

Using Social Media to Inspire Action

By Zoey Kroll @edibleoffice



Me + You

ABOUT ME

Internet Communications Coordinator
@sfenvironment

Social Media Strategist
@hayesvalleyfarm

User Experience Designer
@edibleoffice

ABOUT YOU

Pollution Prevention Champion
[@whatsyourtwittername?](#)

This is a Call to Action!

Hayes Valley Farm: Just Show Up!

Checkout Bag Ordinance: Bring Your Own Bag!

RecycleWhere: Recycle & Reuse!

Together: Our Call to Action Here!

HAYES VALLEY FARM

an urban farming project in San Francisco



A Freeway Off-Ramp



Demolition of Central Freeway over Market Street, 2003
Photo by Chris Carlsson

80,000 Pounds of Cardboard



Lasagna Compost: Cardboard + Manure + Mulch
Photo by [edibleoffice](#)

Over 10,000 Volunteers



Hayes Valley Farm Volunteer Day
Photo by [protojay](#)

Teamwork



Moving Cardboard Mountain *Photo by [protojay](#)*

Compost Workout



A Pop-Up Farm in 2 Months



Liquid Light
Photo by [cjmartin](#)

Communicate in Diverse Mediums



Help People Find You



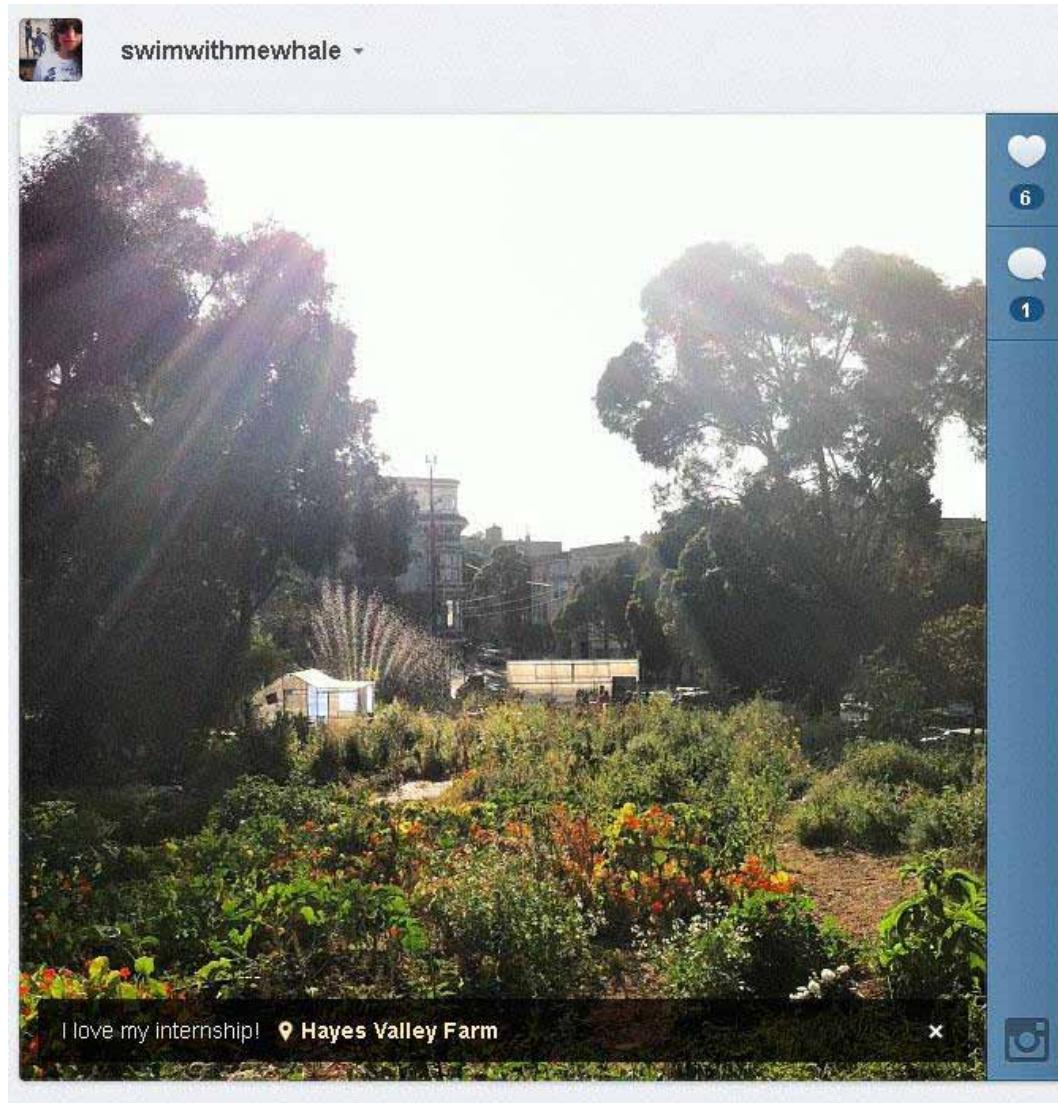
Create Wonder



Engage All Ages & Viewpoints



Make Something Beautiful



Share Seeds



Invite People to a Picnic

facebook   Zoey Kroll  Home  

You are posting, commenting, and liking as Zoey Kroll — Change to Hayes Valley Farm



PICNIC - July 4th: Interdependence Day at Hayes Valley Farm

