

Marketing Strategy to spread awareness for the Green Overview: Supplementary Materials



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A Term, October 12th, 2019

Abstract

With rising environmental concerns worldwide, Eco-net aims to spread knowledge of sustainable living in Denmark through their web portal, the Green Overview. This project created a social media marketing strategy to promote Eco-net's green portal to the younger generation that will inherit the green movement. This entailed the creation of an Instagram account, redesign of the Facebook page, and production of a marketing resources kit that provided Eco-net with mock-ups of posts, instructional guides, hashtag lists, and brand development suggestions. Additionally, this project provided Eco-net with a list of government representatives, public figures, sustainable companies, green organizations, and youth groups in a comprehensive outreach guide to recruit influencers and collaborators.

An Interactive Qualifying Project submitted to the Faculty of Worcester Polytechnic Institute in partial fulfillment of the requirements for the Degree of Bachelor of Science.



WPI



Marketing Resources Kit



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How to use the Marketing Resources Kit:

The following guide is separated into five major sections: Instagram, Facebook, the survey, influencer outreach, and the posting schedule. The Instagram and Facebook sections are further divided into multiple subsections that will help the user navigate and use the features of the social media platforms. For Instagram, the subsections include a *how to guide* for the application, sample posts for Eco-net to reference or use, a list of hashtags to include on specific categories of posts, and a list of slogans for Eco-net to choose from. For Facebook, the subsections include a *how to guide* on interactions, a mock up for an updated page, and sample posts separated into five categories.

The *how to guides* for Facebook and Instagram are structured in the same format, but serve separate purposes. Both guides begin each section with a discussion, which includes information about that section's importance, as well as recommendations for Eco-net. Following the discussions are concise instructions which outline specifically how to complete that section's task. Visual demonstrations are also included alongside the instructions to provide clearer guides on how to navigate the social media platforms. Because Eco-net does not have experience with Instagram, the *how to guide* for it is focused primarily on basic set-up and navigation of the application. Sections in this guide range from instructions on how to make a post as well as instructions on how to follow other accounts. The Facebook *how to guide*, on the other hand, does not provide the same basic information. This guide is focused specifically on providing information on how to find and interact with other organizations. This is because Eco-net already has a Facebook account and is familiar with how to use the application.

Beyond the *how to guides*, the remaining sections for Instagram and Facebook include sample content that Eco-net can choose to use on social media platforms. For Instagram, this content includes twenty-five sample posts, hashtags that can be added to posts, and a collection of possible slogans to use. For Facebook, this content includes ten sample posts separated into five categories and a redesigned page. Eco-net can choose whether or not they want to incorporate this content into their social media pages.

The survey section includes information on what visual content was the most engaging for posts. One hundred Danish students were given pictures separated into five categories and asked to pick the images that were the most appealing. Eco-net can use this section to tailor the visual content of the posts they make to what will appeal the most to a younger Danish audience.

The influencer section includes connections to help Eco-net expand their user base beyond social media marketing. These connections are separated into five categories, which include companies, organizations, student groups, government

members from ten municipalities, and public figures. A spreadsheet is available which includes the contact information of each influencer, as well as why they are important for Eco-net to reach out to. Additionally, mock-up emails tailored to each influencer category are available once Eco-net decides to reach out.

The final section provides a posting schedule for Eco-net to follow. The purpose of this schedule is to minimize the amount of decision making for Eco-net. The schedule provides different posting options, depending on how busy they are with other work in a given week. The schedule also highlights specific times to post, which are based on both global and local peak times when the most users are on Facebook and Instagram.

How To Guide: *Instagram*



General Information

What is Instagram?

Instagram is a photo and video-sharing social networking service owned by Facebook, Inc.

Why should I use Instagram to market my business?

Instagram has over 1 billion users and is the top ranked app for generating exposure. This makes it a perfect place to start marketing a brand, product, or company for free.

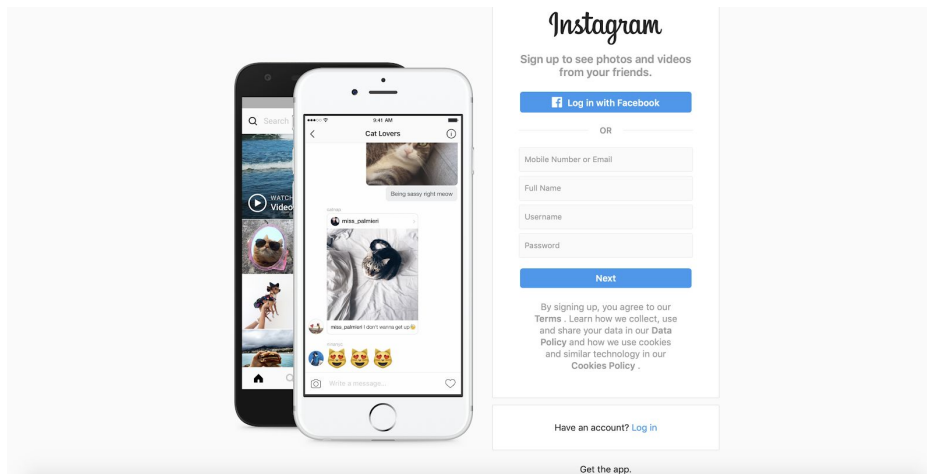
Signing up for Instagram

Discussion

We strongly recommend downloading the app as the app has the best functionality and the app is the only way to turn your normal profile into a free business profile that can greatly benefit the Green Overview because it allows for more engagement opportunities than a normal profile. We have set up the account in the business profile format and the mobile application allows you to use these benefits.

Instructions

- Go to <https://www.instagram.com/accounts/emailsignup> on your desktop, or download the Instagram app from the App Store for Iphone or Google Play Store for Android Phones. Once the app is downloaded, press on the icon to open it.



- - The page above is Instagram's sign up page for desktop. There are two options of signing up: Through Facebook or with a mobile number/email.
 - For the case of the Green Overview, we recommend signing up using Facebook as it will allow you to connect your two accounts and share the contacts you've made on Facebook already with your new Instagram account.
- For the iPhone mobile application, sign up using Facebook or click "Create a new account." Fill in the blanks and click "next"
- For the Android mobile application, sign up using Facebook or click "Sign up with email or phone number." Fill in the blanks and click "next".
- Choose and enter a username and password, then fill in your profile information.

Profile Information

Discussion

Setting up a new profile well is important to attracting new users to follow your account. This will be the first impression that people see and read when visiting the Green Overview Instagram page.

Users will be able to find your **username** with the search feature. Your username must be unique. The **username** is DIFFERENT than the **name**. The name is a separate optional part of a profile that isn't unique. People can find the account by searching the name or username. Both the username and name have the option to be changed at any point in time.

For example, using my own name, if you search "Sean" on instagram there will be famous celebrities/singers/athletes that will all pop up before my personal account does. Sean is my profile's **name**. However, if you search "seankane8" you will find my personal account first because "seankane8" is my **username**.

Once an account selects a unique username, that username is taken and no other accounts can use it. You will want to make the user name as simple as possible so that it will be easier to find when people are searching for things related to "Green" and "Overview." Try to make the username short and easy to search for.

Names can be used multiple times across Instagram's database, so it is our recommendation that you make the name of the account "The Green Overview"

Adding a website link is a great way to direct Instagram traffic directly to the portal. The website link should directly lead to the Green Overview webpage homepage. Along with a website link, a catchy bio is a great way to attract people to the page. Our group will recommend a slogan and/or a short description to be placed in the bio. This is provided underneath the "Slogans" portion of this document.

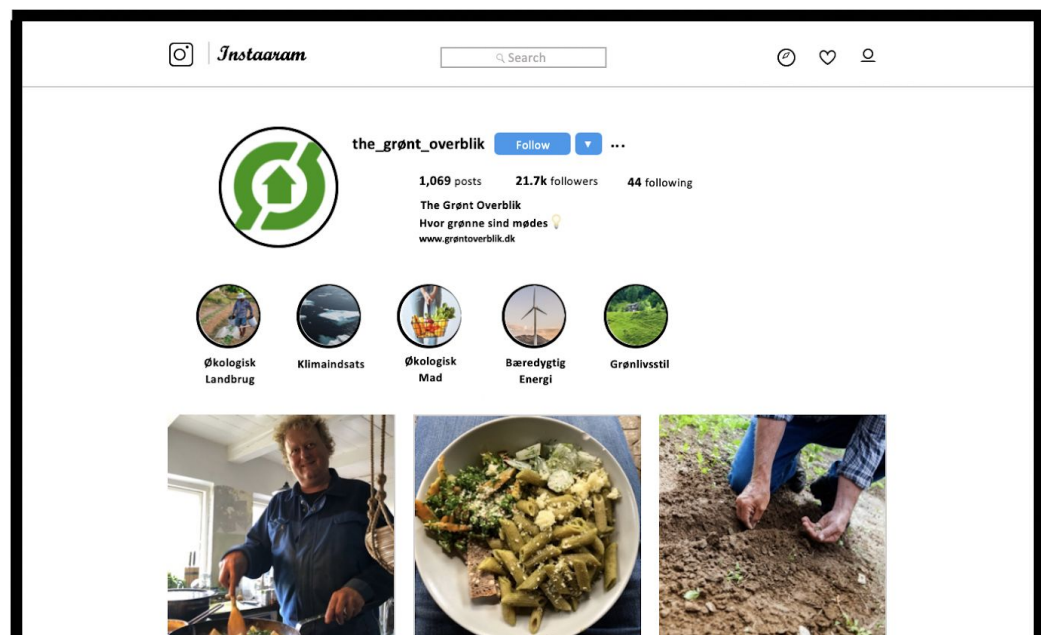
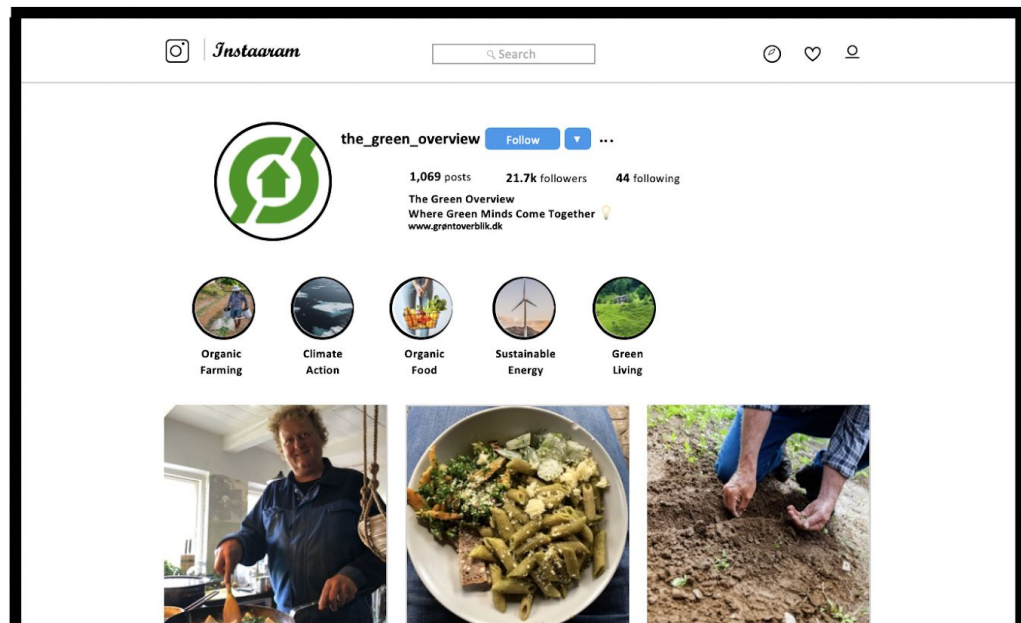
A profile picture will be one of the first things that new visitors to your profile will see. It is important to pick something that will explain what the Green Overview is in an easy to recognize fashion but is also eye catching and may entice someone to click on your profile.

Instructions

- Pick a username.
 - Some potential usernames can be:

| | |
|---------------------------|-------------------------|
| ■ greenoverview | grøntoverblik |
| ■ thegreenoverview | detgrøntoverblik |
| ■ green_overview | grønt_overblik |
| ■ the_green_overview | det_grønt_overblik |
| ■ econet_greenoverview | økonet_grøntoverblik |
| ■ green-overview | grønt-overblik |
| ■ econet-thegreenoverview | økonet-detgrøntoverblik |

- Under “Profile Information” enter a **Website** and a **Bio** (short for biography) either during the initial set up or at a later date under the “Edit” button
- Next is choosing a **Profile Picture**.
- Click “next” to finish the account set up and you will have your new Instagram profile.



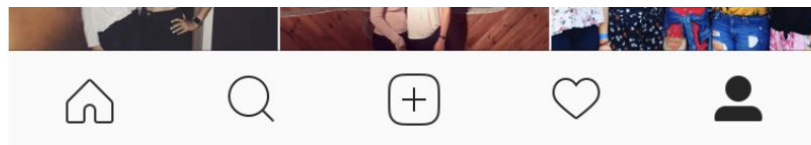
Switching to a Business Account

Discussion

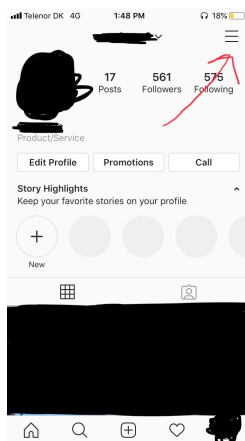
This can **ONLY** be done from the Instagram App but we highly recommend changing the profile to this setting as it will help boost the **Green Overview's engagement**. This option provides more ways for a user to receive information on the business and gives feedback on profile views. These will be helpful in knowing what audience is viewing your profile and how often you are getting viewed. Setting up the profile can be a bit of a lengthy process, but a good setup will allow for success in the long run.

Instructions

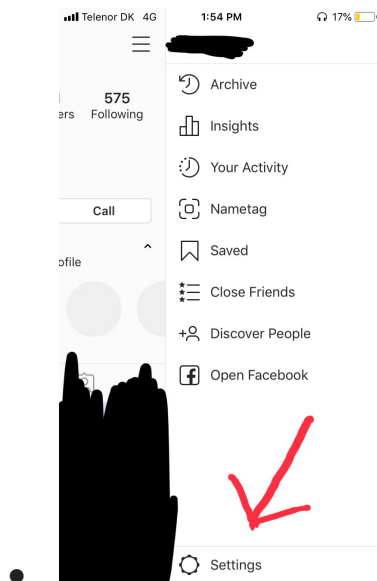
- To switch to a Business Account, navigate to your personal page on the instagram app. This is found in the bottom right hand corner and it is the icon that is shaped like the head and shoulders of a human being



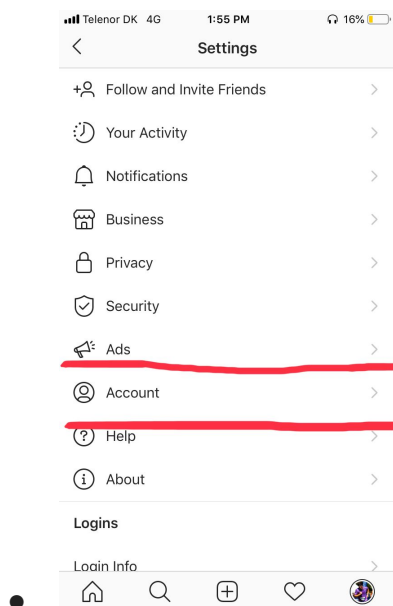
-
- Once on your personal profile, click the three lines in the top right corner (see below)



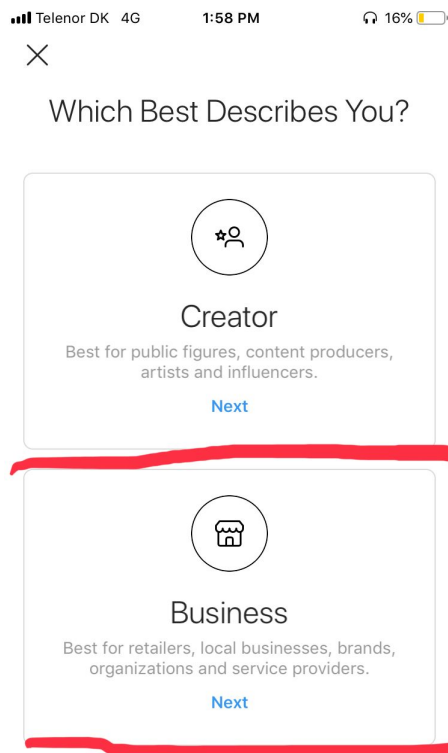
-
- From there tap the settings icon in the bottom right corner (see below)



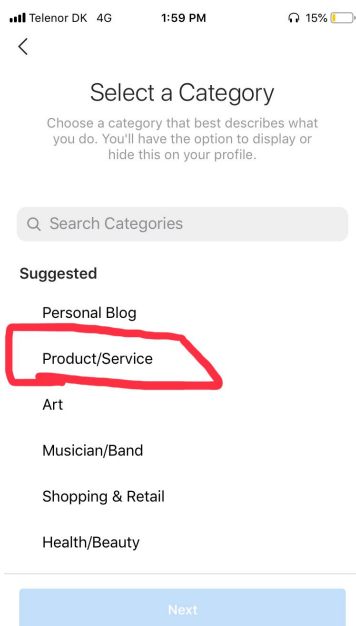
- Select account (see below)



- Select Business (see below)



-
- Then choose Product/Service (see below)



-
- From this point, you will be prompted to upload a work phone number and business email, both of which are optional but will allow people to contact you more efficiently.
- You have the option to link a Facebook account, which may have already been done in the initial setup, but if not we strongly recommend doing it as it will allow you to find people and contacts in the industry better

Privacy

Discussion

Privacy controls who is able to see your account. A private account requires someone to “request” to follow that account and then for the account to accept that request before the follower is able to see the posted material. A public account is open for anyone to view the posted content even without following. We strongly recommend making the account public as this will increase exposure and allow people to see the content you post which can help grab their interest and earn you another follower.

All of the steps below will allow followers to see when you are online, what you are posting, and will help overall increase engagement.

