

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



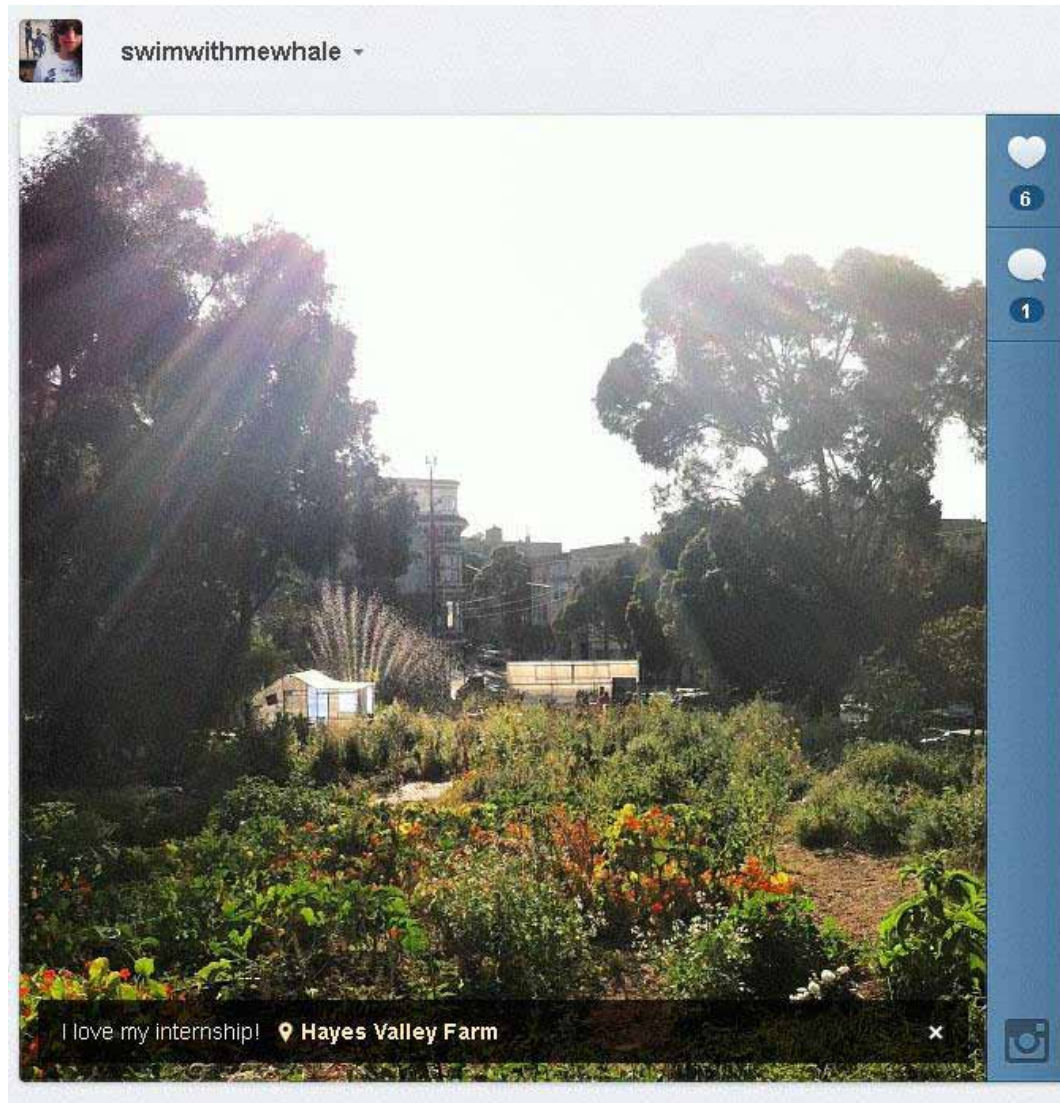
Create Wonder



Engage All Ages & Viewpoints





Make Something Beautiful






Share Seeds

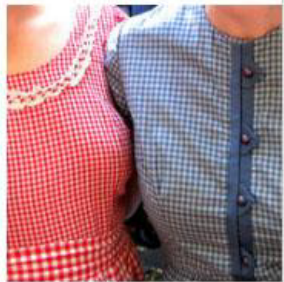


Invite People to a Picnic

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 · 

**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](#)

Going (17)

-  Zoey Kroll 
-  Panda Kroll
-  Dia Felix
-  Kat Kroll
-  Kevin Volkan
-  Lawrence S Kroll

Maybe (9)

-  Gracie Bucciarelli
-  Eli Wadley
-  Helen Collicutt
-  Jessica Perez

Share Snacks



Share Photos

[edibleoffice](#) > [Collections](#) > [Hayes Valley Farm](#)

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Interdependence Day 2010 - Hayes Valley Farm

Slideshow 



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[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.