 Public · By Hayes Valley Farm

 Sunday, July 4, 2010  3:00pm until 5:00pm

 450 Laguna Street, San Francisco, ,

 **SHARE AN AFTERNOON**

On July 4, from 3-5pm, Hayes Valley Farm will host some of its favorite interdependent locals to share the afternoon:

Pocket Seed Library, a seed sharing and picnicking group, will bring its traveling seed library.
[...See More](#)

Share:  Post  Share Link  Photo

 **Hayes Valley Farm**
Thanks everyone for a fantastic picnic!

Like · Comment · July 5, 2010 at 1:46pm · 

Maybe (9)

 Gracie Bucciarelli

 Eli Wadley

 Helen Collicutt

 Jessica Perez

 **Margaretha Haughwout**
i'll be asking people to define neighborhood, interdependence, and freedom for interdependence day activities -- PICNIC - July 4th: Interdependence Day at Hayes Valley Farm at Hayes Valley Farm organized by Zoey Kroll today you can see the results here:

 **neighborhoods, interdependence, and freedom**
beforebefore.net

Share Snacks



Share Photos

flickr from YAHOO!

You Contacts Groups Explore

Upload

Find photos, people, or groups



edibleoffice > Collections > Hayes Valley Farm

Arrange Edit Order prints Delete this set



Interdependence Day 2010 - Hayes Valley Farm

Thumbnails Detail Map Comments



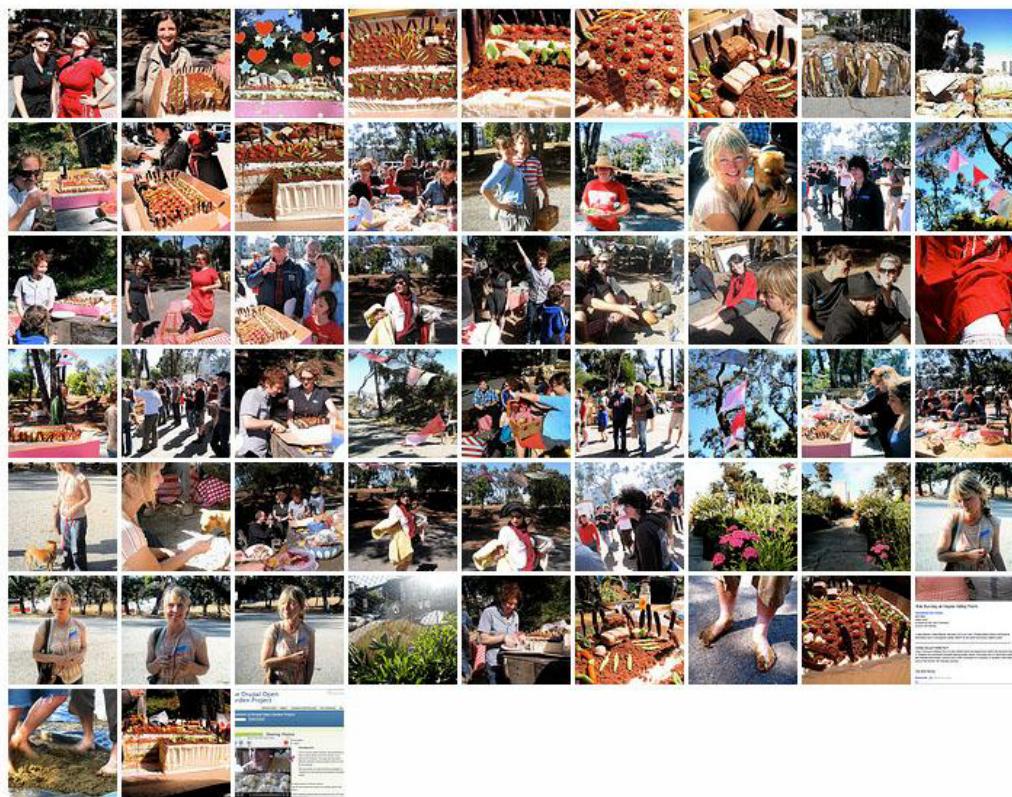
INTERDEPENDENCE DAY AT HAYES VALLEY FARM