Instructions

- Under settings click “Privacy and Security,” uncheck “Private Account,” check “Show activity status,” check “allow story sharing,” and for “Photos of you” check “Add automatically”

Setting up Notifications

Discussion

When you first create an account, you will want to adjust your notification settings to control what you receive. Because Instagram is made to function best on the mobile app, there are limited functions for what you will be able to do on the desktop website.

Seeing when people are commenting allows you to respond and interact with them, which keeps your followers happy and interested. Notifications for who follows you is also important so that you monitor who is following you so that if a toxic account or a spam account follows you then you can block them. Allowing direct message notifications will enable you to talk to the followers that actually have important questions or information. This will allow you to quickly respond to them and keep them happy.

All notifications are up to the user of the account to decide what is best for them. Below are suggestions that the team has made for the account.

Instructions

- Below are the Instagram notifications you can manage from the desktop website (Left) and the Instagram notifications you can manage from the mobile app (Right):

Subscribe to:

- ☒ **News emails**
Find out first about new products.
- ☒ **Reminder emails**
Stay up to date with things you may have missed.
- ☒ **Product emails**
Get tips on using Instagram's tools.
- ☒ **Research emails**
Provide feedback and participate in research studies.
- ☒ **Text (SMS) Messages**
Get reminder notifications delivered by text message.

Telenor DK 4G 2:24 PM 11%

< Notifications

Push Notifications

Pause All

Posts, Stories and Comments >

Following and Followers >

Direct Messages >

Live and IGTV >

From Instagram >

Other Notification Types

Email and SMS >

Home Search Add Heart Profile

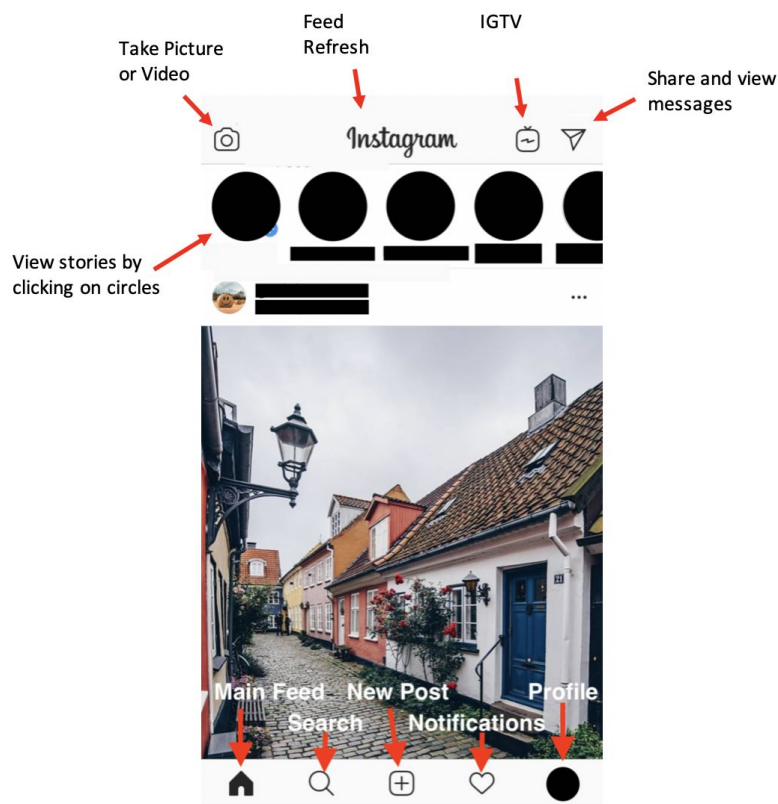
- Underneath Posts, Stories, and Comments, we recommend turning on the notifications to “from everyone” for “Comments on Photos of you” and “Comments” as the bare minimum. From here you can turn on the other notifications that you deem necessary.
- Underneath Following and Followers, we recommend that you turn all the options to “On” or “From Everyone” so that you can see who is starting to follow you.
- Underneath Direct Messages leave all settings to “On” as this will allow you to see when people want to message you and allow you to filter out unwanted messages.

Navigating the App

Discussion

When you open the Instagram app you will see the main feed with Instagram stories across the top of the page. There is a camera icon in the top left corner. In the top right corner there are TV and mail icons. The word Instagram is in big letters across the top middle of the screen. Across the bottom there are five icons. From left to right it's a house, magnifying glass, plus button, heart, and then a circle with your profile picture.

When using the camera option there are multiple features and filters that can be used to enhance the picture and help create more engagement, as discussed in the “posts” section. Instagram TV (IGTV) is either content from your followers or is recommended by Instagram based on previous posts you've viewed or searched. Direct messaging allows you to interact with other accounts and is a feature that is exclusive to the app. When searching on the discover page, you can use the recommended filters at the top to look at more specific recommended material such as “animals” or “sports.”



Instructions

- The camera icon in the top left allows you to take pictures to post on Instagram directly through the app.
- Clicking the word “Instagram” at the top of the page always brings you back to the top of your feed.
- Clicking the TV icon will take you to videos that are 1 minute to 60 minutes long.
- Clicking the mail icon allows you to view your direct message history and start new direct messages with people.
- The house icon in the bottom left is the main feed.
- The magnifying glass is used to search for things on Instagram. The search bar is directly at the top of that page but below that is also recommended content that Instagram thinks you would like based on previous searches.
- The plus button icon is how to make a new post on Instagram, as talked about underneath the Posts section.
- The heart icon takes you to your notifications where you can see who has previously liked, commented, and shared your posts.
- The icon with your profile picture takes you to your personal page where you can see all of your data

Navigating the Website

Discussion

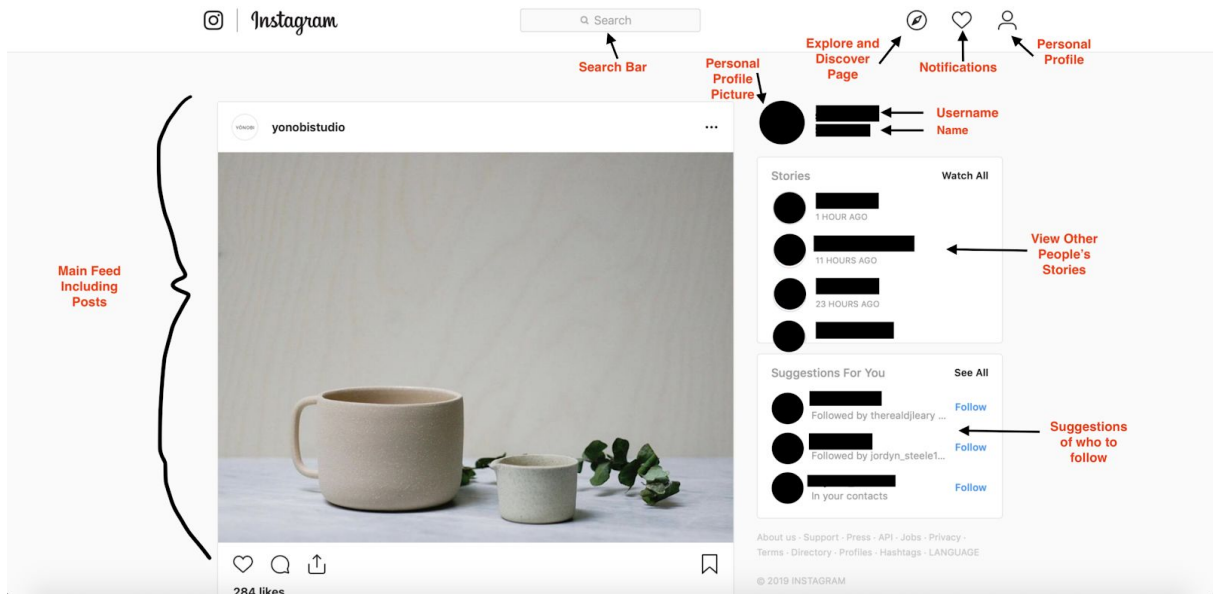
When you first log into [instagram.com](https://www.instagram.com), it will go to the “Feed” screen, as seen in the figure below this section. Your feed is a collection of posts from the other accounts you follow. This is in the format of most recent posts at the top that get older as you scroll down the feed.

On the right side of the feed, you will see your account, stories, and suggestions for you. ‘Suggestions for you’ are different accounts and profiles that Instagram’s algorithm has decided you may like. This will be a good starting point for following other people. After navigating to any of these other sections of the website, clicking the big Instagram logo in the top left corner will always bring you back to your main feed.

In the top right hand corner there are three symbols which are (from left to right) a compass, a heart, and a human figure. The Explore page contains recommended posts that Instagram has decided that you may like. This section is a great way to find new accounts or people to follow. At first it will just be pictures stacked on top of each other with no captions which you can scroll through. If you click on a picture you will then be able to see the caption, account, related hashtags, and visit that account. You can also scroll through the pictures using the arrows on the side of the picture.

Instructions

- Clicking on your profile picture or name will take you directly to your page. Once on your page, you will be able to see your old posts, edit your account information, look at the posts from other people that you saved, check IGTV (which are videos that you or others upload that must be in the 1 to 60 minute range), and see what posts you’ve been tagged in
- Clicking on a story will allow you to view it, or you can click watch all to view all the stories one after another. Stories will be explained below.
- Clicking on the compass will take you to the Discover People and Explore page. The Discover People is another section of Instagram that suggests people that may be good for you to follow.
- Clicking on the heart in the top right hand of the Instagram website that will show you old your old notifications including comments, likes, and new follow requests.
- Clicking on the human shaped figure will take you to your personal profile page where you can edit your information and see your posts.
- The search bar at the top allows you to search for other people, companies, hashtags and other Instagram content



Making Posts

Discussion

Posts will be the main feature we will focus on for the Green Overview's Instagram page. These posts will be featured on your home profile and it is a great way to talk about sustainability, how the portal will be beneficial to people and much more.

There are various features available when making a post. In the middle of the screen on the left and right sides there are three icons, the 'double arrows' the 'infinity symbol,' and the 'stacked squares.' The double arrows, when clicked, will zoom out your picture giving it a white border. We recommend that you don't zoom out and you choose to leave the border as the actual pictures themselves. The infinity symbol is a feature called "boomerang" which will move an image back and forth over a short distance repeatedly, like a boomerang. We do not recommend that the Green Overview uses this as it may distract from the content of the post and seem less professional. The stacked square icon allows you to post multiple photos at one time. This may be useful for uploading many pictures under a certain category, like organic food. Initially, we do not recommend that the Green Overview uses this feature and rather uploads the pictures separately as this will allow for more posts and more engagement when first starting the page. Over time, this feature can be useful but it is up to the discretion of Eco-net.

Instagram provides the ability to edit pictures. The first editing option is to add a filter. Different filter options will change the overall appearance of the photo. No one filter will be perfect for any picture so it is important to consider what you are posting and what filter will make that picture look best. Remember, it is important to not alter the photo too much so that it looks different than what it should be. You can alter the brightness, contrast, and other features in the edit tab. The edit tab is right next to the filter tab in the bottom right hand corner of the screen. Use the edit tab, to change the brightness, make the features sharper, add some contrast, and more.

Instructions

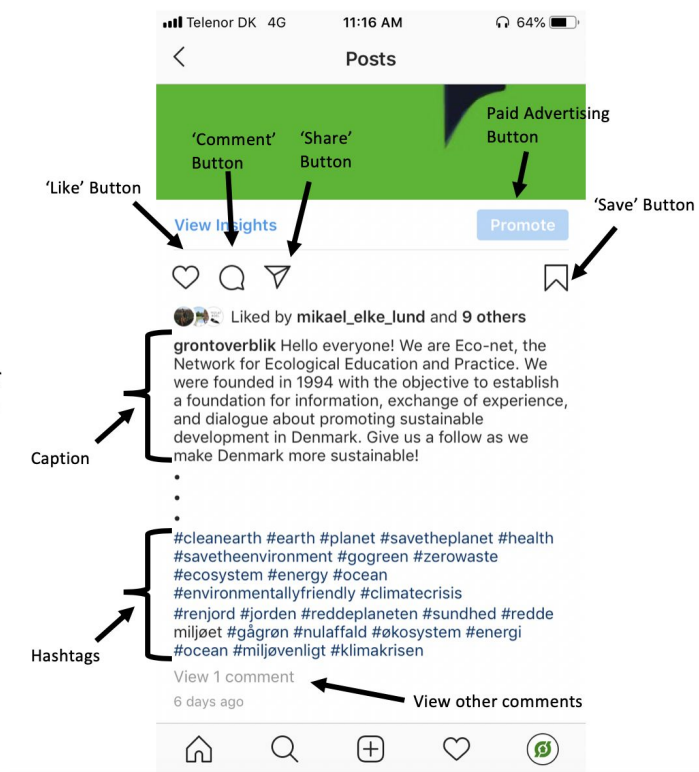
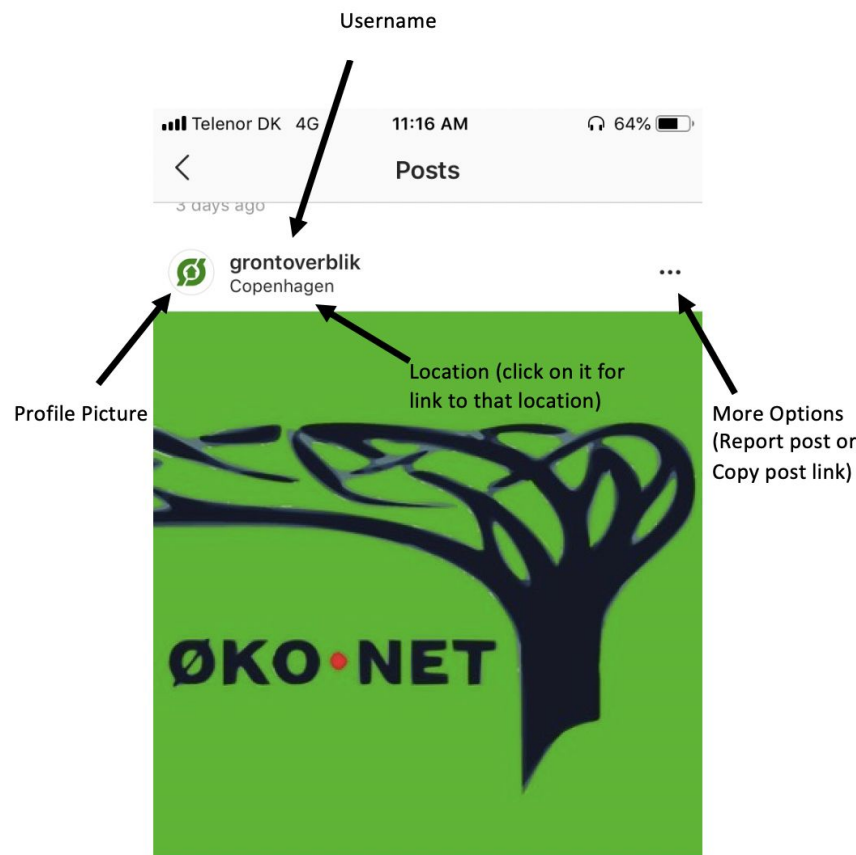
- Below is a video walkthrough for how to make a post
- https://drive.google.com/open?id=1vvCtynvJmj6IUoOMAJv9oOYVCjQggQ_a
- To add a new post, begin by clicking the icon in the bottom middle of the screen that has the square with the "+" icon in the middle of it. This will bring you to a page with three options at the bottom which are "Library/Gallery, photo, and video."
- Selecting library will allow you to select a photo from your phone's camera roll and upload that.

- At the top of the Library tab, you will see “Camera Roll” with a drop down arrow which allows you to navigate through the different photo albums on your mobile phone.
- Selecting photo or video will give you the option to directly take a photo or video from the Instagram app and upload that.
- Once you select the pictures or videos you wish to upload, click the next button in the top right hand corner of the page. This will allow you to start editing the photos.
- Once the picture has been edited to your liking, or not edited at all which is also acceptable, click done and next in the top right hand corner.
- From this next page, you will be able to add a caption, tag people, add a location, and share with other social media platforms like Facebook.

Navigating other posts:

Discussion

When scrolling through an Instagram feed, there are a couple of different options when viewing another post. To “like” that post, you can either click the heart icon in the lower left hand corner of the post or double tap it if you are on the app to like it. Liking posts often shows that you are interested in their content and may entice them to look at your page as well. To comment on the post, click the speech bubble icon or start typing where it says “add a comment.” We recommend that you frequently comment on other posts to show your interest in the environmental Instagram community. Clicking on the mail icon will allow you to share that post directly to someone else by clicking on their “name” or to the “your story” button. Adding another person’s post to your story will increase collaboration efforts between like brands and organizations. Finally, you can save posts by selecting the ribbon icon in the bottom right hand corner of a post to view later. This is for personal use and will have no effect on engagement.



Stories

Discussion

Instagram Stories is a feature within the Instagram App where users can capture and post related images and video content in a slideshow format. This appears at the top of the Instagram app in the form of circles with the users profile picture as the display. Stories can be modified with the typical features of the popular social media app such as filters, captions, locations, tagged people, and more. The content is available for only 24 hours from the time of posting. Stories allow the addition of text, drawings and emoticons to images or video clips.

Instagram stories offer a unique way to engage with other people and customers through short term personalized or different from the normal type of posts. It also allows you to see exactly who is watching your story by scrolling up on your own post.

We recommend that Eco-net and the Green Overview engages in stories when they feel that they know how to use Instagram. Stories do not need to be as 'complex' or 'in-depth' as a regular Instagram post does. When visiting Lars at his farm, our group noticed that he frequently took pictures documenting the daily

activities of him and the people he is with. These pictures of cooking, picking vegetables, sitting and eating with friends, etc. would all make good Instagram stories as they show what it is like to live sustainably and how an organic farm functions. The captions on Instagram stories can also be much more simple than a full post. Something as simple as “picking fresh onions for dinner” would be sufficient with a picture of his garden. With practice, posting an Instagram story will take no longer than one minute.

