



Social Media TOOLKIT **Hey Walgreens: Mind the Store!**

April 16th Walgreens product take-back day of action

To: Safer Chemicals Healthy Families Coalition partners
From: Lindsay Dahl

Goals:

- Generate online content highlighting and backing up the multi-state grassroots actions taking place at over Walgreens stores across America.
- Virtually support the volunteers asking Walgreens to Mind the Store and get serious about toxic chemicals.

Context:

When we launched the Mind the Store campaign in April of 2013, we engaged all of our nation's top ten retailers – asking them to create an action plan on the Hazardous 100+ toxic chemicals.

Walgreens, the largest drug store chain nationwide, is one of the “laggards” who hasn't engaged or responded to our campaign to date. You can read more about Walgreens here: <http://mindthestore.saferchemicals.org/walgreens.html>

Given that their competitors like Target and Walmart have already begun to take comprehensive action, we want Walgreens to feel the heat and be the next major retailer to develop a corporate chemicals policy.

Day of action: Wednesday, April 16th

Materials in this organizer toolkit:

- Sample Social Media
- Tips for gathering photos and video

Sample social media for April 16th

Here are social media posts for April 16th. We won't do social media leading up to the 16th to keep the events under wraps. Share images to follow.

Twitter:

I want @Walgreens to #MindTheStore for @SaferChemicals. Don't you? Join me here <http://bit.ly/1ep6aEl>

.@Walgreens, we don't want toxic chemicals in your products. #MindtheStore <http://bit.ly/1ep6aEl> via @SaferChemicals

We tried asking, now we're telling @Walgreens to get tough on toxic chemical. Join me: <http://bit.ly/1ep6aEl>. via @SaferChemicals

Tell @Walgreens how you feel? Print off this letter- <http://bit.ly/1e5Qw0j> and give it to your local Walgreens manager. #MindTheStore

From phthalates to lead, organotins to PVC. @HealthyStuff confirmed that @Walgreens has yet to #MindTheStore [LINK to Healthy Stuff product testing release]

New testing by @HealthyStuff found toxic phthalates in @Walgreens products. Tell #Walgreens to #MindtheStore <http://bit.ly/1ep6aEl>

Facebook/Google+:

Today thousands of people across the nation are asking Walgreens to get serious about toxic chemicals. Will you join in on our collective action? Together we can push the market towards safer products! SHARE this today! <http://bit.ly/1ep6aEl>

Want to make a difference? Print off this simple form- <http://bit.ly/1e5Qw0j> and drop it off at your local Walgreens. People all across the country are calling on Walgreens to get tough on toxic chemicals SHARE this today! <http://bit.ly/1ep6aEl>

Tennis Balls, iPod chargers, shower curtains, and clutch bags... @HealthyStuff.org confirmed that @Walgreens has toxic chemicals hiding everywhere! When are they going to #MindTheStore? SHARE this today! [LINK to Healthy Stuff product testing release]

We'll be sharing the image on the right in the morning, April 16th and will send out a link so you



can share it on your page.

Useful Links

Action Page (petition): <http://bit.ly/1ep6aEl>

Product take-back letter: <http://bit.ly/1e5Qw0j>

Photo and Video opportunities:

This is a great opportunity to gather some useful photos and footage to use for social media, blogs, and YouTube videos. This will also help us send a strong message to the company. We will do a summary photo slideshow and video of the event and would love to include photos and/or video clips from your state's event(s).

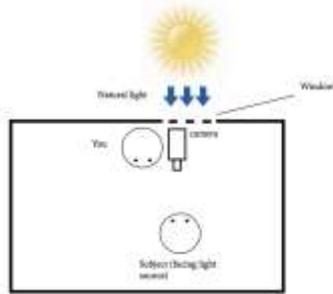
Who to interview/devices:

- Interview a few different people, aiming for diversity in age, race and occupation.
- Ask the person you're interviewing to introduce themselves, say their name, occupation, and why they are returning their products today at Walgreens. Ask follow up and leading questions. i.e. *"Do you find it hard to find products with out toxic chemicals?"*
- If the person needs a little coaching, you can ask them to slightly restate your question as they answer. i.e. *"It's really hard to find safe products when I'm shopping. I have limited time, I'm on a budget and toxic chemicals aren't labeled. That's why I'm asking Walgreens to Mind the Store for safer chemicals."*
- You can do short interviews before and after the product take-back/conversation with the store manager. *"So how did it go?!"*
- Possible devices to capture video clips: Iphone, Android phones, flip cams, digital cameras, hand held video cameras. No need to get a fancy camera for this!

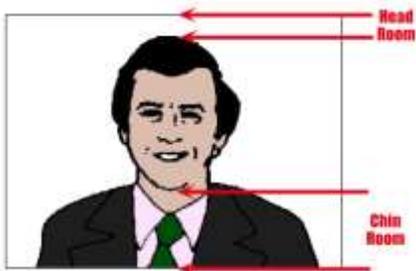
Gathering video is easier than you think!

Quick tips to get good photo and video clips:

- **Check your lighting.** If the image is dark, it'll always be relatively dark.
- **Make sure people speak loudly.** Chances are you won't be working with high tech equipment so make sure your subjects speak up.
- **Do not film with the sun facing the camera.** The sun or light should be in front of the subject (person or object you are filming) not behind.



- **Leave headroom.** No one wants his or her head cut off, so leave some space. (See image below)



- **Hold your phone landscape.** If you are filming with your camera phone (which is fine!), this is key. (See image below)



Please feel free to contact Mike Schade or myself if you have any questions, or would like to brainstorm your action. We're here to help!