July 4, 2010

By Zoey Kroll

Hayes Valley Farm volunteers and friends celebrated July Fourth with an Interdependence Day picnic and work party.

Artist [Leah Rosenberg](#) made an amazing [farm cake](#), inspired by the lasagna mulch techniques at the farm. Each of the seven layers is colored with a different kind of vegetable juice. The cake is geographically accurate, with two marzipan cardboard bundles in the southwest corner of the farm.



SFEnvironment.org



Take Your Tote to Town!
Save money, bring your own bag



Checkout Bag Ordinance

A DEPARTMENT OF THE CITY AND COUNTY OF SAN FRANCISCO

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Checkout Bag Ordinance

Topics

- Buildings & Environments
- Climate Change
- Energy
- Zero Waste
- Managing Our Urban Forest

BRING YOUR BAG.



Newsletter

Email

First Name

Last Name

Submit 

The City and County of San Francisco recently amended Chapter 17 of the Environment Code, extending the plastic checkout bag ban to include all retail establishments (stores) and adding a charge on allowed checkout bags (compostable bags, recycled paper bags, or reusable bags). Shoppers can avoid the charge by [bringing their own bag](#).

How can I learn more about the ordinance?

SF Environment has kicked off its checkout bag ordinance [consumer education campaign](#) with multilingual events throughout the city. At these events, residents can ask questions, receive free reusable bags, and pledge to use their own bag. Seven thousand free reusable bags will be handed out.

What is the purpose of the legislation?

The purpose of this legislation is to encourage customers to bring their own checkout bags, in order to reduce the impact of disposable bags to the City and the environment.

Related Solutions

- [What checkout bags are compliant?](#)
Prevent Waste | Business Recycling and Composting
- [How can I buy greener computers?](#)
Prevent Waste | Toxics & Health
- [Can I create my own recycling and composting signs?](#)
Prevent Waste | Residential Recycling and Composting | Event Recycling and Composting
- [Where can I drop off...](#)
Prevent Waste

[MORE SOLUTIONS >](#)

Related Downloads

-  [Bring Your Bag Poster](#)
Business Recycling and Composting
-  [Checkout Bag Factsheet & FAQ](#)
-  [Ordenanza de Bolsas para Compras / Checkout Bag Factsheet & FAQ \(Spanish\)](#)
-  [SF Environment Checkout Bag Ordinance Outreach](#)
Prevent Waste

Find an Event Near You

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Find a Checkout Bag Event Near You

News by Topic

Buildings & Environments
Climate Change
Energy
Zero Waste
Managing Our Urban Forest

Newsletter

Email
First Name
Last Name

Submit 

Date: Saturday, November 10, 2012

Checkout Bag Ordinance

With the start of San Francisco's [checkout bag ordinance](#) on October 1, SF Environment kicked off its grassroots public education campaign, giving out reusable bags made of scrap material to San Francisco residents. Each person who receives a bag pledges to use it.



Checkout Bag Events

Visit a checkout bag event near you!

Bags are available on a first-come, first-serve basis. SF Environment staff will be at each location till bags are distributed. For event updates, follow us on [Twitter](#) or [Facebook](#).