Instructions

- Below is a video walkthrough of how to post an Instagram story
- <https://drive.google.com/open?id=1LpuJNov7ouUuDrNcqLWI-BhQUYRiF2AK>
 - Note this video does not have audio. It is just a visual walkthrough of how to make a post.
- To post an Instagram story, which can only be done from the mobile app, navigate to the homepage that features the main feed (The house icon in the bottom left hand corner of the app).
- From there, slide the screen to the left to navigate to the camera (the app may ask for access to your camera, you must allow this so that you can take pictures from the app).
- From the camera, you can either take a live picture (just like taking a picture normally from your mobile phone) or click the square photo icon in the bottom left hand corner to access a previously taken picture from your phone camera roll.
- After the picture is taken, you can either click ‘send to’ in the bottom right hand corner and then click ‘your story’ or directly add it to your story by clicking the ‘your story’ icon in the lower left hand corner.
- Before adding it to your story, there is the option to edit it with filters or add captions. Do this at your own discretion and remember to keep it fun and entertaining!

Story Highlights (Permanent Stories directly on your profile)

Discussion

Story highlights are pictures or old stories that you can add to your profile page without directly making them a post on your feed. You can add as many as you’d like and Instagram gives you the option of naming each one individually. For example, the Green Overview could make a Story Highlight named “Organic Food”

and upload photos of the food that comes from Lars' farm and others. This story highlight will remain on the Instagram page until it is manually deleted.

Instagram also allows you to edit these photos like any other photos on the app. We recommend that the Green Overview does this at their discretion because adding story highlights doesn't have an impact on increased engagement but it can be an additional profile booster.

Instructions

- To add a Story Highlight, navigate to your personal profile (bottom right hand icon) and click the "+ New" button.
- From here you will be able to select what pictures you want to be featured as well as what name you wish to use for that specific highlight.

Following Other Accounts:

Discussion

Following other accounts is important when starting an Instagram account as it will allow you to gain connections and increase engagement but also spread awareness of your own page as well.

Instructions

- Connecting this Instagram account to Facebook will definitely help with the initial following but still continue to find friends, other brands, and new accounts to follow. Take into consideration Instagram's recommendations for accounts to follow as that will help you find new profiles easier
 - Our group will be following other accounts for you on the new Instagram page to help get you started.

Verification

Discussion

A verified badge is a check that appears next to an Instagram account's name in search and on the profile. It means Instagram has confirmed that an account is the authentic presence of the public figure, celebrity or global brand it represents.

To get verification, Instagram either decides that an account is 'worthy' of it due to their following, engagement rate, and presence, or an account can apply for the verification badge.

Instructions

- Login, go to your profile and tap
- Once you log into your Instagram account, head to your profile and click the three-lined bar at the top right corner.
- Go to Settings > Request Verification
- Once you click on the bar, you'll see an option to click on Settings, located at the bottom of your screen. After clicking Settings, scroll down to Request Verification.
- Enter your full name and submit a form of ID

The image displays three identical screenshots of the Instagram 'Request Verification' form. Each screenshot shows a dark-themed interface with a back arrow at the top left. The title 'Request Verification' is at the top. Below it, the heading 'Apply for Instagram Verification' is followed by a paragraph explaining the verified badge. A disclaimer states: 'Submitting a request for verification does not guarantee that your account will be verified.' Below this, there are two input fields: 'Username' (pre-filled with 'jenearllyspeakin') and 'Full Name' (empty). At the bottom, there is a section titled 'Please attach a photo of your ID' with a 'Choose File' link. A detailed requirement text follows: 'We require a government-issued photo ID that shows your name and date of birth (e.g. driver's license, passport or national identification card) or official business documents (tax filing, recent utility bill, article of incorporation) in order to review your request.'

- Your Instagram username should automatically be filled in, unless you're logged into a different account. Users who wish to be verified just need to enter their full name and then attach a photo of a government-issued ID, such as a driver's license or passport.
- Once you attach the photo, you simply have to hit submit.
- "Submitting a request for verification does not guarantee that your account will be verified." This is a direct quote from Instagram's verification page.
- Users will be notified by Instagram if their application was accepted or denied.

Instagram Mock-up Posts

Climate Action

Full Caption: Are you doing your part to keep our planet clean? Over 6.35 billion kilograms of trash are dumped into the oceans every year, and most of it is plastic that will never chemically break down. It's time for us all to take a stand and clean our oceans! Join the #cleanwater movement today and start making strides towards a sustainable future.

Location: No Location Needed

Recommended Hashtags:

Extremely Popular (General) #recycle #sustainability #sustainable
#sustainableliving #environment #miljøvenlig #grøn #globalopvarmning #natur
#forurening #pollution

Niche-Specific (Climate Action) #plasticfree #savetheearth #green #climatechange
#grønstue #økologisk #økologiskebevægelse #organisklevende #dyreliv #gogreen
#zerowaste #ocean #miljøvenligt

Branded #econet #eco-net #greenoverview #økonet #øko-net #grøntoverblik



Caption: Greenland's massive ice sheet has melted by a record amount this year and has lost over three and a half trillion tonnes of ice since 2003! Climate change is an international problem, but it is already affecting our Danish ecosystems. Visit www.grontoverblik.dk to learn how to get involved and protect our environment. From local rallies to individual sustainable activities, the Green Overview is YOUR portal to a green future.

Location: Greenland (this caption is about Greenland's ice sheet, so we believe this location is fitting)

Hashtags:

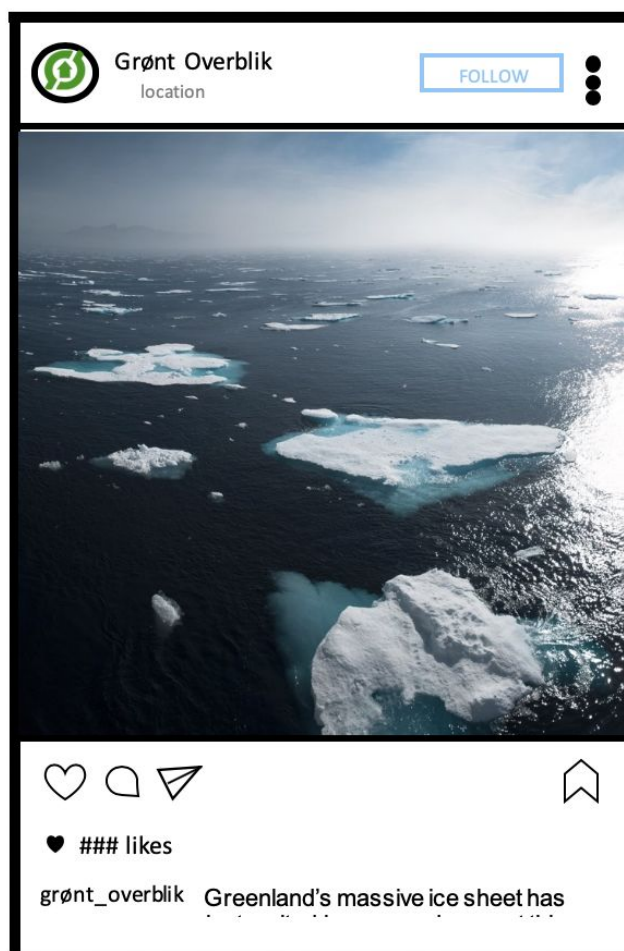
Location #greenland

Extremely Popular (Climate Action) #climatechange #environment #nature #globalwarming #sustainability #savetheplanet #climate #earth #zerowaste

Moderately Popular (Climate Action) #ecofriendly #climatechangeisreal #climatecrisis #climateaction #sustainable

Niche-Specific (Climate Action) #fridaysforfuture #gogreen #pollution #plasticfree #savetheearth #green #vegan #water #deforestation

Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal



Caption: Denmark is constantly holding environment rallies, protests, and meetings all across the country! Pictured here is the 'Break for Climate' peaceful protest where thousands of people came to Ofelia Square in Copenhagen to raise awareness on Climate Change. People of all ages, genders, and backgrounds met for the common cause of educating people on such a critical issue. Learn more about events like this on grøntoverblik.dk

Location: Ofelia Square (The location of 'Break for Climate' protest)

Hashtags:

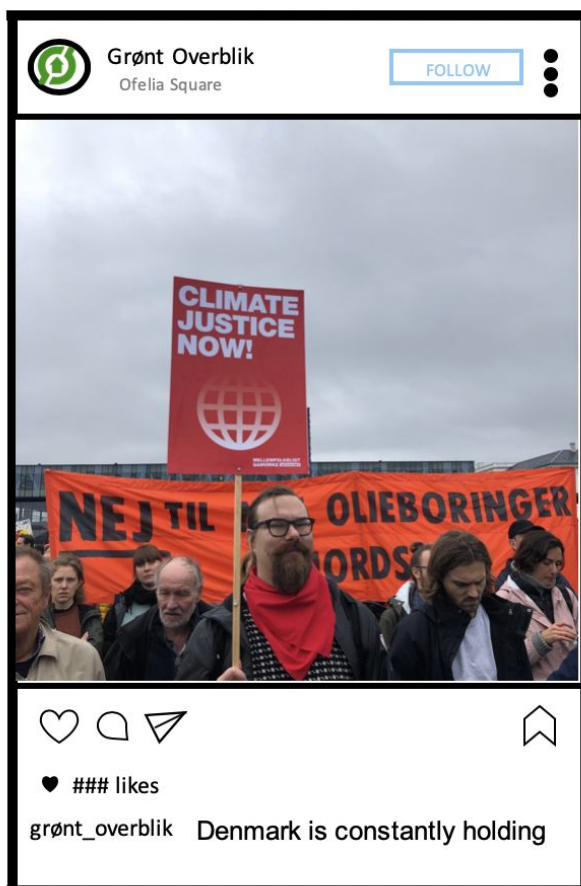
Extremely Popular (General) #sustainability #sustainable #sustainableliving #environment #ecofriendly #green #bæredygtighed #bæredygtig #bæredygtiglevevis #miljø #miljøvenlig #grøn #globalopvarmning #natur #forurening

Moderately Popular (Climate Action) #ecofriendly #climatechangeisreal #climatecrisis #miljøvenlig #klimaforandringererægte #klimakrisen #handlingklima #bæredygtig

Branded #økonet #øko-net

Niche-Specific (Climate Action) #fredagetilfremtidig #gågrøn #forurening #plastgratis #Redjorden #grøn #veganer

Event Specific: #BreakforClimate



Caption: Looking for a way to express the change you want to see and spread awareness for your cause? The Green Overview's Green Calendar page has a list of peaceful protests and events that you can attend to make your voice heard! Learn more at <https://grontoverblik.dk/find/kategorier/kalender/>.

Location: Folktinget (The location of the weekly protests that the Green Overview advertises)

Hashtags:

Branded #econet #eco-net #greenoverview #thegreenoverview #sustainabilityportal #greenportal #anchorperson #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson

Extremely Popular (Climate Action) #climatechange #environment #nature #globalwarming #sustainability #savetheplanet #climate #earth #zerowaste #klimateforandring #miljø #bæredygtighed #reddeplaneten #folktinget

Niche-Specific (Climate Action) #vand #skovrydning #klimastrejke #genbruge #øko



Caption: Did you know that 91% of plastic is not recycled and ends up in a landfill? The material takes a thousand years to degrade and even then the tiny particles it breaks down to contaminate nearby soil and water. This is an issue that every single one of us can easily help solve! If everyone does their part and recycles their waste, we can make a big difference. To find out more about how you can recycle more, visit www.grontoverblik.dk and start making the change that you want to see!

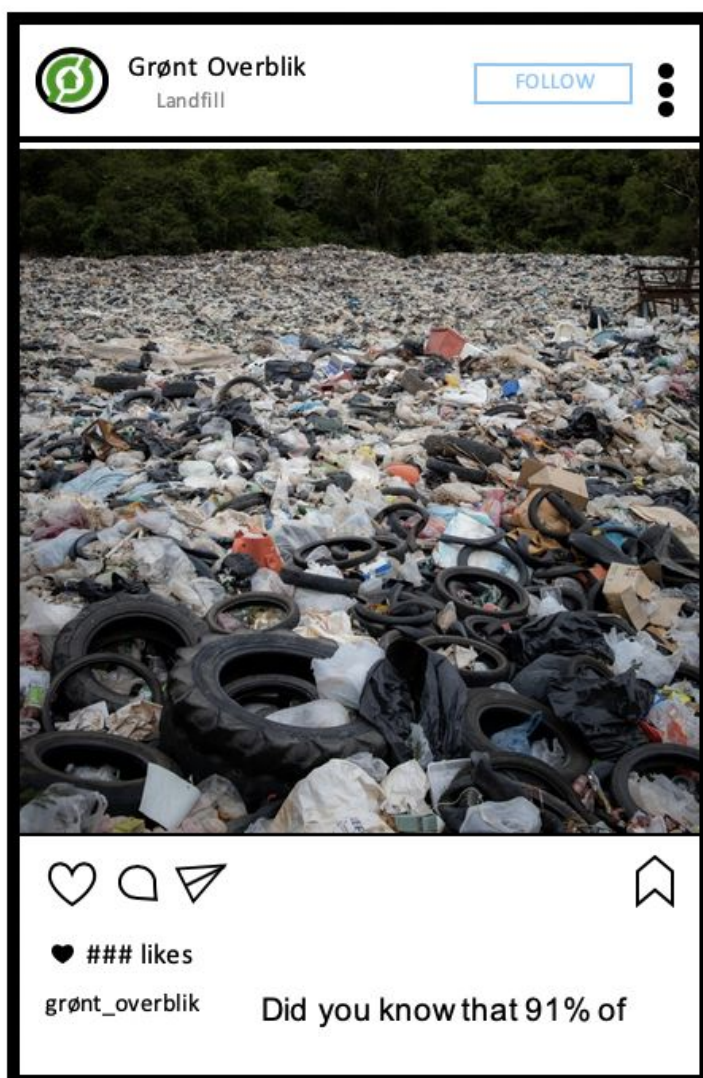
Location: Landfill (Instagram will pick a location somewhere in the world named “Landfill” and this will give the word ‘Landfill’ listed out in the locations tab)

Hashtags:

Niche-Specific (General) #cleaneearth #earth #planet #savetheplanet #health #savetheenvironment #climatecrisis #renjord #jorden #reddeplaneten #sundhed #redde miljøet #gågrøn #nulaftald #økosystem #energi #ocean #miljøvenligt #klimakrisen

Moderately Popular (Climate Action) #miljøvenlig #klimaforandringererægte #klimakrisen #handlingklima #bæredygtig

Branded #eco-net #greenoverview



Organic Farming

Caption: Today, only about 13% of cows in Denmark are used for the organic production of dairy products. The classifications for organic production take into account the stable and living conditions, regulations for medical treatment, and contents of their feed. @arlafoodsdr is a global dairy company that is actually making the effort to spread knowledge on organic dairy products! Let's help support Arla Foods achieve their goals and improve farming animal treatment worldwide!

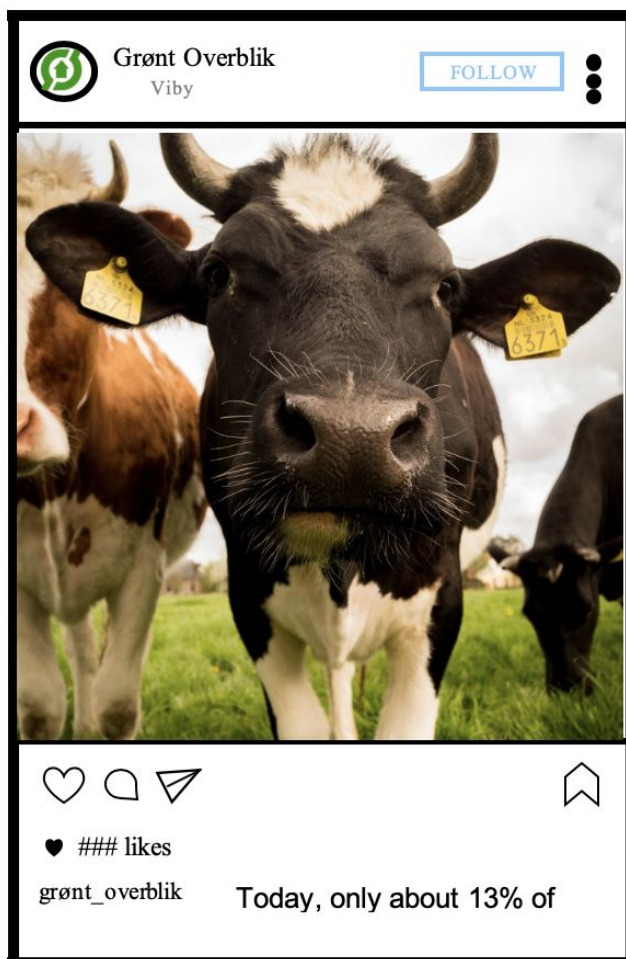
Location: Viby (The location of Arla's headquarter)

Hashtags:

Extremely Popular (Farming) #farming #agriculture #farm #farmlife #farmer #nature #gardening #harvest #urbanfarming #organic #farms #landbrug #gård #landlivet #landmand #natur #havearbejde #høst #by-landbrug #økologisk #gårde

Niche-Specific (Farming) #farmhouse #tractors #farmers #garden #cows #organicfarming #stuehus

Location #arla



Caption: Have you been incorporating organic foods in your diet? Produce from organic farms is fresher, contains NO pesticides, is GMO free, and is grown in an environmentally friendly way! Try growing your own organic crops today or help support organic farmers by investing in organic food AND the environment! Visit the Green Overview website for more information at www.grontoverblik.dk

Location: Svendborg, Fyn (Location of Lars' farm)

Hashtags:

Moderately Popular (Farming) #farmtotable #organicfood #organicfarm #eatlocal #healthyfood #bestproducts #earthbounty #eatclean #jordtilbord

#økologiskefødevarer #økologiskgård #spiselokale #sundmad #spiseøkologisk #dyrkedineegne #bedsterrodukter #jorddusør #spiseren

Branded #econet #eco-net #greenoverview #thegreenoverview #sustainabilityportal #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed

Extremely Popular (General) #bæredygtighed #bæredygtig #bæredygtiglevis #miljø



Caption: The Danish Agriculture & Food Council predicts that 20 percent of the Danish land area will be used for organic farming in 2020! This is a major increase from just 8 percent in 2017! Let's continue this push until all of the farms in Denmark are organic! We need to preserve our environment, treat farming animals better, and set an example for the rest of the world! Join the #OrganicFarming movement today and find out more of what you can do at www.grontoverblik.dk!

