

- Local newspapers, Newsletters
- National Newspapers, Magazines
- Community Radio
- National, Regional Radio
- Blogs, Online mentions
- Website listings
- TV

Traditional and Other Media

- Local Facebook (215 groups on)
- Local Twitter (206 groups on)
- National Twitter (1,684 fans)
- National Facebook (20K fans)
- Quora, LinkedIn, G+ etc

Social Media

- Local
- National
- Environmental
- Community & Voluntary
- Specific Projects (CAFS...)

Awards, Campaigns & Projects

Academic Research

freegle

- Non-Government Influencers (Green Alliance, RSA, Friends of the Earth, Zero Waste Alliance etc)
- Local Authorities (City Councils, Parishes etc)
- Government (Defra, WRAP)
- Other Organisations (Waste Watch, The People Who Share, Caydoo, ScrapStores etc)

Organisation & Public Engagement

- **Determined by**
- Group User Experience (rules, volume of activity..)
- Platforms used by groups (Freegle Direct, Yahoo, FB..)

Word of Mouth