RELATED ARTICLES

[Checkout Bag Ordinance](#)

[Save Money, Bring Your Own Bag: It's That Easy](#)

[节省金錢,帶你的袋同來：就這樣容易 / Save Money, Bring Your Own Bag: It's That Easy \(Chinese\)](#)

[Ahorre dinero de la manera más simple: usando su propia bolsa para compras / Save Money, Bring Your Own Bag: It's That Easy \(Spanish\)](#)

Pacific Supermarket

2900 Alemany St at Farragut Ave

Reusable Bag Giveaway

facebook  Search for people, places and things 

You are posting, commenting, and liking as Zoey Kroll — Change to SF Environment

NOTICE OCTOBER 1, 2012

BRING YOUR BAG.
Avoid the San Francisco mandatory bag charge.

10¢ CHARGE
minimum on all checkout bags.

NO MORE PLASTIC BAGS. 

San Francisco Environment Department
Checkout Bag Ordinance
Information: sfenvironment.org/bag 415.553.2500

Going (42)

Zoey Kroll 

Maybe (1)

Bridget May 

SF Environment Reusable Bag Giveaway

Public · By SF Environment

 Monday, October 1, 2012  What time?

 San Francisco, CA

 San Francisco's plastic bag ban is in effect, and SF Environment is here to help you shop sustainably! In October and November, we will be at 50 locations throughout San Francisco, handing out reusable bags made out of scrap fabric. Not only will they help you shop in style (we have over five colors to choose from!) but they will also help you avoid the 10 cent bag charge.

We will be handing out bags through November 15. Here is a list of our final locations:

Wed, Nov 14, 4pm
Old Navy/Muni Stop
4th St between Market At and Mission St

Thurs, Nov 15, 9am
Pacifica Supermarket
2900 Alemany St. at Farragut

Bring Your Bag Poster



Posters in Chinese and Spanish





What are you trying to **get rid of?**
TVs, batteries, **couch...**

Start searching in:

San
Francisco

SFEnvironment.org

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SF Environment

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Energy

Transportation

Zero Waste

Toxics & Health

Buildings & Environments



Recycle Everything
Visit RecycleWhere

Image, Call to Action, Social Links

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 Recycle Everything [Visit RecycleWhere](#)



 **Find Answers to Your Questions**
Find answers about environmental services in San Francisco
select a topic See all Solutions 

 **San Francisco Environmental Policies**
Our city's environmental policies, rules and legislation.
Find an Ordinance 

 **SF Environment Newsletter**
Sign up to receive email updates.
Email 

Videos

 **PBS NewsHour: San Francisco on Track to Become Zero Waste City**

News

 **San Francisco Green Business Program celebrates 54 local businesses** 
- SF ENVIRONMENT PRESS RELEASE
Yesterday the San Francisco Green Business Program awarded 54 local San Francisco businesses with Green Business Recognition. Each recognized... [READ >](#)

 **Composting efforts gain traction across the United States**
- THE WASHINGTON POST

Events

 **February 13 2013 Municipal Green Building Task Force Meeting** 
February 13, 2013 1:30PM to 3:30PM
San Francisco, California [MORE INFO >](#)

 **Lunchtime Speaker: Mr. Bob Doppelt, Director of The Resource Innovation Group**
February 7, 2013 12:00PM to 1:00PM
San Francisco, California [MORE INFO >](#)

[SEE ALL EVENTS >](#)

RecycleWhere



What are You getting rid of?

Your Location: San Francisco, CA 94112 [change](#)

What are you trying to get rid of?

Couch, plastic bottle, etc.

Search

Search Results for Batteries

Recycle Where? What are You getting rid of? Couch, plastic bottle, etc. 

< [Search results](#) Your Location: **San Francisco, CA 94112** [change](#)

Household Batteries

Household batteries include single-use and rechargeable electrochemical cells used to power many types and sizes of devices.

Was this what you were looking for?   Share this result:    

Residents **Business** [Help me choose](#)

 Single Family Home |  [Multi-Unit Building](#)

Alerts!



This item is hazardous & must NOT go in any garbage, recycling, or compost bin, cart or dumpster.

Read First!



Household batteries can be put into a clear plastic bag & placed on top of black cart on collection day. Please tape over lithium battery contacts.

