



# Soil: Spreading the Message

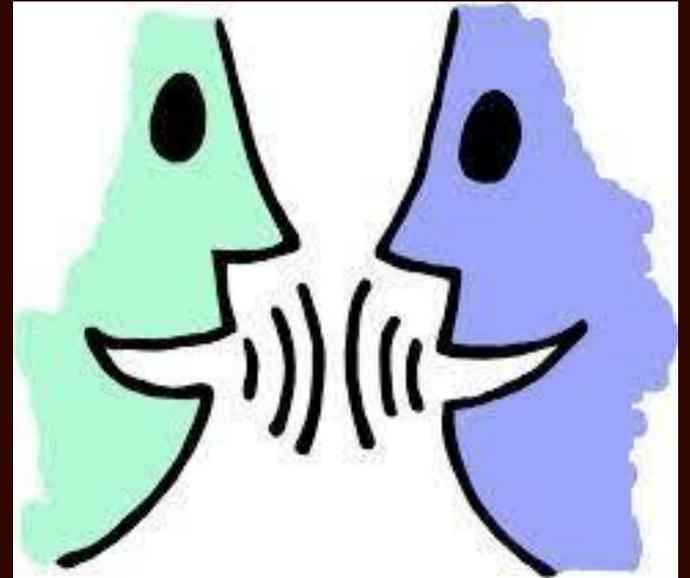
Green Goddess

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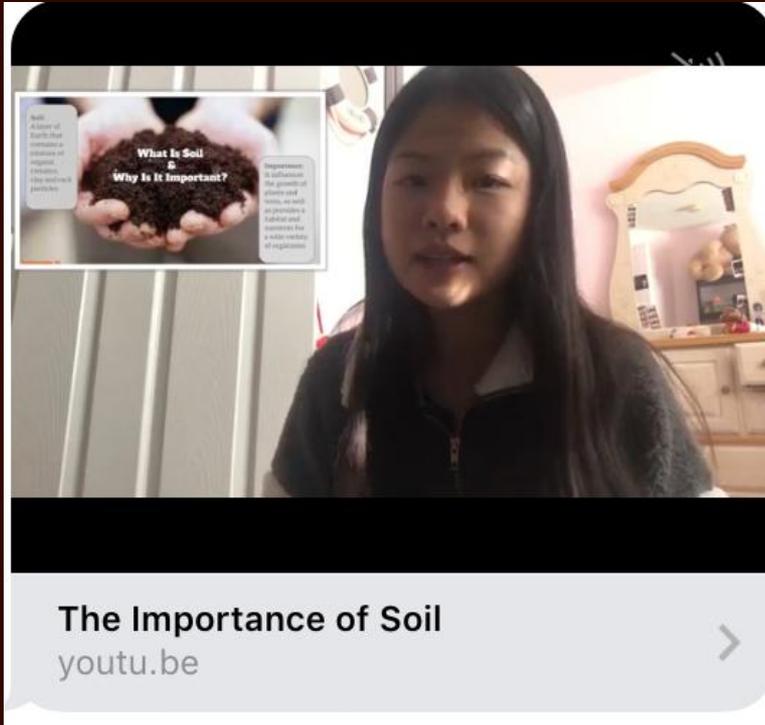
Rock Canyon High School

# Communications Plan

- ❖ Present to some of my peers
  - Share with them important information about soil and what they can do to help in an inspiring video
  - Try to present to as many people as possible
  - Answer any questions they have pertaining to soil
- ❖ Share on social media
  - Share with them important information about soil and what they can do to help in an inspiring video
  - Share on our Green Goddess Instagram page
  - Get as many people as possible to watch it



# Video We Created



- ❖ <https://youtu.be/vetXl3pndi8>
- ❖ We decided to share the very informative video we made during the greener challenge

# Sharing the Video with my Peers

- ❖ The peers I shared with are in the picture to the left, as one of my teachers allowed for me to show the video to my class
- ❖ They were extremely enthusiastic about it and a few of my peers came up to me after I shared the video with them and told me about how it changed the way they viewed soil!



# Q&A with my Peers

- ❖ **Brittney, Senior: Can soil be used to combat climate change?**
  - My answer: Yes, it can, because soil is a carbon sink and can therefore sequester large amounts of carbon in it in its natural state.
- ❖ **Jack, Sophomore: What have people done to harm soil?**
  - My Answer: We have used commercial agriculture for many decades to increase food output without any regard for soil health. Things like pesticides destroy the microorganisms within soil, while GMOs destroy biodiversity in the soil. Over-farming also leads to nutrition depletion in soil, not allowing it to sequester carbon or retain its water. In addition to this, tilling also kills microbes within soil and harms water retention as well.
- ❖ **Gabby, Junior: What can we do to help soil health?**
  - My Answer: There are several things that we can do, including composting, as adding organic material to soil is great for its health. We can also make conscious choices as consumers to buy products that are organic, non-GMO, and sustainably grown to reduce the detrimental impact of the agricultural industry on soil health.

# Comments from my Peers

- ❖ “I had no idea agriculture had that big of an impact on climate change! Loved the video!” -**Gabby, Junior**
- ❖ “I wish the video had better lighting, but I had never heard of regenerative agriculture before this! I’ll have to look into it.” -**Maddy, Sophomore**
- ❖ “Nice vid! I didn’t realize how the changes we make to the soil hurt us in the end.” -**Jake, Senior**
- ❖ \*some quotes and responses have been shortened for clarity and are not verbatim

# Social Media Posts



# Social Media Continued



- ❖ We shared to post on Instagram and spent a lot of time liking and commenting on other people's posts to get them to visit our video and learn about soil health.
- ❖ All in all, ended up with about 30 likes on our video (meaning that we reached 30 people).
- ❖ We also got several nice comments about how we made people rethink the way they thought about soil.

# Our Overall Influence

- ❖ Overall, we were able to influence about 80 people (between the class we presented to, social media, and friends and family we talked to about this)
- ❖ Many of them were astounded by what they learned about soil health and how it can be used to help prevent global warming, as well as its overall importance to sustainability
- ❖ We're so grateful to PGC for allowing us to get this opportunity to share what we learned with those around us!