Location: Danish Countryside (There are a lot of farms in the countryside)

Hashtags:

Extremely Popular (Organic) #organic #vegan #natural #healthy #healthyfood #health #food #plantbased #nature #økologisk #veganer #naturlig #sundogrask #sundmad #mad #plantebaseret #natur

Niche-Specific (Organic) #miljøvenlig #sundlivsstil #hjemmelavet #bæredygtig #ernæring #have #frisk #veganskmad #havearbejde #sundkost #heltnaturlig #grøn #renspise

Moderately Popular (Organic) #veganskmad #havearbejde #sundkost #heltnaturlig



Caption: Would you be able to grow your own food if you had to? It may seem like a daunting task, but all you really need is 10 square meters of space and a passion for sustainability! Growing your own food is a great way to stay healthy and help the environment since you won't have to use any harmful chemicals or pesticides on your produce. Your wallet will thank you too!

Location: Fyn (Location of Lars' Farm but more general than Svendborg)

Hashtags:

Niche-Specific (Organic) #ecofriendly #healthyliving #lifestyle #eatclean #eco #miljøvenlig #sundlivsstil #hjemmelavet #bæredygtig #ernæring #have #frisk #veganskmad #havearbejde #sundkost #heltnaturlig #grøn #renspise #frugt #levevis #spiseren #øko

Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson

Moderately Popular (General) #økologisk #økologiskebevægelse #organisklevende #dyreliv #Redjorden



Caption: Industrial farming might seem like an efficient way to provide food, but the costs heavily outweigh the benefits! The pesticides used can cause long term illness, chemical fertilizers can pollute nearby water streams, and the structure and fertility of the soil degrades over time. Are you wondering what you can do to help stop this? Check out the Green Pages section of the Green Overview and support organizations that promote local organic farming!

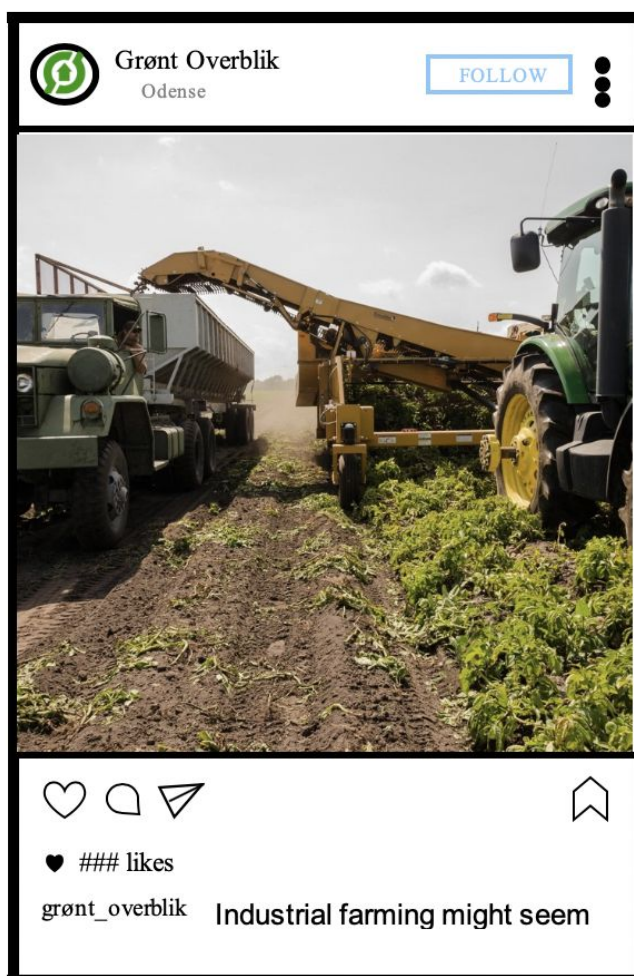
Location: Odense (Lars talked about the industrial farming that occurs here)

Hashtags:

Moderately Popular (Farming) #farmtotable #organicfood #organicfarm #eatlocal #healthyfood #eatorganic #growyourown #bestproducts #earthbounty #eatclean #jordtilbord #økologiskefødevarer #økologiskgård #spiselokale #sundmad #spiseøkologisk #dyrkedineegne #bedsterrodukter #jorddusør #spiseren

Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson

Location #Odense #Denmark



Sustainable Energy

Caption: Petrol and diesel cars are of the past. The future is electric ✂

The Danish government has created legislation to ban petrol and diesel cars by 2030. However, this goal could be blocked by the EU, as the ban may be in violation of EU law. Fossil fuel consumption in the transportation sector is one of the largest contributors to the release of greenhouse gases into the atmosphere. Whether this law passes or not, #GoGreen by investing in an electric car. By doing so, you will also be investing in your future and the earth's future.

Location: Copenhagen (Electric Car use in the city)

Hashtags:

Extremely Popular (Energy) #energy #sustainableenergy #renewableenergy #power #zerowaste #cleanenergy #climatechange #energi #bæredygtigenergi #vedvarendeenergi #strøm #nulaffald #renenergi #klimaforandring

Niche-Specific (Energy) #solarpower #windpower #waterpower #hydropower #nuclearpower #solarenergy #windenergy #nuclearenergy #windmills #dams #solarfarms #solarpanel

Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson



Caption: If your house is still filled with incandescent light bulbs, it might be time to make a switch. LED lights are far more efficient, they can produce the same amount of light using 80% less energy than fluorescent and incandescent lights. On top of that, they also generate much less heat. About 95% of energy is converted to light, meaning only 5% is converted to heat. If you're serious about becoming #energyefficient, switching over to LED light bulbs is a great first step!

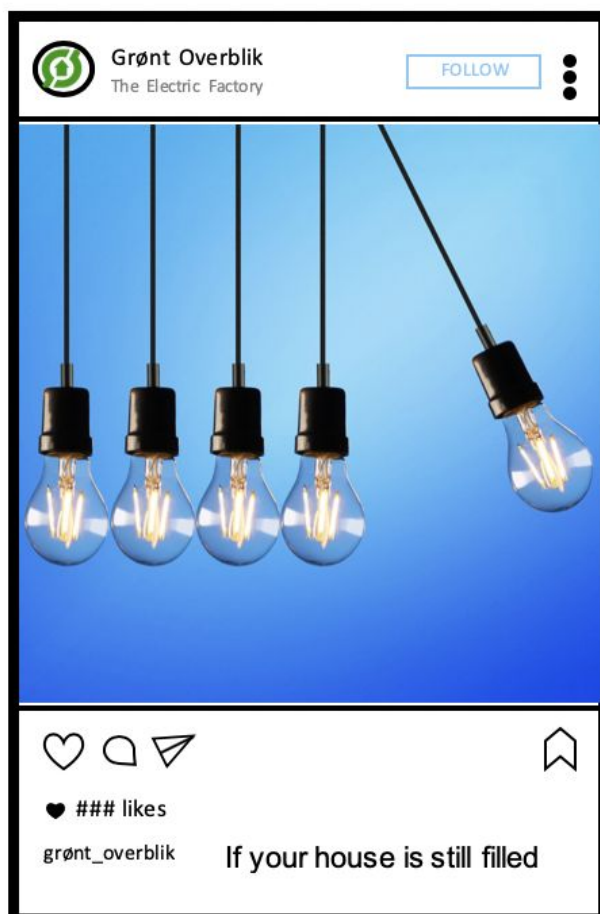
Location: The Electric Factory (This is an old song. One of the things that you can do with locations as another entertainment factor is pick something with a funny name. It doesn't matter where the actual location is because some pictures, like this one, don't have an actual location associated to it)

Hashtags:

Niche-Specific (Energy) #windenergy #nuclearenergy #windmills #dams
#solarfarms #solarpanel #solenergi #vindkraft #vandkraft #atomkraft #vindenergi
#atomenergi #windmi #dæmninger #solgård #solpanel

Branded #econet #eco-net #greenoverview #thegreenoverview #sustainabilityportal
#greenportal #anchorperson #økonet #øko-net #grøntoverblik #thegrøntoverblik
#portalbæredygtighed #grønportal #ankerperson

Moderately Popular (Energy) #grønenergi #fremtid #handlingklima #teknologi
#intetspld



Caption: For too long, the earth has been dependent on crude oil and fossil fuels. The city of Copenhagen has a goal to become the first carbon neutral city by 2025. Let's all work together to become #CarbonNeutral in our everyday lives and support Copenhagen's goal by getting involved with environmental initiatives! Go to the Green Calendar on the Green Overview website to see upcoming climate action and environmental rallies!

<https://grontoverblik.dk/kalender>

Location: Not Needed (Not all pictures need a location if it isn't relevant. This is up to the discretion of the poster)

Hashtags:

Extremely Popular (Energy) #energy #sustainableenergy #renewableenergy #power #zerowaste #cleanenergy #climatechange #energi #bæredygtigenergi #vedvarendeenergi #strøm #nulaffald #renenergi #klimaforandring

Moderately Popular (General) #greenliving #organic #organicmovement #organicliving #wildlife #savetheearth #climatechange #grønstue #økologisk #økologiskebevægelse #organisklevende #dyreliv #Redjorden #klimaforandring

Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson

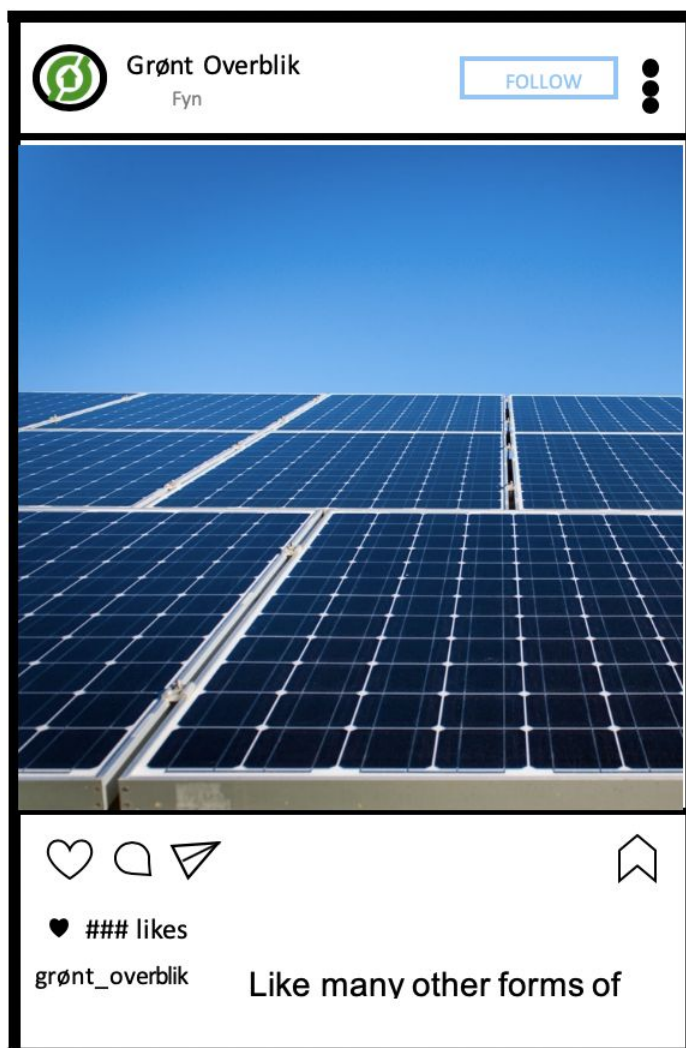


Caption: Like many other forms of sustainable energy, solar power will contribute to making Denmark independent of fossil fuels by 2050. Solar power is used in solar panels to produce heat and in solar cells to produce electricity. Is your living environment still dependent on fossil fuels? Invest in solar panels today to live a more #sustainable lifestyle and save the atmosphere from the harmful effects of fossil fuels!

Location: Fyn (We saw a lot of solar panels at Fyn)

Hashtag:

Moderately Popular (General) #greenliving #organic #organicmovement
#organicliving #wildlife #savetheearth #climatechange #grønstue #økologisk
#økologiskebevægelse #organisklevende #dyreliv #Redjorden #klimaforandring
Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed
#grønportal #ankerperson
Moderately Popular (Energy) #greenenergy #future #climateaction #technology
#nowaste



Caption: Over the past few decades, wind turbines have dramatically increased in popularity as an energy source and it's easy to see why! Wind turbines are a completely sustainable energy source and require little to no maintenance. On top of that, turbines can last up to 25 years and are completely clean. If you want to move away from the use of fossil fuels, start advocating for wind turbines today!

Location: Denmark (There are many wind turbines all over Denmark)

Hashtags:

Extremely Popular (Energy) #energy #sustainableenergy #renewableenergy #power #zerowaste #cleanenergy #climatechange #energi #bæredygtigenergi #vedvarendeenergi #strøm #nulaffald #renenergi #klimaforandring

Moderately Popular (Energy) #greenenergy #future #climateaction #technology #nowaste #grønenergi #fremtid #handlingklima #teknologi #intetspl

Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson



Organic Food

Caption: There are almost 40,000 farms in Denmark, so what's stopping you from going to a farm stand to keep up that #GreenLifestyle today? By supporting local farm stands, you can help local farmers to stay in business and keep providing communities with organic food.

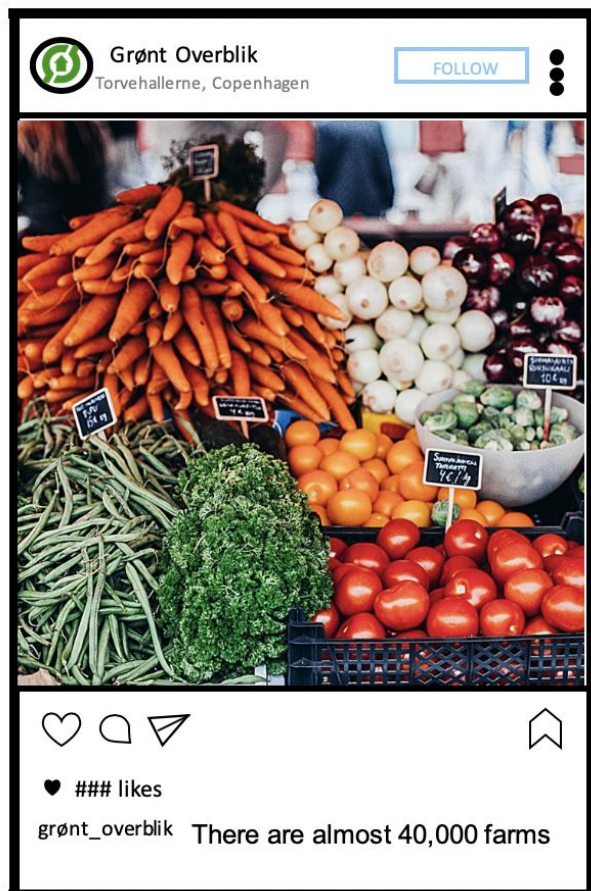
Location: Torvehallerne, Copenhagen (Popular spot in Copenhagen that has organic farmers selling their food via a farm stand)

Hashtag:

Extremely Popular (Organic) #organic #healthyfood #health #food #plantbased #nature #økologisk #veganer #naturlig #sundogrask #sundmad #mad #plantebaseret #natur

Moderately Popular (Farming) #farmtotable #organicfood #organicfarm #eatlocal #healthyfood #eatclean #jordtilbord #økologiskefødevarer #økologiskgård #spiselokale #sundmad #spiseøkologisk #dyrkedineegne #bedsterodukter #jorddusør #spiseren

Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson



Caption: Today, Denmark has the highest organic market share in the world! 11.5% of the Danes' grocery shopping is organic, which is the largest share compared to any other country. Look for the Danish organic logo and continue to show support for local organic food. For every organic product you buy, you are also showing support for your local organic farmers!

Learn more about the benefits of organic food and find local farmers at our website www.grontoverblik.dk

Location: Copenhagen (A general location for organic food)

Hashtags:

Moderately Popular (Organic) #healthylifestyle #bio #glutenfree #wellness #handmade #crueltyfree #organicfood #growyourown #sundlivsstil #glutenfri #håndlavet #crueltygratis #økologiskefødevarer #dyrkedineegne

Niche-Specific (Organic) #ecofriendly #healthyliving #homemade #sustainable #nutrition #garden #fresh #veganfood #gardening #nongmo #healthyeating #allnatural #green #cleaneating #fruit #lifestyle #eatclean #eco

Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson



Caption: Do you cook with all-natural ingredients straight from the plant or animal? Natural ingredients have as few added flavorings and preservatives as possible, keeping nutrients and original flavors intact. If you haven't tried cooking with all-natural ingredients, go to the organic market and try it out now! Cooking with natural ingredients means avoiding genetically modified and chemically fertilized crops. Not only will your meals taste better, but you will FEEL better knowing their lighter impact on the environment.

