

# Live Savvy

## Communications guide



# Why we're talking about savvy living

At Hubbub, we inspire ways of living that are good for the environment. We cover everything from fashion to food and from the homes we live in, to the spaces around us, bringing you tips and campaigns with simple ways to take action.

At this strange and uncertain time with lots of us spending more time indoors, we're bringing together a variety of our content and campaigns to help people discover ways to live savvy at home.

From making your food go further and growing at home to getting creative with fashion and balancing household bills, over the next few months we'll be helping people feel in control of actions they can take that are good for them, their family and friends and as a bonus - they're good for the environment too.

## **This guide provides you with everything:**

**Live Savvy's  
core topics and  
messages**

**Key content  
and events**

**Get involved  
and support**

**Tips for your  
employees and  
colleagues**



# Communicating Live Savvy

Live savvy brings people together to feel part of an online community, with two way engagement and conversations. You can communicate the Live Savvy messages via your social media channels or on any relevant internal or external channels to reach your audiences.

**Key message themes:** Making what you have go further

Trying something new

Saving money

## Savvy topics:

### Savvy with Food:

**Storing and freezing tips:** a guide to what foods and meals can be frozen, preventing them from going to waste.

**Knowing your labels:** a guide to food labels, use by and best before.

**Store cupboard heroes:** a guide to some different store cupboard heroes to use at this time that add flavour to your meals and leave you feeling full.

**Easy meal prep tips:** top tips for meal prepping like a pro to save time, use leftovers and make it easier for future.

**Freezer friendly meals:** a selection of easy vegetarian meals that can be batch cooked and frozen in advance.

**Quick and simple pasta recipes:** a selection of 5 easy pasta recipes all made with only around 5 ingredients.



## Savvy with growing

**Easy ways to create green spaces indoors:** bringing nature nearer, tips for making your home greener and wilder.

**Growing plants from seed:** simple tips on how to #giveitagrow in your own home.

**Create your own plant pot:** a guide on how to get creative and make your own container, pot, box or bin helping to reduce waste and save money.

**Easy to grow edibles:** top tips on growing your own vegetables and herbs.

**Easy ways to attract wildlife:** top tips for bringing wildlife such as birds, butterflies, bugs and more closer to home.



## Savvy with Fashion

**Rediscovering your wardrobe:** a guide on how to reorganise, rediscover and love the clothes that you own.

**Restyling:** a guide on revamping and breathing new life into your wardrobe to save you buying more and make more of what you've got.

**Making your clothes last longer:** a guide on how to find good quality clothes and make them last longer.

**Washing your clothes:** a guide on laundry tips to care for your clothes and use less water.

**Repairing your clothes:** a quick stitch for how to sew a button and fix a hem.

**What to do with your old clothes:** top tips on how to save your clothes going from landfill.

## Savvy at Home

**Recycling at home tips:** a handy breakdown of how to do recycling right at home to prevent contamination.

**Adapting to working from home:** Hubbub's top tips on keeping well, productive and creative whilst working from home.

**Reducing your water bill:** top tips on reducing your water bill and water waste.

Together we can encourage people to have a go at the tips, let us know how they get on, sharing their own tips and advice along the way with #LiveSavvy, so we can reshare with others.



# Key content and events

**Website** – Here’s the **Live Savvy page** which brings together all the key topics, tips pages and content. We’ll be updating this content every 2 weeks, so stay tuned.

**Competition** - Win a Live Savvy set of 2 SHO water bottles, 4 Lock & Lock food containers, 2 Beeswax wraps, Ecocoffee cups and metal straws – one for the winner and one for their friend of choice.

To enter the competition, **tag a friend** and sign up to **Hubbub’s newsletter**.

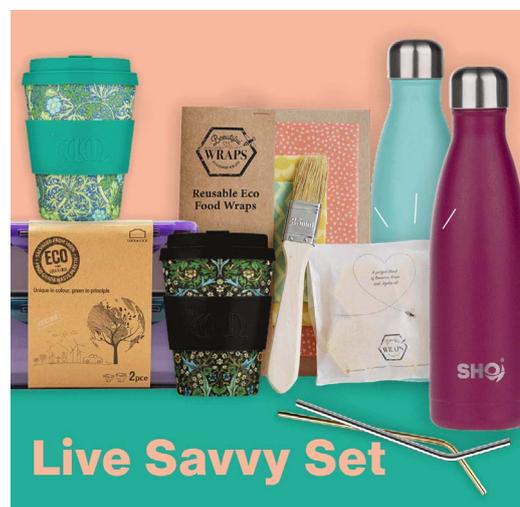
**Videos** – Live Savvy playlist which includes investigating environmental topics, hacks, easy tips and demos.

