best for the environment and the future of green technologies.

There are a number of organizations in Melbourne and in Australia as a whole that are working towards sustainable living and renewable energy development. A few important ones working towards the adoption of renewable energy include ARENA, the Australian Renewable Energy Agency. Organizations specifically advocating for the use and implementation of solar power include BP solar, Eurosolar and Solar Systems.

The ATA’s status as a not-for-profit organization means they are in direct competition with other major non-profits such as Australian Sustainable Built Environment Council (ASBEC). They compete for donors to be attracted to their vision/mission, and for them to be continued supporters. They’re also competing for volunteers that will continue to fulfill the mission of their respective organizations in the community. The ATA does not partner with any of the above listed organizations doing similar work in the area. However, it does have common goals with organizations trying to increase awareness for sustainable methods of living, hence they do complement each other in various ways.

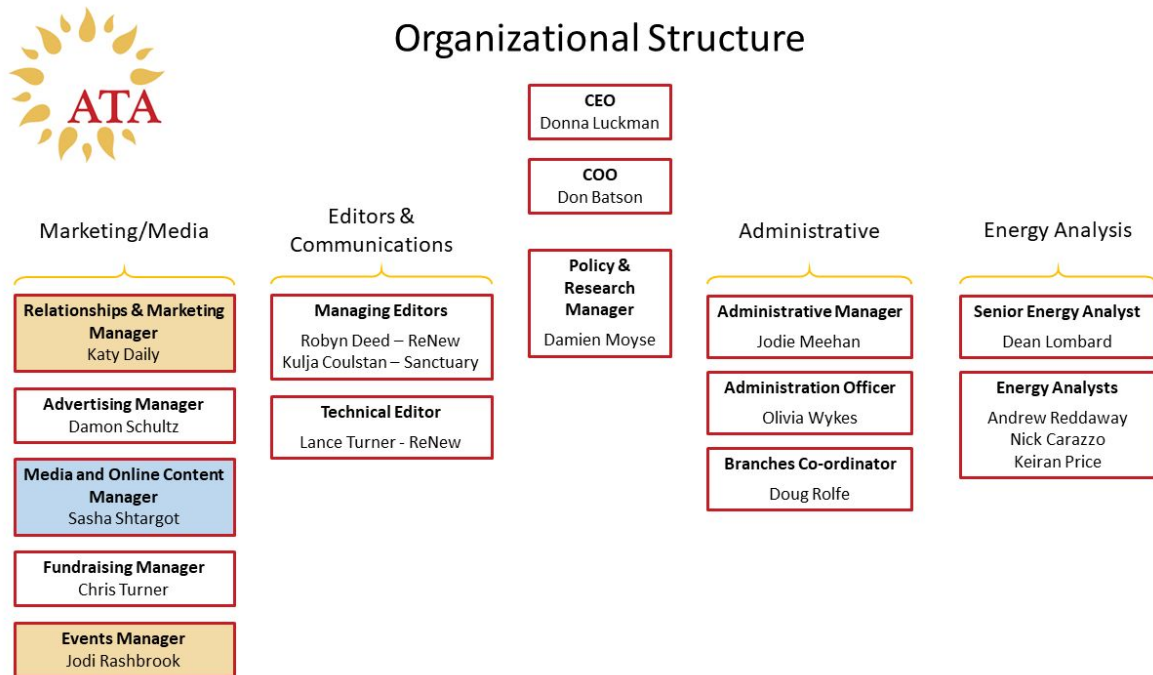


Figure 6. ATA Organizational Structure

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