Location: Copenhagen

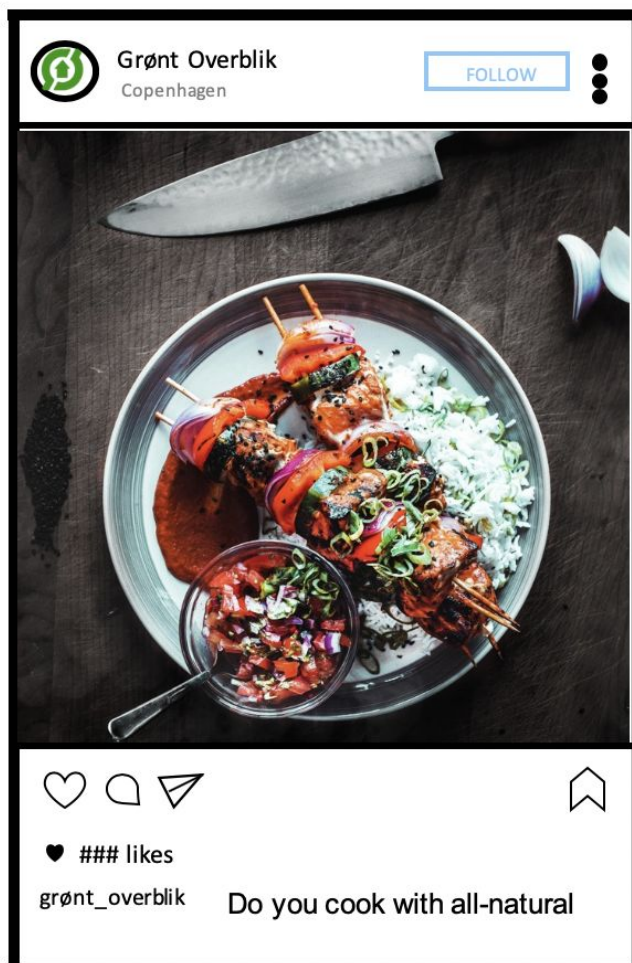
Hashtags:

Niche-Specific (Organic) #ecofriendly #eatclean #eco #miljøvenlig #sundlivsstil #hjemmelavet #bæredygtig #ernæring #have #frisk #veganskmad #havearbejde #sundkost #heltnaturlig #grøn #renspise #frugt #levevis #spiseren #øko

Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson

Moderately Popular (General) #økologiskebevægelse #organisklevende #dyreliv #Redjorden #klimaforandring

Extremely Popular (Organic) #økologisk #veganer #naturlig #sundogrask #sundmad #mad



Caption: Organic sales in Denmark continue to set a record! Join the #OrganicFood movement and support your local farmers by purchasing organic produce!

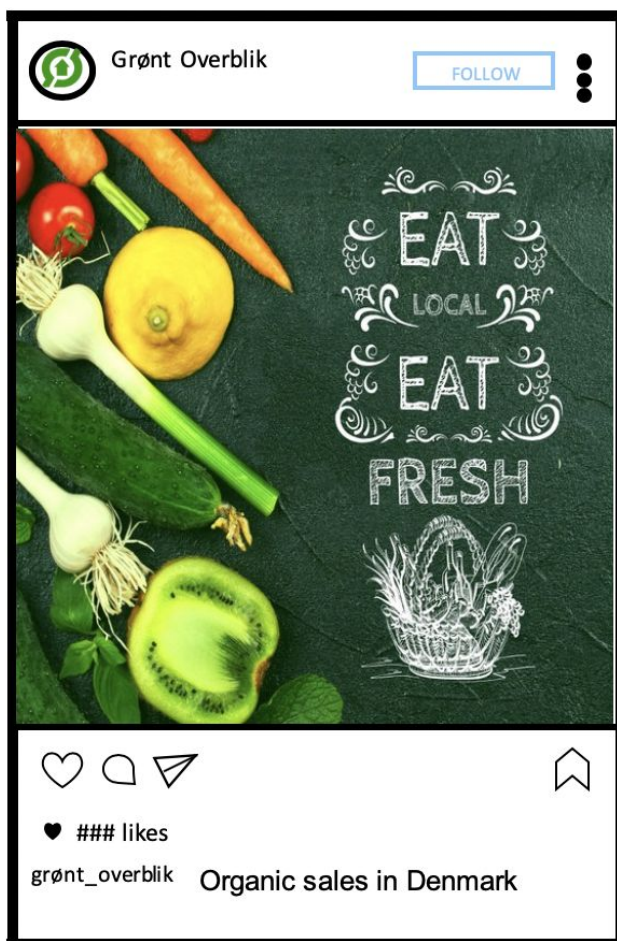
Location: Not Needed

Hashtags:

Extremely Popular (Food) #food #foodie #foodphotography #yummy #delicious #mad #madphotografering #lækker

Extremely Popular (General) #recycle #sustainability #sustainable #sustainableliving #environment #ecofriendly #pollution #genbruge #bæredygtighed #bæredygtig #bæredygtiglevevis #miljø #miljøvenlig #grøn #globalopvarmning #natur #forurening

Niche-Specific (Organic) #frisk #veganskmad #havearbejde #sundkost #heltnaturlig #grøn #renspise



Caption: When was the last time you had some organic fruit? Fresh strawberries are delicious and a great source of vitamins and antioxidants. Run down to the closest organic food market today and buy some fresh fruit! You won't regret it!

Location: Svendborg, Fyn

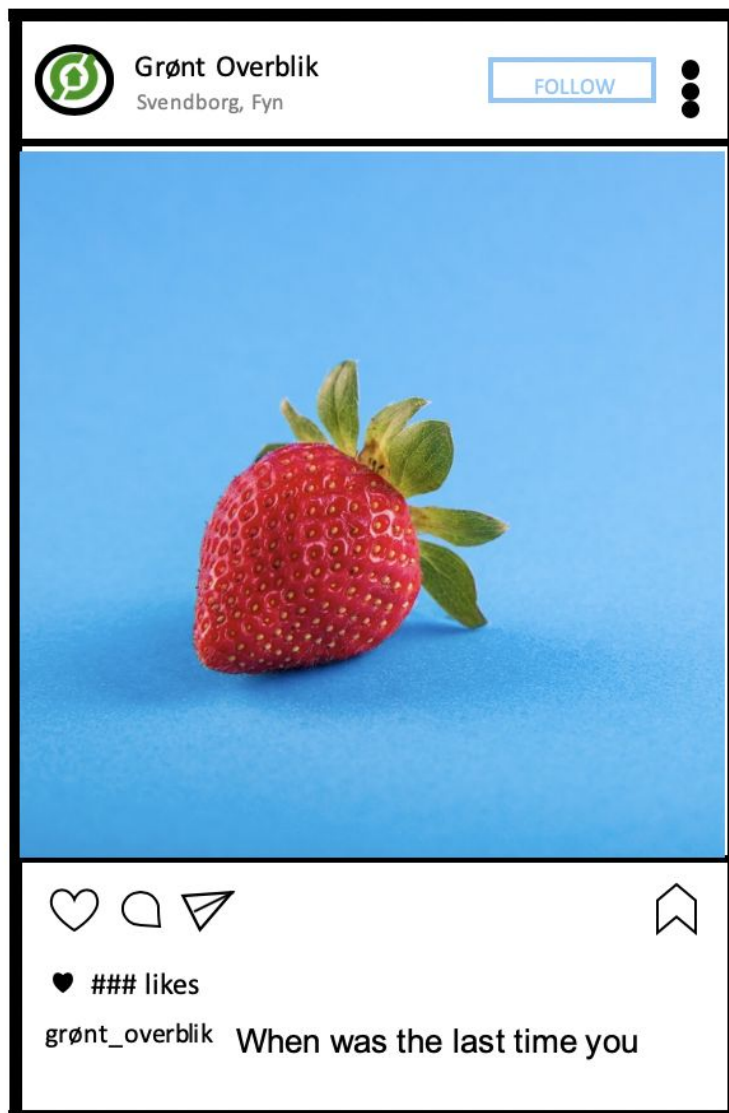
Hashtags:

Niche-Specific (General) #cleaneearth #earth #planet #savetheplanet #health #energy #ocean #environmentallyfriendly #climatecrisis #renjord #jorden #reddeplaneten #sundhed #redde miljøet #gågrøn #nulaffald #økosystem #energi #ocean #miljøvenligt #klimakrisen

Moderately Popular (Organic) #healthylifestyle #bio #glutenfree #wellness #handmade #crueltyfree #organicfood #growyourown

Extremely Popular (Food) #mad #madphotografering #lækker

Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson



Green Living

Caption: "The bike is a Dane's best friend"

Nine out of ten people in Denmark own a bike, making it one of the most popular forms of transportation. Biking is also one of the healthiest and environmentally friendly ways of transportation. A study in Denmark shows that cyclists reduce CO2 emissions by 20,000 tons a year, on average. Let's stop polluting the climate and start biking more!

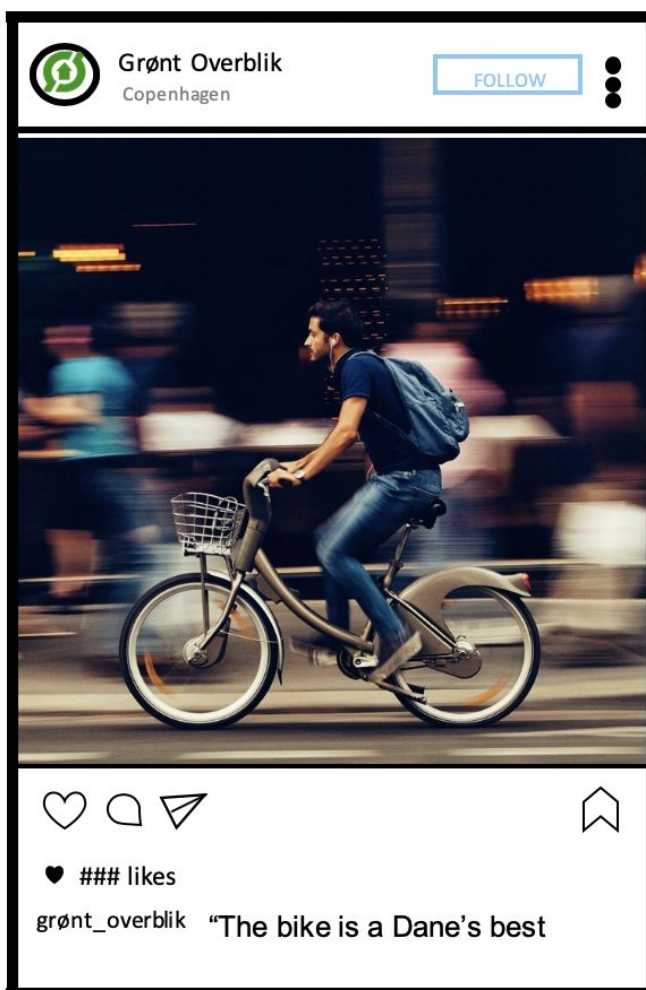
Location: Copenhagen

Hashtags:

Extremely Popular (General) #recycle #globalwarming #nature #pollution
#genbruge #bæredygtighed #bæredygtig #bæredygtiglevevis #miljø #miljøvenlig
#grøn #globalopvarmning #natur #forurening

Branded #econet #eco-net #greenoverview #thegreenoverview #sustainabilityportal
#greenportal #anchorperson

Moderately Popular (Climate Action) #miljøvenlig #klimaforandringererægte
#klimakrisen #handlingklima #bæredygtig



Caption: Boxed Water Is Better, a leader in sustainably packaged water, was founded with the goal to change how water is shipped, packaged, and enjoyed. The boxes are made using paper from well managed forests and are entirely recyclable. Single-use plastics are leading to large amounts of pollution, so take the #No-Plastic pledge and start living a more sustainable lifestyle!

Location: 7-11

Hashtags:

Niche-Specific (General) #cleaneearth #earth #planet #savetheplanet #health #savetheenvironment #energy #ocean #environmentallyfriendly #climatecrisis #renjord #jorden #reddeplaneten #sundhed #redde miljøet #gågrøn #nulaffald #økosystem #energi #ocean

Moderately Popular (Climate Action) #miljøvenligt #klimakrisen #miljøvenlig #klimaforandringererægte #klimakrisen #handlingklima #bæredygtig

Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson



Caption: Trees make us calmer, happier and more creative, yet we're losing more of them by the day. The Earth currently has forty-six percent fewer trees than it did 12,000 years ago. Find out what you can do to help at www.grontoverblik.dk.

Location: Not Needed

Hashtags:

Niche-Specific (Climate Action) #fridaysforfuture #gogreen #pollution #plasticfree #fredagetilfremtidig #gågrøn #forurening #plastgratis #Redjorden #grøn #veganer #vand #skovrydning #klimastrejke #genbruge #øko #klimaretfærdighed

Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson

Moderately Popular (Climate Action) #miljøvenlig #klimaforandringererægte #klimakrisen #handlingklima #bæredygtig



Caption: Are you doing everything you can to live a more sustainable lifestyle? #GoGreen to improve your air quality and positively impact the environment. Studies have shown that the closer you live to nature, the happier you will be! Get back in touch with the earth and make your living environment as green as possible!

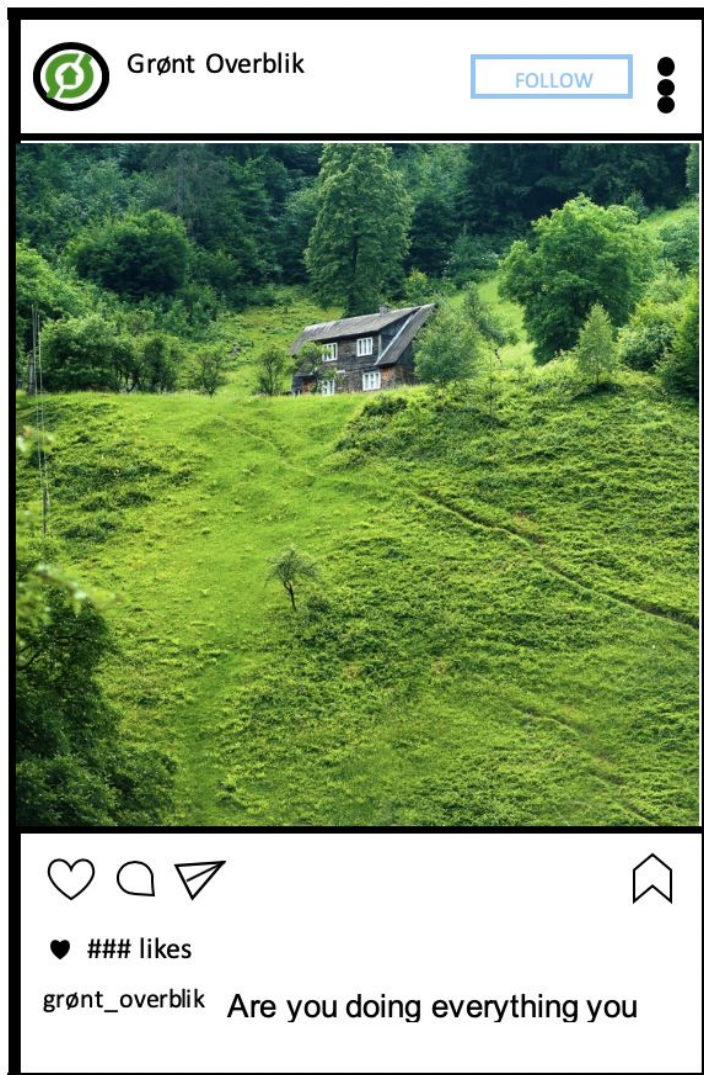
Location: Not Needed

Hashtags:

Moderately Popular (Climate Action) #ecofriendly #climatechangeisreal
#climatecrisis #climateaction #sustainable #miljøvenlig #klimaforandringererægte
#klimakrisen #handlingklima #bæredygtig

Branded #econet #eco-net #greenoverview #thegreenoverview #sustainabilityportal
#greenportal #anchorperson #økonet #øko-net #grøntoverblik #thegrøntoverblik
#portalbæredygtighed #grønportal #ankerperson

Extremely Popular (General) #genbruge #bæredygtighed #bæredygtig
#bæredygtiglevevis #miljø #miljøvenlig #grøn #globalopvarmning #natur #forurening

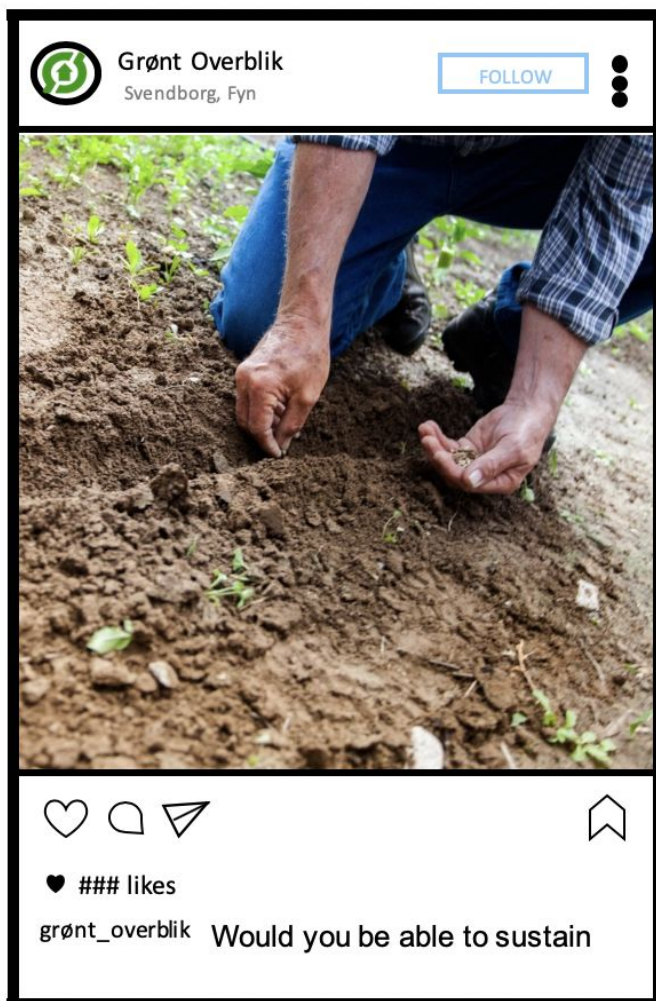


Caption: Would you be able to sustain yourself if you had to grow your own food? Not only is organic food healthier and fresher but everyone should possess the knowledge on how to grow food! If you are interested in getting your hands in the soil and start a home garden or small farm, send us a direct message for sustainability advice and information, and follow the Green Overview for eco-friendly updates!