Residential Drop-off & Pickup Options: **San Francisco, CA 94112**

[change your location](#)

[Best Match](#) [Drop-off](#) [Pick-up](#) [Buy Back](#) [Reuse Facilities](#)

(Drop-off locations within 5 miles) [change your distance](#)

[Show all drop-off locations on map](#)

J & J Hardware (415) 239-8998

929 Geneva Ave., San Francisco, CA

Map It.

Always call ahead!

All household-type lead-acid, rechargeable, and rechargeable batteries

Other Stuff J&J Takes

Recycle Where? What are You getting rid of?
Couch, plastic bottle, etc. 

Your Location: San Francisco, CA 94112 [Change](#)

[Household Batteries](#)

J & J Hardware

[Provide Feedback on this Vendor](#)

Share this result:    

Vendor Contact

929 Geneva Ave.
San Francisco, CA 94112

Hours: M-F: 8:00 a.m. - 6:00 p.m.
Sa: 10:00 a.m. - 6:00 p.m.
Su: 10:00 a.m. - 4:00 p.m.

Phone: (415) 235-8898

Drop-off Information

929 Geneva Ave.
San Francisco, CA 94112
[View on map](#)

Residents Business [Help me choose](#)

 Single Family Home |  [Multi-Unit Building](#)

Options in **San Francisco** for Drop-off & Pickup [Change your location](#)

SORT: [Alphabetical](#) [Pick-up type](#) [Drop-off type](#) [Cost](#) [Buy Back item](#)

CFLs
There is a 5 light limit per trip.

BUY BACK	FREE	NOT FREE
 	  Pick-up  Drop-off	  Pick-up  Drop-off

Fluorescent Tubes
There is a 5 light limit per trip.

BUY BACK	FREE	NOT FREE
 	  Pick-up  Drop-off	  Pick-up  Drop-off

Special 

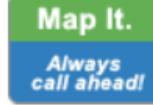
Special 

Post on Facebook

 Share This Link

 Share: **On your own timeline**  Public

Write something...

 **Map It.**
Always call ahead!

Household Batteries | Recycle Where?
<http://recyclewhere.org/item/household-b...>

Household batteries include single-use and rechargeable electrochemical cells used to power many types and sizes of devices.

  1 of 1 Choose a Thumbnail
 No Thumbnail

Share Link **Cancel**

Tweet



 **edibleoffice** 

What's happening?

<http://recyclewhere.org/item/household-batteries?parenturl=http%3A%2F%2Fwww.sfenvironment.org%2Frecyclewhere%3Fsearch%3Dbatteries>

118 **Tweet**

Listening Tools



The image shows a web-based social media monitoring tool with multiple streams of tweets. The streams are:

- #edibleoffice (Twitter)**: Shows tweets from accounts like FullCircles, WasteBusters, SFEenvironment, SFEenvironment, and SFenvironment.
- #StEnvironment**: Shows tweets from accounts like marcomi_mary, jimmy_daly, knightfdn, knightfdn, DelibThinks, osanderson, knightfdn, and AlecROSS.
- #gov20**: Shows tweets from accounts like marcomi_mary, jimmy_daly, knightfdn, knightfdn, DelibThinks, osanderson, knightfdn, and AlecROSS.
- #zerowaste**: Shows tweets from accounts like JimHarris, JimHarris, JimHarris, diegogozola, Muddadeida, DSRecycling, JimHarris, and AlecROSS.
- #nptech**: Shows tweets from accounts like jcbivins, npTechno, Fundraise_Ideas, Fundraise_Ideas, catenaconnects, silverbell, Fundraise_Ideas, Fundraise_Ideas, Fundraise_Ideas, and Fundraise_Ideas.
- #edibleoffice**: Shows tweets from accounts like jcbivins, npTechno, Fundraise_Ideas, Fundraise_Ideas, catenaconnects, silverbell, Fundraise_Ideas, Fundraise_Ideas, Fundraise_Ideas, and Fundraise_Ideas.
- #sociallibrum**: Shows tweets from accounts like Earth_NewsRT, Earth_NewsRT, Earth_NewsRT, and Jaybluetape.

The interface includes a sidebar with icons for Home, Search, and Add Stream, and a top navigation bar with tabs for #edibleoffice, #StEnvironment, and #News.

Questions?



Let's Connect!



Zoey Kroll

Zoey Kroll @ LinkedIn
edibleoffice @twitter @flickr @instagram