SFEvironment.org






Checkout Bag Ordinance

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Checkout Bag Ordinance

Topics

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

Newsletter

BRING YOUR BAG.



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

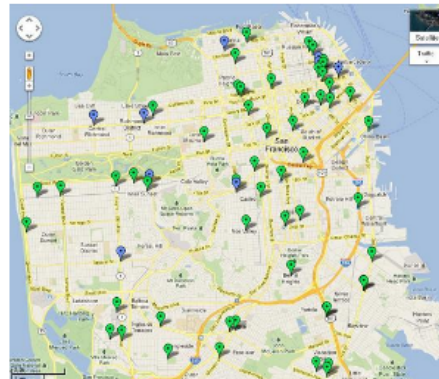
Last Name

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](#).

Pacific Supermarket

2900 Alemany St at Farragut Ave

RELATED ARTICLES



Checkout Bag Ordinance

Save Money, Bring Your Own Bag: It's That Easy

節省金錢,帶祇的袋同來: 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)

Reusable Bag Giveaway

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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 Department of the Environment
Check out the new ordinance
Check out Bag Ordinance
Plastic bags are no longer allowed
after 10/1/12

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

 NOTICE
OCTOBER 1, 2012

BRING YOUR BAG. 

Avoid the San Francisco mandatory bag charge.

10¢ CHARGE
minimum on
all checkout bags.

 
compostable recyclable

NO MORE PLASTIC BAGS. 

Printed on 100% post-consumer recycled paper.

  **SF Environment**
Our teams. Our city. Our planet.
A Department of San Francisco

 Checkout Bag Ordinance
SFEEnvironment.org/checkoutbag
(415) 355-3700

Posters in Chinese and Spanish


 通告
 自 2012年10月1日 開始

自攜購物袋。


可避免繳付三藩市強制購物袋附加費

付款處供應的袋
 收取最低**10仙**
 附加費
 

可堆肥 可回收

不再用塑料袋


清廢後循環再造紙張印刷
 Printed on 100% post-consumer recycled paper


SF Environment
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 付款處供應袋法例
 SFEnvironment.org/checkoutbag
 (415) 355-3700


 Noticia
 OCTOBER 1, 2012

Traiga su Bolsa.


Evite el cargo obligatorio de San Francisco.

Cargo mínimo de
10¢ por cada
 bolsa de compra.
 

compostable reciclable

No más bolsas de plástico.


Impreso en papel de material 100% reciclado post-consumo


SF Environment
 Our homes. Our city. Our planet.
 A Department of the City and County of San Francisco


 Ordenanza de Bolsas para Compras
 SFEnvironment.org/checkoutbag
 (415) 355-3700

Recycle Where

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

Start searching in:

**San
Francisco**

SFEnvironment.org

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Recycle Everything

Visit [RecycleWhere](#)

Image, Call to Action, Social Links

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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!

Other Stuff J&J Takes

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

Household Business Your Location: San Francisco, CA 94112

J & J Hardware

[Provide Feedback on this Vendor](#)

Share this result: [f](#) [t](#) [in](#) [v](#)

Vendor Contact

929 Geneva Ave.
San Francisco, CA 94112

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

Phone: (415) 239-8998

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



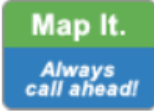
Special

Post on Facebook



 Share This Link

Share: On your own timeline   Public 

Write something...






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 screenshot of a Twitter listening tool interface, likely Tweetie or a similar application. The interface is divided into several columns, each representing a different search stream. The top bar includes a search bar and navigation icons. The streams are as follows:

- Stream 1 (Leftmost):**
 - FullCircles:** The Eric Snyder Daily is out! paper.li/FullCircles - Top stories today via @SFEnvironment
 - WasteBusters:** Thanks to @SFEnvironment for having us out to present our Zero Waste Event Program and our new reusable dish program #sdbusters
 - SFEnvironment:** The Allen's Hummingbird is migrating through SF! Help it fly safely by turning office lights out at night. ow.ly/hfZ2P @GOAudubon
 - SFEnvironment:** How do you hydrate? Glass bottles are reusable, won't leach toxins into your water & are in style! ow.ly/hfRChk - @AptTherapyGreen
 - SFEnvironment:** Great pic from @ericmar415 from the top of the Golden Gate! Share your SF green pics on Instagram w/ #peopleschoiceSAN pic.twitter.com/yMCZakg
 - RTSanFran:** @SFPublicLibrary has an easy way 2 figure out your electricity use, bc saving electricity = saving \$ bit.ly/Wq07X @SFEnvironment
 - BenjaminOsgood:** @SFEnvironment: Check out SF's skyline who lights: ow.ly/hfWNR @GOAudubon WDW
- Stream 2:**
 - marcom_mary:** "GSA Releases Guidelines to Measure Social Media Impact" on @Nextgov bit.ly/0w6Z0R #socialgov #gov20 #egov
 - jimmy_daly:** @rochelmart's job fascinates me, a must-follow if you are interested in #gov20
 - knightfdn:** Don't forget - virtual #newschallenge office hours are happening today, 3 pm ET king.hf/7pmeKv @cksophier @sb #opengov #gov20
 - knightfdn:** Don't forget - virtual #newschallenge office hours are happening today, 3 pm ET king.hf/7pmeKv @cksophier @sb #opengov #gov20
 - DelibThinks:** #gov20 innovation requires a 'hustler' and a 'hacker' to be successful, via @craigthomier.govloop.com/profiles/blogs...
 - osanderson:** #mobiletech: great democratic equalizer and a path to a more participatory proactive public sector @gov20 @AusGovCTO bit.ly/YZ2V
 - knightfdn:** Don't forget - virtual #newschallenge office hours are happening today, 3 pm ET king.hf/7pmeKv @cksophier @sb #opengov #gov20
 - AlecRoss:** Feb 19, 6:08am via Twitter for iPhone
- Stream 3:**
 - JimHarris:** BMW building (at foot of DVP) in #Toronto was a factory that was re-designed rather than demolished #ZeroWaste #Mission2030
 - JimHarris:** 60% of world's electricity use is consumed in buildings worldwide #ZeroWaste #Mission2030 #LEED
 - JimHarris:** Defeat of Mega Quarry = example of how communities don't want #aggregate quarries. Will drive re-use #ZeroWaste #Mission2030
 - diegogozola:** Garoto de 10 anos cria empresa de reciclagem na Califórnia. Leia a história aqui: migre.melk2ig #socialgoodbr #rede #zerowaste #cno
 - MudadeIdeia:** Garoto de 10 anos cria empresa de reciclagem na Califórnia. Leia a história aqui: migre.melk2ig #socialgoodbr #rede #zerowaste #cno
 - DSSRecycling:** Join us at @CWM Conference Cymru, 6th March to debate #circulareconomy and #zerowaste #chemcymru13 bit.ly/WVw3r
 - JimHarris:** BMW building (at foot of DVP) in #Toronto was a factory that was re-designed rather than demolished #ZeroWaste #Mission2030
- Stream 4:**
 - Jcbivins:** Test, Segment, and Optimize #Facebook Ads ow.ly/hfQs2E #npstech #socialmedia #advertising
 - npstechinfo:** Delicious NP Tech Tags: Data Viz for Philanthropy bit.ly/hf2J7g #npstech
 - Fundraise_Ideas:** Learn how to create an AWESOME #Nonprofit Page via @johnhaydon: bit.ly/0mRu #NP Tech #m4np
 - penguinasana:** Terrific post that touched me--relevant not only to #npstech folks, but also writers in general. Thanks @kabraN4G! nonproftmarketingblog.com/afterthree_tho...
 - catenaconnects:** ow.ly/hfSjfy Great post on #email sub lines esp when read w this from @effimrooks ow.ly/hfSjot @kabraN4G #npstech
 - silverbell:** The ultimate mobile email statistics overview bit.ly/hfP0av via @jannyn #npstech
 - Fundraise_Ideas:** *@socialbrite: Webinar tomorrow! 8 Steps to Social Media Success: Insider Tips & Tools for Your Nonprofit. ht.ly/hfV4m #npstech*
 - Fundraise_Ideas:** *@GDIInteractive: Great idea via @VolunteerMatch: 5 Ways to Make #Pinterest Work for Your Nonprofit. bit.ly/hf7HrG #npstech*
 - Fundraise_Ideas:** *@ConnectingUp: Online fundraising
- Stream 5 (Rightmost):**
 - socialbriummm:** Public Health and Social Media is out! paper.li/socialbriummmv... - Top stories today via @edibleoffice @WestHealth @PAHCOM
 - Earth_NewsRT:** RT @BunAndDraconian RT @edibleoffice: Use #socialmedia to inspire people to move from clicks to compost Webinar... bit.ly/MZYuk
 - Earth_NewsRT:** RT @edibleoffice Use #socialmedia to inspire people to move from clicks to compost Webinar #environment #zerowaste bit.ly/hfHbc2
 - edibleoffice:** Use #socialmedia to inspire people to move from clicks to compost Webinar #environment #zerowaste #gov20 #npstech bit.ly/15tmV4
 - jaybluetape:** Photo: DrupalconSF visits Hayes Valley Farm by edibleoffice on Flickr. tmbkr.co/2WwUteHPdk7
 - rickdietz:** Nature! youtube.com/watch?feature=... Retweeted by edibleoffice
 - jaybluetape:** Video: It's Hot What I Expected by edibleoffice on Flickr. tmbkr.co/2WwUteHPdk7
 - jaybluetape:** Video: If I didn't come here... by edibleoffice on Flickr. tmbkr.co/2WwUteHPdk7

Questions?



Let's Connect!



Zoey Kroll

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