Location: Svendborg, Fyn

Hashtags:

Extremely Popular (General) #recycle #sustainability #sustainable
#sustainableliving #environment #ecofriendly #green #globalwarming #nature
#bæredygtiglevevis #miljø #miljøvenlig #grøn #globalopvarmning #natur #forurening
Moderately Popular (General) #greenliving #organic #organicmovement
#organicliving #wildlife #savetheearth #climatechange #grønstue #økologisk
#økologiskebevægelse #organisklevende #dyreliv #Redjorden #klimaforandring
Branded #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed
#grønportal #ankerperson



Hashtag List

General Sustainability/Environmental/Green Hashtags:

- Extremely Popular
 - #recycle #sustainability #sustainable #sustainableliving #environment #ecofriendly #green #globalwarming #nature #pollution
 - #genbruge #bæredygtighed #bæredygtig #bæredygtiglevevis #miljø #miljøvenlig #grøn #globalopvarmning #natur #forurening
 - Moderately Popular
 - #greenliving #organic #organicmovement #organicliving #wildlife #savetheearth #climatechange
 - #grønstue #økologisk #økologiskebevægelse #organisklevende #dyreliv #Redjorden #klimaforandring
 - Niche-specific
 - #cleaneearth #earth #planet #savetheplanet #health #savetheenvironment #gogreen #zerowaste #ecosystem #energy #ocean #environmentallyfriendly #climatecrisis
 - #renjord #jorden #reddeplaneten #sundhed #redde miljøet #gågrøn #nulaffald #økosystem #energi #ocean #miljøvenligt #klimakrisen
 - Branded
 - #econet #eco-net #greenoverview #thegreenoverview #sustainabilityportal #greenportal #anchorperson
 - #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson
- These are some of the most popular general hashtags used in relation to the environment and sustainability. You will be able to copy and paste these under any post related to sustainability.

Energy Hashtags:

- Extremely Popular
 - #energy #sustainableenergy #renewableenergy #power #zerowaste #cleanenergy #climatechange
 - #energi #bæredygtigenergi #vedvarendeenergi #strøm #nulaffald #renenergi #klimaforandring
- Moderately Popular
 - #greenenergy #future #climateaction #technology #nowaste
 - #grønenergi #fremtid #handlingklima #teknologi #intetspld
- Niche-specific
 - #solarpower #windpower #waterpower #hydropower #nuclearpower #solarenergy #windenergy #nuclearenergy #windmills #dams #solarfarms #solarpanel
 - #solenergi #vindkraft #vandkraft #atomkraft #vindenergi #atomenergi #windmi #dæmninger #solgård #solpanel

- Branded
 - #econet #eco-net #greenoverview #thegreenoverview #sustainabilityportal #greenportal #anchorperson
 - #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson
- These hashtags can be used for anything relating to energy. Copy and paste them underneath your Instagram post.

Farming Hashtags:

- Extremely Popular
 - #farming #agriculture #farm #farmlife #farmer #nature #gardening #harvest #urbanfarming #organic #farms
 - #landbrug #gård #landlivet #landmand #natur #havearbejde #høst #by-landbrug #økologisk #gårde
- Moderately Popular
 - #farmtotable #organicfood #organicfarm #eatlocal #healthyfood #eatorganic #growyourown #bestproducts #earthbounty #eatclean
 - #jordtilbord #økologiskefødevarer #økologiskgård #spiselokale #sundmad #spiseøkologisk #dyrkedineegne #bedsterrodukter #jorddusør #spiseren
- Niche-specific
 - #farmhouse #tractors #farmers #garden #cows #organicfarming
 - #stuehus #traktorer #landmænd #have #køer #økologisklandbrug
- Branded
 - #econet #eco-net #greenoverview #thegreenoverview #sustainabilityportal #greenportal #anchorperson
 - #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson
- These hashtags can be used for anything farming related. Copy and paste them underneath your Instagram post.

Organic Hashtags:

- Extremely Popular
 - #organic #vegan #natural #healthy #healthyfood #health #food #plantbased #nature
 - #økologisk #veganer #naturlig #sundogrask #sundmad #mad #plantebaseret #natur
- Moderately Popular
 - #healthylifestyle #bio #glutenfree #wellness #handmade #crueltyfree #organicfood #growyourown
 - #sundlivsstil #glutenfri #håndlavet #crueltygratis #økologiskefødevarer #dyrkedineegne
- Niche-specific

- #ecofriendly #healthyliving #homemade #sustainable #nutrition #garden #fresh #veganfood #gardening #nongmo #healthyeating #allnatural #green #cleaneating #fruit #lifestyle #eatclean #eco
- #miljøvenlig #sundlivsstil #hjemmelavet #bæredygtig #ernæring #have #frisk #veganskmad #havearbejde #sundkost #heltnaturlig #grøn #renspise #frugt #levevis #spiseren #øko
- Branded
 - #econet #eco-net #greenoverview #thegreenoverview #sustainabilityportal #greenportal #anchorperson
 - #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson
- These hashtags can be used for anything farming related. Copy and paste them underneath your Instagram post.

Food Hashtags:

- Extremely Popular
 - #food #foodie #foodphotography #yummy #delicious
 - #mad #madphotografering #lækker
- Moderately Popular
 - #instagood #foodstagram #foodblogger #foodlover
 - #madblogger #madelsker
- Niche-specific
 - #healthyfood #dinner #lunch #tasty #eat #foodies #healthy #breakfast #homemade
 - #sundmad #aftensmad #frokost #velsmagende #spise #sundogras #morgenmad #hjemmelavet
- Branded
 - #econet #eco-net #greenoverview #thegreenoverview #sustainabilityportal #greenportal #anchorperson
 - #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson
- These hashtags can be related to anything food, however they aren't specifically related to sustainability. Use these under any food Instagram posts.

Climate Action/Climate Change Hashtags:

- Extremely Popular
 - #climatechange #environment #nature #globalwarming #sustainability #savetheplanet #climate #earth #zerowaste
 - #klimaforandring #miljø #natur #globalopvarmning #bæredygtighed #reddeplaneten #klima #jorden #nulaftald
- Moderately Popular
 - #ecofriendly #climatechangeisreal #climatecrisis #climateaction #sustainable
 - #miljøvenlig #klimaforandringererægte #klimakrisen #handlingklima #bæredygtig

- Niche-specific
 - #fridaysforfuture #gogreen #pollution #plasticfree #savetheearth #green #vegan #water #deforestation #climatestrike #recycle #eco #gretathunberg #climatejustice
 - #fredagetilfremtidig #gågrøn #forurening #plastgratis #Redjorden #grøn #veganer #vand #skovrydning #klimastrejke #genbruge #øko #klimaretfærdighed
- Branded
 - #econet #eco-net #greenoverview #thegreenoverview #sustainabilityportal #greenportal #anchorperson
 - #økonet #øko-net #grøntoverblik #thegrøntoverblik #portalbæredygtighed #grønportal #ankerperson
- These hashtags can be used in relation to climate action and change. Copy and paste them underneath your Instagram posts.

NOTE: These are all just recommendations to be used at the discretion of the Instagram user. Each set of hashtags can be mixed and matched or not used at all related to the post being made. Remember that using a hashtag will never hurt your post but only increase potential engagement opportunities.

NOTE: Instagram sets a cap at 30 hashtags per post.

NOTE: Branded hashtags can be used under some of your posts to try and get a brand specific theme to start to stick amongst your followers. Copy and paste these hashtags underneath your posts when you deem it appropriate.

Slogans

Eco-net: Netværket for økologisk folkeoplysning og praksis
The Network for Organic Public Information and Practice

Green Overview: Danmarks Grønne Søgeportal
Denmark's Green Search Portal

Our Favorites:

1. Where green minds come together
2. Your ideas, Your initiatives, Everyone's future
3. The Green Overview: Making Denmark greener one search at a time
4. Your guide to a greener Denmark
5. Denmark's platform for the green revolution

Board's Favorites:

Camilla:

- Your Green Ideas, Your Green Initiatives, Our Green Future
- The Green Overview: Making Denmark greener one search at a time
- The future is green

Niels-Simon:

1. Din guide til et grønnere Danmark
- Din guide til en grønnere livsform
- Et skridt mod en grønnere fremtid
- Har kæmpet for et grønnere Danmark siden 1994

Other Options:

- The easier way to be greener.
- Being greener has never been easier.
- Your local sustainability database.
- Let's make things greener, together
- Living more sustainably is as easy as one search
- Your ideas, our future
- Your portal into a greener world
- Denmark's portal to a more sustainable future
- Sustainability never goes out of Style
- Searches for a Sustainable Planet
- Denmark's platform for green thinking
- Creating a greener Denmark since 1994
- Green database of Denmark's sustainability initiatives
- The first step towards a greener lifestyle
- The future is green
- Green Overview: GO Green

- Helping you live sustainably for a Greener Future
- Grassroots for Green Living

Danish translation rating-scale:

| Yes | Maybe | No |
|------------------|------------------------|--------------------------|
| Works in Danish. | Maybe works in Danish. | Does not work in Danish. |

Favorites in Danish:

1. Hvor grønne ligesindede mødes
2. Dine ideer, Dine initiativer, Alles fremtid
3. Det Grønne Overblik: Gør Danmark grønnere en søgning ad gangen
4. Din guide til et grønnere Danmark
5. Danmarks platform for den grønne revolution

Other options in Danish:

- Den lette måde at være grøn på.
- At være grøn har aldrig været lettere.
- Din lokale bæredygtighedsdatabase.
- Lad os sammen gøre tingene grønnere
- At leve bæredygtigt er lige så let som en søgning
- Dine ideer, vores fremtid
- Din portal til en grønnere verden
- Danmarks portal til en bæredygtig fremtid
- Bæredygtighed går aldrig ud af stil
- Søgning for en bæredygtig planet
- Danmarks platform for grøn tænkning
- Et grønnere Danmark siden 1994
- Grøn database over Danmarks bæredygtighedsinitiativer
- Det første skridt mod en grønnere livsstil
- Fremtiden er grøn
- Grønt Overblik: Gå Grøn
- Hjælper dig med at leve bæredygtigt for en grønnere fremtid
- Græsrodde til grønt liv

How to Guide: Facebook

Interactions on Facebook



Finding Pages to Interact With

Discussion

When using interactions with other users as a marketing strategy, it is important to interact with organizations with goals similar to yours. This way, the audiences you are exposing yourself to will already be interested in the type of content you put out.

Instructions

- Begin by typing a keyword that many of your posts use into the search bar.



- Next, go to the posts tab directly below the search bar. This will provide you with a list of posts using the keywords you typed in.
- Search through the posts until you find one made by an organization you are interested in. Shown below are two organizations I found after looking through only a few posts that would be great for Eco-net to interact with.



Liking a Page as Your Page

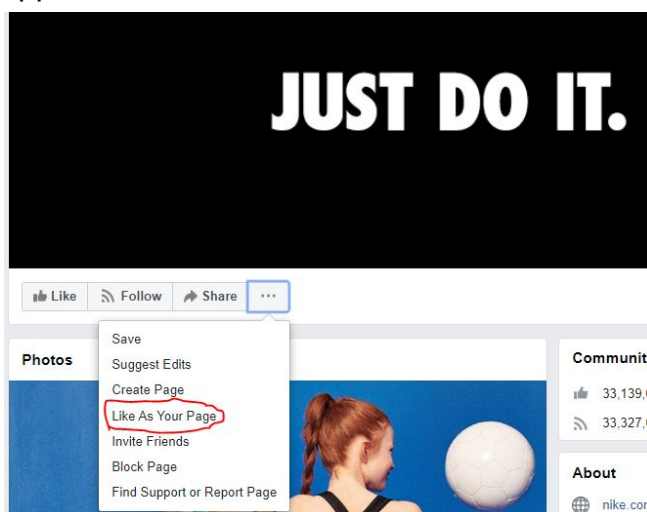
Discussion

When you like a page normally, the like will appear from your personal profile rather than your business or community page. In order for your interactions to appear from your business page, there are slightly different steps that you need to take. When the term “as your page” is used, it refers to performing an interaction from a page you own rather than your personal profile. Another difference between liking a page as your personal profile and liking it as a page you own. Liked pages do not appear on your personal profile as they do on pages you own.

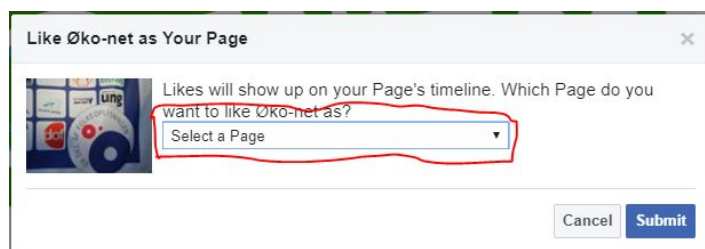
Liking a page is a great way to expand an audience. Pages that have been liked by your business page will appear on the right side of your page for anyone to view. People that roam onto your page will see the pages that you liked. If they are already familiar with those pages, they will be more likely to stay on yours.

Instructions

- Look for the three dots underneath the banner of the page you want to like. If you don't own any pages other than your personal profile, this option will not appear.



- Next, click on the option to like as your page.
- You will then be provided with a list of all of your pages. Select the page you want to like as, and then click the submit button.



- You will receive a notification telling you that the page has been added to your favorites, and it will be listed on your page.

Liking and Commenting on Posts

Discussion

Liking and Commenting on posts is an easy way to engage with other organizations and make your name more recognizable. Liking a post requires no additional effort beyond pressing the button. This is the least interactive option, but will at least generate some exposure because people will see the name of your page associated with that post. Commenting on a post is the most interactive way of engaging with it. Asking a question or pointing out what you liked in the post are two easy ways you can try to start a conversation. Whether people respond to your comment or not, everyone that views the post will be able to see what you wrote and be more likely to want to view your page.

Instructions

- Once you have found a post that you want to interact with, click on the profile icon to the right of the like, comment and share buttons.



- Clicking the icon will provide you with a list of your pages to select from. Select the page you wish to engage from.



- From this point you can either comment on or like the post.

Posting on a Page as Your Page

Discussion

One final way that you can interact with other organizations is by making a post on their page. Since the post you are making is on a different page, it should not be about your own page. Two great ways to structure the post would be to either talk about what you like about the organization or ask a question about them.

Instructions

- Not all pages allow others to post on them, so first look below the banner to check whether or not the box that you can post from is there. This box is shown in the images below.
- In order to post on another page as your page, you need to first follow the same process that is done with commenting on a post. Select the profile icon on the top right of the box.



- Selecting the icon will bring out a drop down menu that will allow you to select the page you want to post from.



- Once you have selected your page, you can then write whatever you wish to post
- Note that all posts from other pages will be located in the community section under public posts, shown below.



Facebook Mock-up Page



Facebook Mock-up Posts

Green Overview Specific Posts



Location Specific Posts

**Green Overview**

September 24 at 11:38 AM

Middelgrunden is the offshore wind farm just off the coast of Copenhagen, consisting of 20 turbines. The strategic placement of these windmills allows them to generate substantial power over 97% of the time, delivering about 4% of the power for all of Copenhagen! Come to the coast of Copenhagen to visit this beautiful landmark and appreciate its clean and renewable energy production!




 Like  Comment  Share




Write something...










**Green Overview**

September 24 at 11:38 AM





Torvehallerne is a food market on Frederiksborggade in Copenhagen. It consists of two market halls with an open marketplace in between, containing plentiful amounts of diverse organic food options! Come check Torvehallerne to get a great meal and pick up some fresh organic produce!



 Like  Comment  Share



Write something...



Polls


Green Overview
September 24 at 11:38 AM

Would you prefer a casual conversation about the climate over a meal, or would you rather go out and protest?

Like if you would prefer to go the climate reminder and protest, share if you would prefer to go to the climate cafe.







Like
Comment
Share


Write something...


Green Overview
September 24 at 11:38 AM

Which upcoming event are you most excited for?

- The HEALTH Lifestyle Fair
- The Break for Climate
- Creativity, Education and Sustainability
- Seed Exchange 2019

| | |
|---|--|
| 1. | 2. |
|  |  |
| 3. | 4. |
|  |  |


Like
Comment
Share


Write something...




Quotes









Information and Advice


**Green Overview**September 24 at 11:38 AM

if every farmer in the U.S. converted to organic production, we could eliminate 500 million pounds of persistent and harmful pesticides from entering the environment annually.
- <https://www.thebalancesmb.com/environmental-benefits-of-organic-farming-2538317>




 Like  Comment  Share




 Write something...    

**Green Overview**September 24 at 11:38 AM

If only 10,000 medium sized farms converted to organic production, they would store so much carbon in the soil that it would be equivalent to taking 1,174,400 cars off the road, or reducing car miles driven by 23.53 billion kilometers.
- <https://www.thebalancesmb.com/environmental-benefits-of-organic-farming-2538317>

 Like  Comment  Share








 Write something...    

