

RESPECT THE OUTDOORS CAMPAIGN

PARTNER TOOLKIT

AUGUST 2020

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INTRODUCTION

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INTRODUCTION

This toolkit is designed to give you the content and guidelines you need to amplify and share the campaign with your audience via your own channels.

Please visit our [Dropbox showcase](#) where you can access:

- HM Government branded static social media assets, covering: enjoying outdoor spaces responsibly, reducing litter (including PPE litter) and discouraging use of BBQs & fires in national parks. These are optimised for Twitter & Facebook.
- Unbranded templates for the above social media assets, allowing you to insert your own logo.

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CAMPAIGN OVERVIEW

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CAMPAIGN OVERVIEW

The 'Enjoying the outdoors responsibly' campaign targets audiences visiting green or open spaces this summer, to encourage responsible use of outdoor spaces and adherence to the countryside code.

Since lockdown restrictions were relaxed, footfall at national parks, beaches and parks has increased significantly, leading to an increase in anti-social behaviour, littering (including non-medical PPE items) and risk of wildfire (due to use of disposable barbecues and open fires).

To address these issues, we have created a suite of materials to be displayed across the country in 'high risk' areas, along with a digital package of assets available for local authorities to amplify across social media over the summer period.

These assets feature branding from Defra's anti-litter campaign called 'Keep it, Bin it', which is supported by the charity Keep Britain Tidy. Insights from this campaign were used to inform the creative route and strategy for this initiative. We have also joined up with Keep Britain Tidy's 'Love Parks' intervention so the creatives all have a similar look and feel.

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KEY MESSAGES

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KEY MESSAGES

- Throw your litter in the nearest bin, or take it home to throw away or recycle.
- Throw your non-medical PPE (face coverings & gloves) in the bin, or take home to throw away in your household waste (not in the recycling).
- Don't have barbecues or fires in the countryside.
- Respect local communities and protect livestock. Stick to footpaths and follow local signs.
- Littering damages nature and harms wildlife.

- **Respect** local farmers and communities.
- **Protect** outdoor spaces.
- Don't destroy what you've come to **enjoy**.

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SOCIAL MEDIA GUIDANCE

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DOWNLOADABLE SOCIAL MEDIA ASSETS

- You can download assets to use on your social media channels from our [Dropbox Showcase](#).
- These assets are optimised for Twitter and Facebook and are HM Government branded.
- Non-government branded asset templates are available to download from our [Dropbox Showcase](#), providing the option to insert your authority/organisation's own logo.

FACEBOOK & TWITTER EXAMPLES



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INSERTING YOUR OWN LOGO

Templates are available to download [here](#). These each include space in the **bottom left corner** to insert your own logo if desired, as shown in the examples below.



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INSERTING YOUR OWN LOGO

To maximise the impact of the 'Keep it, Bin it' logo where it appears, ensure that no other elements appear too close to it.

The X height dictates the minimum amount of clear space required between the two logos.

To ensure that the 'Keep It, Bin It' brand is not overpowered, the body of the partner logo should appear no larger than the height of the 'Keep It, Bin It' copy.

Please use own judgement for logo proportions.

X HEIGHT



APPLYING X HEIGHT RULE



HASHTAGS

Please use the following hashtags on your social media posts when using the campaign assets:

- **#RespectProtectEnjoy** - across all posts
- **#KeepItBinIt** - on all posts except for wildfire messages
- **#ProtectOurBeaches** - beach litter posts only
- **#ProtectOurCountryside** - wildfire/ countryside code posts only
- **#ProtectOurCommunity** - PPE litter posts only

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THANK

YOU

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