**Ask Us Anything sessions** – These Q&A sessions will be happening every Wednesday. **Tune in** and message us on social with any questions or topics you’d like us to answer.

**Live experiences and demos** – These will be happening every Friday on Instagram TV and Facebook Live where experts will host sessions and demos on various topics. Tune in and check out what’s coming up **here**.

**Social media assets and photography** - We have some brilliant photography and social cards if you’d like to share, in this **folder here**.

**Stay tuned for more** - **Sign up** to our newsletter for bi-monthly updates on what’s new.



# Get involved and support the theme

Please feel free to share any of these tips and assets you'd like on your channels. Link through to **Hubbub** and use **#LiveSavvy** where relevant so we can reshare or respond to any comments.

## Example posts:



### \*Live Savvy intro\*

It's starting to get warmer and sunnier, but with lots of us spending more time indoors we've pulled together ways to make the most of time at home. From making your food go further and growing at home to getting creative with fashion and balancing your bills, we'll be bringing you plenty of new and different ways to #LiveSavvy. They're good for the environment too! 🌍 [\(link to page\)](#)



### \*Making more of your freezer\*

It's time to get friendly with your freezer! Your freezer is your new lockdown best friend, so make the most of its storage powers. Check out these savvy tips on what to freeze, how to freeze and the best way to defrost your ingredients. Who knew you could freeze eggs?! [\(link to page\)](#)





### \*Growing\*

Still a busy bee in these strange times? Even if you're short on time you can #GiveltAGrow with these tips for low maintenance gardening. Let's join together to make our neighbourhoods green and wild ([link to page](#))



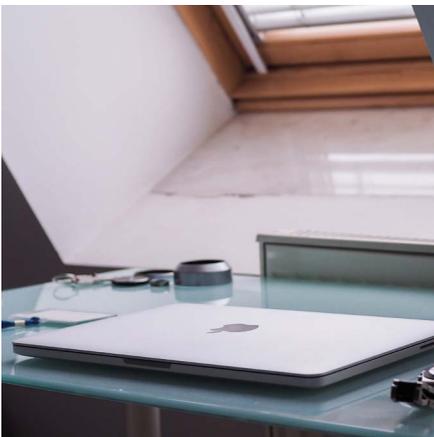
### \*Rediscovering\*

Ever forgotten you owned that item of clothing? You're not alone...we found that a whopping 80% of young people have lost track of what's in their wardrobe 😞 check out these #LiveSavvy tips on rediscovering and reorganising your wardrobe... ([link to page](#))

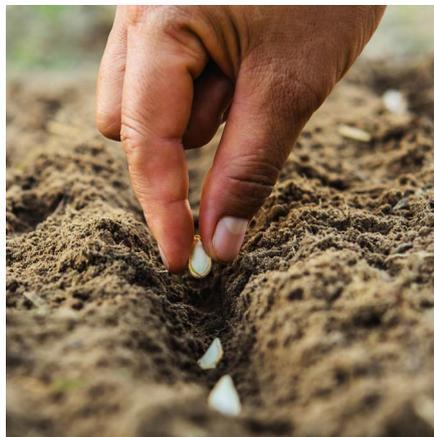


# For your colleagues and employees

It's been amazing to see how quickly everyone has adapted to working in the changing world. From team games' nights and digital dinners to virtual 'lunch and learn' and 'creative writing' sessions - the lockdown has brought out creativity, initiative (and a little bit of craziness) in us all. Here are some top tips to share with your colleagues, staff and employees to help adapt to working from home. You're welcome to share Live Savvy content across your intranets etc.



**Adapting to working from home:** Hubbub's top tips on keeping well, productive and creative whilst working from home.



**15 minute feel-good activities:** Boost your mood in no time at all with these 15 minute feel-good tips to break up your day.



**Saving money on your heating bill:** a guide to save money and energy whilst spending more time at home.





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