Image Selection Survey

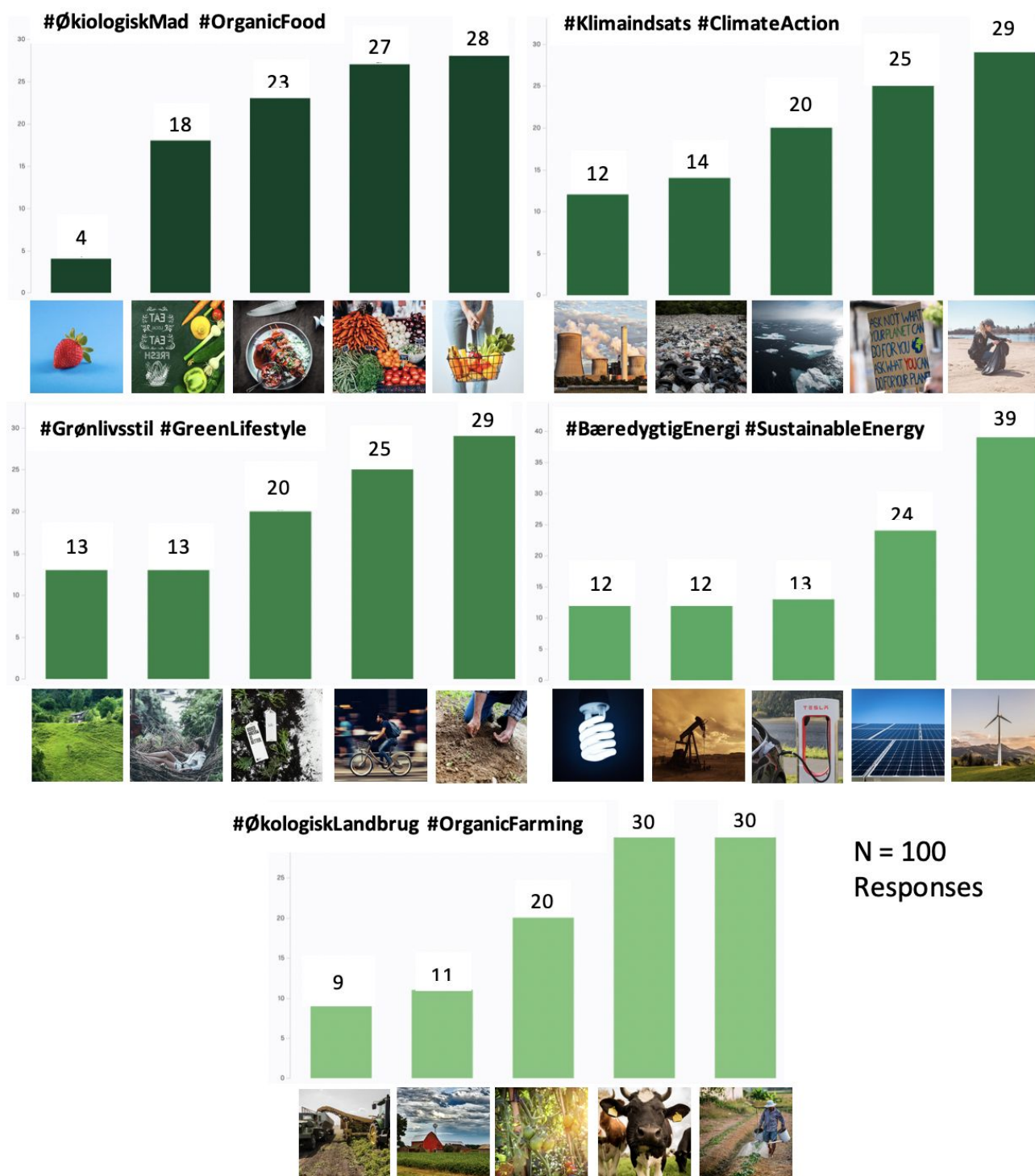
Eco-net has expressed interest in marketing the Green Overview website to a younger demographic. Therefore, the team administered a survey to Danish college students to collect information on the appeal of our sample social media posts. With this data, the sample posts were tailored towards their interests.

There were five questions on the survey, with each one representing a different category of sustainability. The categories of Organic Food, Climate Action, Green Lifestyle, Sustainable Energy, and Organic Farming were retrieved by analyzing the most popular tags on the Green Overview website. These were then transformed into hashtags in order to supplement each post. Each category contained five pictures, with each one selected methodically to contain different visual content, such as color, background size, and image content. Because each picture was encoded before the survey was administered, the team was able to draw conclusions about more appealing visual content from the results.

As shown in the graphical results on the next page, the images of people tended to be more popular than the images of landscapes, scenery, and products. There was not sufficient evidence to determine whether an image's color or background size effected its visual appeal. For images regarding sustainability, it seems that most appealing images demonstrated actual involvement in sustainable practices. The team recognizes Eco-net's high level of involvement at rallies and protests, which is a great opportunity to get pictures of people. Additionally, pictures of organic farmers and their work is another good way to get images of actions.

Pictures of people or faces was selected 28%, 54%, 67%, and 60% of the time for the #OrganicFood, #ClimateAction, #GreenLifestyle, and #OrganicFarming categories, respectively. Therefore, respondents selected a picture of people or faces an average of 52% of the time when given the chance. This data is significant, since this type of image only made up 40% of the options in those four categories. Based on this data and our background research, our team is recommending that Eco-net posts a picture involving people or faces at least 50% of the time. This will increase engagement and lead to more views on the social media accounts.

Although there was no conclusive evidence against or for the research on the background size or color of the image, our team recommends that Eco-net should continue to post images with large backgrounds and blue filters. Comparing the engagements on these images with others is another way to gauge if these characteristics are more appealing.



<https://docs.google.com/spreadsheets/d/1f34m7jrhh1cK2RFn2TbIWrcVTZBvvJhiOX6qX00KXi4/edit?usp=sharing>

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| Name | Influencer Type | Organization/Company | Position | Location | Email | Phone Number | Instagram Handle | Facebook Page | How we found them | Why they are important | What that company/organization/committee has done |
|------------------------|-----------------|---|-------------------------------------|--|--|----------------------------|----------------------|----------------------|---|--|---|
| Doris Gernig | Organization | The Danish Green Investment Fund | Green Business Development Director | Storøvejen 134A, DK-2500 Hellerup | dg@gronfond.dk | 22 10 22 66 | N/A | @gronfond | Project research | Financing environmental sustainability projects | N/A |
| Jens Koch | Organization | The Danish Green Investment Fund | Green Investment Director | Storøvejen 134A, DK-2500 Hellerup | jk@gronfond.dk | 20 89 27 34 | N/A | @gronfond | Project research | Financing environmental sustainability projects | N/A |
| Jens Blundell | Organization | The Danish Green Investment Fund | Green Investment Director | Storøvejen 134A, DK-2500 Hellerup | jb@gronfond.dk | 31 59 33 44 | N/A | @gronfond | Project research | Financing environmental sustainability projects | N/A |
| Kristine Lundebeck | Organization | The Danish Green Investment Fund | Green Investment Director | Storøvejen 134A, DK-2500 Hellerup | kl@gronfond.dk | 60 05 30 65 | N/A | @gronfond | Project research | Financing environmental sustainability projects | N/A |
| Lise Lundbye | Organization | The Danish Green Investment Fund | Green Investment Director | Storøvejen 134A, DK-2500 Hellerup | lu@gronfond.dk | 26 07 32 66 | N/A | @gronfond | Project research | Financing environmental sustainability projects | N/A |
| Søren Pedersen | Organization | The Danish Green Investment Fund | Green Investment Director | Storøvejen 134A, DK-2500 Hellerup | spe@gronfond.dk | 40 48 74 43 | N/A | @gronfond | Project research | Financing environmental sustainability projects | N/A |
| Tobias Langthorn | Organization | The Danish Green Investment Fund | Green Investment Advisor | Storøvejen 134A, DK-2500 Hellerup | tu@gronfond.dk | 81 77 67 09 | N/A | @gronfond | Project research | Financing environmental sustainability projects | N/A |
| Karinne Bang Rasmussen | Organization | The Travel Book - Eco-friendly Travellers Greenclub | Co-founders | From Copenhagen | info@greenclubtravel.dk | N/A | @greenclubtravel | @greenclubtravel | Instagram | They are a Copenhagen based travel blog with a 12 M following with a primary focus on being Eco-friendly | N/A |
| | Organization | Greenpeace Denmark | | Greenpeace 21G 2nd floor, 2300 København S | info.dk@greenpeace.org | 33 33 53 44 | @greenpeaceuk | @greenpeaceuk | Instagram/Climate protest | They are a space for Eco-friendly start ups to use (NGO) | N/A |
| Maria Rasmussen | Organization | Denmarks Nature Conservation Union | President | Manstedsgade 23, Copenhagen | president@mdu.dk | | @denmarksnatur | @denmarksnatur | Instagram | Environmental NGO | N/A |
| Erik Nielsen | Organization | Denmarks Nature Conservation Union | Chief Press Officer | Manstedsgade 23, Copenhagen | eni@mdu.dk | 31 19 32 46 | @denmarksnatur | @denmarksnatur | Instagram | Environmental NGO | N/A |
| Tine Quidley | Organization | Denmarks Nature Conservation Union | Press Officer | Manstedsgade 23, Copenhagen | tq@mdu.dk | 22 68 22 08 | @denmarksnatur | @denmarksnatur | Instagram | Environmental NGO | N/A |
| Pia Møller | Organization | Denmarks Nature Conservation Union | Press Officer | Manstedsgade 23, Copenhagen | pm@mdu.dk | 26 51 62 26 | @denmarksnatur | @denmarksnatur | Instagram | Environmental NGO | N/A |
| Per Kähler | Organization | I love ecoOrganic Land Association | Chairman | 289, Blyhø, Silkeborgvej | pk@eko.dk | 22 22 07 37 | @bvevsko | @bvevsko | Instagram | Nonprofit Organization focused on the environment | N/A |
| Brian Nybo | Organization | I love ecoOrganic Land Association | Vice Chairman | 289, Blyhø, Silkeborgvej | bny@bvevsko.dk | 20 14 07 21 | @bvevsko | @bvevsko | Instagram | Nonprofit Organization focused on the environment | N/A |
| Preben Lundbæk | Organization | I love ecoOrganic Land Association | Vice Chairman | 289, Blyhø, Silkeborgvej | prelu@bvevsko.dk | 24 23 09 26 | @bvevsko | @bvevsko | Instagram | Nonprofit Organization focused on the environment | N/A |
| Mads Hørm | Organization | I love ecoOrganic Land Association | General Board Member | 289, Blyhø, Silkeborgvej | mads@bvevsko.dk | 75 77 54 70 or 40 69 44 70 | @bvevsko | @bvevsko | Instagram | Nonprofit Organization focused on the environment | N/A |
| Kim Øvel | Organization | I love ecoOrganic Land Association | General Board Member | 289, Blyhø, Silkeborgvej | ko@bvevsko.dk | 40 36 03 09 | @bvevsko | @bvevsko | Instagram | Nonprofit Organization focused on the environment | N/A |
| Isbelle Brønson | Organization | I love ecoOrganic Land Association | General Board Member | 289, Blyhø, Silkeborgvej | ib@bvevsko.dk | 49 18 10 55 or 40 52 00 55 | @bvevsko | @bvevsko | Instagram | Nonprofit Organization focused on the environment | N/A |
| Kasper Kjærsgaard | Organization | I love ecoOrganic Land Association | General Board Member | 289, Blyhø, Silkeborgvej | kk@bvevsko.dk | 98 07 07 12 or 20 14 48 90 | @bvevsko | @bvevsko | Instagram | Nonprofit Organization focused on the environment | N/A |
| Hoy Høst Mountains | Organization | I love ecoOrganic Land Association | General Board Member | 289, Blyhø, Silkeborgvej | hoy@bvevsko.dk | 61 71 28 41 | @bvevsko | @bvevsko | Instagram | Nonprofit Organization focused on the environment | N/A |
| Olav Sørensen | Organization | I love ecoOrganic Land Association | General Board Member | 289, Blyhø, Silkeborgvej | os.arnas.rune@mail.bvev.dk | 20 77 63 47 | @bvevsko | @bvevsko | Instagram | Nonprofit Organization focused on the environment | N/A |
| Christina Ully Hansen | Organization | I love ecoOrganic Land Association | General Board Member | 289, Blyhø, Silkeborgvej | cu@eko.dk | 40 32 09 50 | @bvevsko | @bvevsko | Instagram | Nonprofit Organization focused on the environment | N/A |
| Tine Unger | Organization | I love ecoOrganic Land Association | General Board Member | 289, Blyhø, Silkeborgvej | tu@eko.dk | 24 02 47 80 | @bvevsko | @bvevsko | Instagram | Nonprofit Organization focused on the environment | N/A |
| Søren Mønstgaard | Organization | Plays for Future | Press Contact | Copenhagen | sm@playsforfuture.dk | 31 52 72 42 | @bvevsko | @bvevsko | Instagram | Nonprofit Organization focused on the environment | N/A |
| Robert Gjø | Organization | Plays for Future | Press Contact | Copenhagen | rg@playsforfuture.dk | 20 43 30 77 | @bvevsko | @bvevsko | Instagram | Nonprofit Organization focused on the environment | N/A |
| | Youth Group | Extinction Rebellion Youth | | Zealand | contact@xrk.org | N/A | @extinctionrebellion | @extinctionrebellion | Instagram | They are a youth group that protest in Copenhagen about climate change | N/A |
| Kai Heussen | Youth Group | Energy Conscious Denmark | Managing social media pages | Copenhagen | info@energyconscious.org | 52 73 59 09 | @energyconscious | @energyconscious | Through a website with a list of student organizations in Denmark | They are a group of students working to find clean energy solutions | N/A |

| Name | Influencer Type | Organization/Company | Position | Location | Email | Phone Number | Instagram Handle | Facebook Page | How we found them | Why they are important | What that company/organization/committee has done |
|--|-----------------|--|--|-------------------|------------------------------|---|-------------------------|----------------------------|--|--|--|
| Maria Kariya Danilova | Youth Group | Project 2030 | Manages Facebook page | Aarhus | info@project2030.eu | N/A | @project2030official | @project2030initiative | Through Copenhagen University's website | They are an organization educating people about the importance of sustainable living | N/A |
| Jens Wahlgren | Youth Group | CBS Climate Club | Head of Communications | Copenhagen | cbsclimateclub@gmail.com | N/A | @cbsclimateclub | @cbsclimateclub | Through Copenhagen Business School's website | They are a group dedicated to getting people to integrate sustainability into both their personal and professional lives | N/A |
| Yusuf Ali | Youth Group | The Green Student Movement (Den grønne Studentbevægelse) | | Copenhagen | kenneth@gsh.dk | 52 74 48 36 | @greenstudentunion | @greenstudentunion | They were mentioned through our Instagram | They are a community of people who facilitate a faster transition to a low emission society | N/A |
| Kristen Braskov | Youth Group | Sustainability Influencers | Chair of the Danish governments cross-party network for the UN sustainable development goals | Friedrichslund | contact@slogosocialises.dk | N/A | @sustainableinfluencers | @sustainableinfluencers | Through youth organizations on Facebook | They want to make people aware of the UN's sustainable development goals and inspire them to act more sustainably | N/A |
| Johanne Strømstrup | Public Figure | N/A | N/A | Danmark | jstrome@carlsberg.no | N/A | @jstrome | @jstrome | Through a website listing a number of sustainable influencers in Denmark | She is a blogger interested in sustainable fashion. Her following is low enough (about 5,000 followers on Instagram) that she could realistically respond moderately sized following (about 38,000 followers on Instagram), but not too large. So it would be possible to her to respond | N/A |
| Gina Mayr | Public Figure | N/A | N/A | Aalborg | ghmayn@pharsen@hotmail.com | N/A | @ghmayn | @ghmayn | Through a website listing a number of sustainable influencers in Denmark | She is a blogger focused on zero waste and the environment. She has a moderately sized following (about 38,000 followers on Instagram), but not too large. So it would be possible to her to respond | N/A |
| Laura Wells | Public Figure | N/A | N/A | Australia | laura@surawells.com.au | N/A | @surawells | @surawells | Through a website listing a number of sustainable influencers in Denmark | She is an environmentalist with an interest in facilitating climate change and has worked with Greenpeace. She also lives outside of Denmark so she would be a good way of expanding the Green Overview's audience | N/A |
| Michelle Kristensen | Public Figure | N/A | N/A | Copenhagen | drinks@michellekristensen.dk | N/A | @michelekristensen | @www.michellekristensen.dk | Through a website listing a number of sustainable influencers in Denmark | She is an influencer focused on educating people on nutrition and general health. She has a larger following, but it would still be worth it to reach out to her | N/A |
| Selma Montgomery | Public Figure | Extinction Rebellion Youth Committee | N/A | Copenhagen | N/A | N/A | @salmon_ | N/A | We met her during a climate rally | She has a relatively large Instagram following and can provide us with connections | N/A |
| Ninna Hedeager Olsen | Government | Technology and Environment Committee | Chairman | København Kommune | borgmester@tmf.kk.dk | 33 86 26 26 | @ninnaHedeager | @senstedsigemina | Kommunes website | Chairman of the Technical and Environmental Committees with over 2,000 employees in the committees and numerous environmental connections | Technical and Environmental administration is responsible for Copenhagen's environmental and climate activities |
| Kenneth Kristensen (recruitment contact information) | Government | Mayor's Department | Mayor | Dragør Kommune | dragor@dragor.dk | 32 89 07 03 | | | Kommunes website | This is the contact information for Kenneth Kristensen's department. There is no environmental or agricultural department for Dragør, but it is on their agenda. His staff is the best way to reach him directly or to find another influencer | In 2024, as part of the municipal reform, Dragør and Tårnby signed an agreement on leading municipal initiatives together. Kenneth Kristensen is currently Mayor of Naarum and the Environment. Although Dragør does not have an environmental committee, they are still working to create change. |
| Karin Fris Aboual | Government | Climate and Environment Committee | Chairman | Roskilde Kommune | karrifa@roskilde.dk | 22 35 23 00 | | @KarinFrisk | Kommunes website | This is the chairman's personal contact information, so we will be able to reach out to them directly. The chair of the committee would be a very influential person to help Eco-net, both by contributing as a promoter of the Green Overview website and as a potential source for anthropomorphs. | The Climate and Environment Committee in Roskilde handles climate policy, environmental legislation, nature management, and works with Agenda 21. |
| Brygitte JTK Nielsen | Government | Technology and Environment Center | Center Manager | Sleevs Kommune | krmeg@stovns.dk | 56 57 51 44 | | @Brygitte_J.T.K.Nielsen | Kommunes website | Brygitte is the head of the Technology and Environment Center and would be a valuable asset to contribute to the Green Overview portal | The Technology and Environment Center for the Sleevs Municipality focuses on nature conservation, energy plans, and climate adaptation. |
| Jane Jagind | Government | Department of Culture, Sport, and Urban Development | Deputy Mayor/Chairman | Odense Kommune | jane.jagind@odense.dk | Telephone: 65 51 20 00 Mobile: 20 81 10 31 | | | Kommunes website | Jane is the deputy mayor of the department, so we believe that we will be able to reach out to her directly. She works closely with the CEO of the department and manages a lot of responsibilities. With around 1,500 employees in the department, Jane will hopefully be able to help herself or get us in contact with another employee who can serve as a better/wider promotional influence or information gatherer | Although the Department of Culture, Sport, and Urban Development has a lot of responsibilities, we are most interested with them because they are involved in planning and managing the city's urban development and environmental activities |
| Pier Nyhus | Government | Technology and Environment Committee | Chairman | Billund Kommune | pny@billund.dk | 20 49 03 59 | | | Kommunes Website | Pier is the head of the Technology and Environment Committee and would be an influential person for either promotion or participation as an information gatherer | The Technical and Environmental Administration is responsible for Billund's environmental and climate activities |
| Burjanyeh Simeak | Government | Department of Technical Services and Environment | Chairman | Aarhus Kommune | radsmand@grtm.aarhus.dk | 89 42 23 30 | | @BryannaSimeak | Kommunes Website | There is an administrative section of this department that primarily focuses on recruitment and HR. We will reach out to the department, wait for a response, and then recruit an anchor person or find someone to help advertise the website | The Department of Technical Services and Environment focuses on technical services and urban development, environmental issues, and culture conservation |
| Thomas Damsgaard | Government | Technology and Environment - Nature and Environment Department | Manager | Landsby Kommune | thomas.damgaard@lambyg.dk | Telephone: 66 03 44 14 Mobile: 23 65 68 30 | | | Kommunes Website | Firstly, Thomas is the manager of the Nature and Environment subcommittee and oversees the Technology and Environment department. With the Nature and Environment subcommittee, he is in direct contact with the local authorities who are all connected through Thomas. Additionally, Thomas is part of the KTC, which is the association of technical directors in Danish local authorities. This means that he is a very influential person and his role could lead to even more connections across multiple municipalities | The Nature and Environment committee focuses solely on environmental cases under the Technology and Environment department. This means that they focus on environmental issues and nature conservation |
| Michael Damm | Government | Environment and Energy Management - Sustainability and Development | Head | Aalborg Kommune | michael.damm@aalborg.dk | Phone+1: 99 31 24 00 Phone-2: 25 22 24 00 | | | Kommunes Website | Clara is the head of the Center for Nature and the Environment, which is a very unique department which focuses on some very specific environmental issues such as water, air, and soil pollution. Clara could be a great source of more information about these issues | The Sustainability and Development committee focuses on environmental protection and sustainable development. This committee also works with the local authorities to ensure that the city is sustainable. They also created a network of green shops in the municipality |
| Claus Riber Knudsen | Government | Center for Nature and Environment | Head | Rødovre Kommune | cron@redid.dk | 99 88 70 31 | | @claus_r_knudsen | Kommunes Website | | The Center for Nature and the Environment is responsible for the local environment, agriculture, nature, and soil pollution |
| Kay | Companies | Organizations | Student Movements | Public Figures | Municipal Government Members | | | | | | |

Outreach Emails

Government

Subject Line: {Contact Name} - Opportunity to Promote Sustainability in Denmark!

Email:

Hi {Contact Name},

I am reaching out on behalf of Eco-net because we are looking for influencers like yourself to promote our Green Overview web portal.

Eco-net, the Network for Ecological Education and Practice, was founded in 1994 with the objective to establish a foundation for information, exchange of experience, and dialogue about promoting sustainable development in Denmark.

The Green Overview is a portal of Eco-net that is meant to educate and share knowledge about Denmark's sustainable initiatives and inspire advocacy for a greener community. The goal of the Green Overview is to bring together Denmark's sustainable projects and make it easier for the people of Denmark to live ecologically and sustainably!

We recognize your significant role in the community as the {Position} of the {Department/Committee} in the {Municipality} municipality. We appreciate your focus on {What the committee has done}, as it aligns with a lot of our work at Eco-net.

Based on you work with the {Municipality} municipality, we understand that sustainability and the environment are a part of your day-to-day lives. For this reason, we are asking you to help promote the Green Overview website through your own channels. With your respected reputation, we are hoping to get more people to learn how to live sustainably and raise awareness on environmental issues. If you would like to visit the website yourself, you can navigate to it at <https://grontoverblik.dk>

If you would like to take an even larger part in helping us achieve our goals, we are also looking for someone from each municipality in Denmark to populate our website with environmental events and knowledge about green living and sustainability.

If you are not interested, but know someone in your community that might be, we would greatly appreciate it if you would provide us with their contact information so we can continue with our goal to transform Denmark into an even more sustainable country.

Thank you for taking the time to read this email. We really appreciate it.

Best,
{Name}

{Position in Eco-net}

{Link to Facebook and Instagram Page}

Follow-Up Email

Subject Line: {Contact Name} - Opportunity to Promote Sustainability in Denmark!

Email:

Hi {Contact Name},

I'm {Name} from Eco-net. I sent you an email last week in regards to a collaboration opportunity with our new web portal, the Green Overview. The Green Overview is a database of sustainability information and initiatives occurring all over Denmark.

We understand that you are very busy, but it would be an incredible help for us to have someone with your influence to help spread the awareness of the Green Overview. We would also like to inquire about your willingness to help the Green Overview even further by being {Municipality}'s representative to populate our website with green information and events happening in your community. If you would like to learn more, you can visit our website at <https://grontoverblik.dk>

If you are not interested, but know someone who might be, we would greatly appreciate their contact information so we can keep spreading sustainable knowledge across Denmark!

Thank you again for your time,

{Name}

{Position in Eco-net}

{Link to Facebook and Instagram Page}

Organizations

Subject Line: {Contact Name/Organisation} - Opportunity to Promote Sustainability in Denmark!

Email:

{Contact Name/Organisation},

I am reaching out on behalf of Eco-net because we are looking for influencers like yourself to promote our Green Overview web portal.

Eco-net, the Network for Ecological Education and Practice, was founded in 1994 with the objective to establish a foundation for information, exchange of experience, and dialogue about promoting sustainable development in Denmark.

The Green Overview is a portal of Eco-net that is meant to educate and share knowledge about Denmark's sustainable initiatives and inspire advocacy for a greener community. The goal of the Green Overview is to bring together Denmark's sustainable projects and make it easier for the people of Denmark to live ecologically and sustainably!

We recognize {Organisation}'s significant role in the community and appreciate your support of the green movement. At Eco-net, we feel that a lot of our priorities and focuses align. For this reason, it would be in both of our organisations' best interests to help each other. The Green Overview is a platform that can help advertise your organization and increase your following. With your respected reputation as an organization, we are hoping that you might help promote the Green Overview website through your own channels. By helping one another, we can get more people to learn how to live sustainably and raise awareness on environmental issues. If you would like to visit the website to learn more, you can navigate to it at <https://grontoverblik.dk>

If you would like to take an even larger part in helping us achieve our goals, we are also looking for people across Denmark to populate our website with environmental events and knowledge about green living and sustainability.

If you are not interested, but know someone in your community or organization that might be, we would greatly appreciate it if you would provide us with their contact information so we can continue with our goal to transform Denmark into an even more sustainable country.

Thank you for taking the time to read this email. We really appreciate it.

Best,

{Name}

{Position in Eco-net}

{Link to Facebook and Instagram Page}

Follow-Up Email

Subject Line: {Contact Name/Organisation} - Opportunity to Promote Sustainability in Denmark!

Email:

{Contact Name/Organisation},

I'm {Name} from Eco-net. I sent you an email last week in regards to a collaboration opportunity with our new web portal, the Green Overview. The Green Overview is a database of sustainability information and initiatives occurring all over Denmark.

We understand that you are very busy, but it would be an incredible help for us to have your organization's influence to help spread the awareness of the Green Overview. We also believe that we will be able to help promote {Organisation} by adding it to our database of green organisations. We would also like to inquire about your willingness to help the Green Overview even further by being a representative to populate our website with green information and events happening in your community. If you would like to learn more, you can visit our website at <https://grontoverblik.dk>

If you are not interested, but know someone who might be, we would greatly appreciate their contact information so we can keep spreading sustainable knowledge across Denmark!

Thank you again for your time,

{Name}

{Position in Eco-net}

{Link to Facebook and Instagram Page}

Companies

Subject Line: {Contact Name/Company} - Opportunity to Promote Sustainability in Denmark!

Email:

{Contact Name/Company},

I am reaching out on behalf of Eco-net because we are looking for influencers like yourself to promote our Green Overview web portal.

Eco-net, the Network for Ecological Education and Practice, was founded in 1994 with the objective to establish a foundation for information, exchange of experience, and dialogue about promoting sustainable development in Denmark.

The Green Overview is a portal of Eco-net that is meant to educate and share knowledge about Denmark's sustainable initiatives and inspire advocacy for a greener community. The goal of the Green Overview is to bring together Denmark's sustainable projects and make it easier for the people of Denmark to live ecologically and sustainably!

We recognize {Company}'s significant role in the community and appreciate your support of the green movement. At Eco-net, we feel that a lot of our environmental focuses align. For this reason, it would be in both of our best interests to help each other. The Green Overview is a platform that can help advertise your company and increase your following. With your respected reputation as an environmentally aware company, we are hoping that you might help promote the Green Overview website through your own channels. By helping one another, we can get more people to learn how to live sustainably and raise awareness on environmental issues. If you would like to visit the website to learn more, you can navigate to it at <https://grontoverblik.dk>

If you would like to take an even larger part in helping us achieve our goals, we are also looking for people across Denmark to populate the website with environmental events and knowledge about green living and sustainability.

If you are not interested, but know someone in your community or company that might be, we would greatly appreciate it if you would provide us with their contact information so we can continue with our goal to transform Denmark into an even more sustainable country.

Thank you for taking the time to read this email. We really appreciate it.

Best,

{Name}

{Position in Eco-net}

{Link to Facebook and Instagram Page}

Follow-Up Email

Subject Line: {Contact Name/Company} - Opportunity to Promote Sustainability in Denmark!

Email:

{Contact Name/Company},

I'm {Name} from Eco-net. I sent you an email last week in regards to a collaboration opportunity with our new web portal, the Green Overview. The Green Overview is a database of sustainability information and initiatives occurring all over Denmark.

We understand that you are very busy, but it would be an incredible help for us to have your company's influence to help spread the awareness of the Green Overview. We believe that we will be able to help promote {Company} as well by adding it to our database of green organisations. We would also like to inquire about your willingness to help the Green Overview even further by being a representative to populate our website with green information and events happening in your community. If you would like to learn more, you can visit our website at <https://grontoverblik.dk>

If you are not interested, but know someone who might be, we would greatly appreciate their contact information so we can keep spreading sustainable knowledge across Denmark!

Thank you again for your time,

{Name}

{Position in Eco-net}

{Link to Facebook and Instagram Page}

Youth Groups

Subject Line: {Contact Name/Group} - Opportunity to Promote Sustainability in Denmark!

Email:

{Contact Name/Group},

I am reaching out on behalf of Eco-net because we are looking for influencers like yourself to promote our Green Overview web portal.

Eco-net, the Network for Ecological Education and Practice, was founded in 1994 with the objective to establish a foundation for information, exchange of experience, and dialogue about promoting sustainable development in Denmark.

The Green Overview is a portal of Eco-net that is meant to educate and share knowledge about Denmark's sustainable initiatives and inspire advocacy for a greener community. The goal of the Green Overview is to bring together Denmark's sustainable projects and make it easier for the Denmark family to live ecologically and sustainably!

We recognize {Youth Group}'s significant role in the community and appreciate your support of the green movement. At Eco-net, we feel that a lot of our priorities and focuses align. For this reason, it would be in both of our organisation's best interest to help each other. The Green Overview is a platform that can help advertise your organization and increase your following. With your group's respected reputation, we are hoping that you might help promote the Green Overview website through your own channels. By helping one another, we can get more people to learn how to live sustainably and raise awareness on environmental issues. If you would like to visit the website to learn more, you can navigate to it at <https://grontoverblik.dk>

If you would like to take an even larger part in helping us achieve our goals, we are also looking for people across Denmark to populate the website with environmental events and knowledge about green living and sustainability.

If you are not interested, but know someone in your community or organization that might be, we would greatly appreciate it if you would provide us with their contact information so we can continue with our goal to transform Denmark into an even more sustainable country.

Thank you for taking the time to read this email. We really appreciate it.

Best,

{Name}

{Position in Eco-net}

{Link to Facebook and Instagram Page}

Follow-Up Email

Subject Line: {Contact Name/Group} - Opportunity to Promote Sustainability in Denmark!

Email:

{Contact Name/Group},

I'm {Name} from Eco-net. I sent you an email last week in regards to a collaboration opportunity with our new web portal, the Green Overview. The Green Overview is a database of sustainability information and initiatives occurring all over Denmark.

We understand that you are very busy, but it would be an incredible help for us to have your group's influence to help spread the awareness of the Green Overview. We believe that we will be able to help promote {Youth Group} as well by adding it to our database of green organisations. We would also like to inquire about your willingness to help the Green Overview even further by being a representative to populate our website with green information and events happening in your community. If you would like to learn more, you can visit our website at <https://grontoverblik.dk>

If you are not interested, but know someone who might be, we would greatly appreciate their contact information so we can keep spreading sustainable knowledge across Denmark!

Thank you again for your time,

{Name}

{Position in Eco-net}

{Link to Facebook and Instagram Page}

Public Figures

Subject Line: {Contact Name} - Opportunity to Promote Sustainability in Denmark!

Email:

Hi {Contact Name},

I am reaching out on behalf of Eco-net because we are looking for influencers like yourself to promote our Green Overview web portal.

Eco-net, the Network for Ecological Education and Practice, was founded in 1994 with the objective to establish a foundation for information, exchange of experience, and dialogue about promoting sustainable development in Denmark.

The Green Overview is a portal of Eco-net that is meant to educate and share knowledge about Denmark's sustainable initiatives and inspire advocacy for a greener community. The goal of the Green Overview is to bring together Denmark's sustainable projects and make it easier for the people of Denmark to live ecologically and sustainably!

We recognize your significant influence in the community as a social media influencer on {Social Media Platform}. Because you have such a large following, we would like to ask you to help promote the Green Overview website through your own channels. With your respected reputation, we are hoping to get more people to learn how to live sustainably and raise awareness on environmental issues. If you would like to visit the website yourself to learn more, you can navigate to it at <https://grontoverblik.dk>

If you are not interested, but know another social media influencer that might be, we would greatly appreciate it if you would provide us with their contact information so we can continue with our goal to transform Denmark into an even more sustainable country.

Thank you for taking the time to read this email. We really appreciate it.

Best,

{Name}

{Position in Eco-net}

{Link to Facebook and Instagram Page}

Follow-Up Email

Subject Line: {Contact Name} - Opportunity to Promote Sustainability in Denmark!

Email:

Hi {Contact Name},

I'm {Name} from Eco-net. I sent you an email last week in regards to a collaboration opportunity with our new web portal, the Green Overview. The Green Overview is a database of sustainability information and initiatives occurring all over Denmark.

We understand that you are very busy, but it would be an incredible help for us to have someone with your influence to help spread the awareness of the Green Overview. If you would like to learn more, you can visit our website at <https://grontoverblik.dk>

If you are not interested, but know someone who might be, we would greatly appreciate their contact information so we can keep spreading sustainable knowledge across Denmark!



Thank you again for your time,

{Name}

{Position in Eco-net}

{Link to Facebook and Instagram Page}

Posting Schedule

|  | | Green Overview Social Media Posting Schedule | | | | |  | |
|---|------------|---|--------|---------|-----------------------------|----------|---|--|
| | | For Green Overview's Instagram and Eco-net's Facebook | | | | | | |
| | | Schedule | Monday | Tuesday | Wednesday | Thursday | Friday | |
| Instagram | Standard | | 18:00h | | 18:00h | | 12:00h | |
| | Standard-2 | | | | 21:00h | 12:00h | 18:00h | |
| | Heavy | | 18:00h | 12:00h | 21:00h | 06:00h | 18:00h | |
| | Minimal | | | | 18:00h | | 18:00h | |
| Facebook | Standard | | 12:00h | | 16:00h | | 06:00h | |
| | Standard-2 | | | | 19:00h | 16:00h | 12:00h | |
| | Heavy | | 12:00h | 06:00h | 19:00h | 16:00h | 16:00h | |
| | Minimal | | | | 19:00h | | 16:00h | |
| *Note* All times are in Central European Time (CET) *Note* All posts should be within 1 hour of the given time | | | | | Key | | | |
| | | | | | Global Peak Time | | | |
| | | | | | Global Non-profit Peak Time | | | |
| | | | | | Denmark Peak Time | | | |

There are four different schedule types to give Eco-net flexibility with the number of times they want to post on social media each week. 'Standard' and 'Standard-2' are the most recommended schedules, with three posts per week. The 'Heavy' schedule is if Eco-net wants to make a lot of posts, whereas the 'Minimal' schedule is for busy weeks where posting is not a priority.

This posting schedule also shows peak times for certain days. A peak time is when the social media platforms experience the highest engagement levels. The team has provided global peak times, peak times for non-profit organizations, and Denmark peak times.

Each week, the team intends for Eco-net to use the same schedule type for both social media platforms, for consistency. This way Eco-net only has four options, with specific times for each day. There are no two times that conflict for the same schedule type, so the person responsible for posting can take time to make a separate and thoughtful post on both accounts, if they so please. The team designed the 'Minimal' schedule specifically for times where Eco-net is very busy with other work. If they decide to use this schedule one week, they have the ability to make the same post on both platforms since Instagram and Facebook are connected. Because the peak times for the 'Minimal' schedule are similar for both platforms, they can make the same post and still get maximum engagement.

All posts should be within one hour of the given time in order to get maximum engagement.

Survey Materials

Verbal Consent Script

Good afternoon! My name is _____ and I am a student from Worcester Polytechnic Institute in the United States. Do you have the time to take a short survey for our research project? The point of the survey is to select the most appealing of five images for a few given categories. This survey will be completely anonymous, and we will not be recording any personal details. If you agree to take this survey and have questions afterwards, you can contact our group at gr-ecofarm-a19@wpi.edu. Do you agree to take the survey?

Images Survey

**WPI**

This survey is entirely anonymous. It records no personal information.

Do you consent to answer this survey?

☐ Yes

Each question below will present a hashtag with five related images.

For each hashtag, select the most appealing image.

#ØkologiskMad #OrganicFood



☐☐☐☐☐

#Klimaindsats #ClimateAction



#Grønlivsstil #GreenLifestyle



#BæredygtigEnergi #SustainableEnergy



#ØkologiskLandbrug #OrganicFarming



WPI

We thank you for your time spent taking this survey.
Your response has been recorded.