



# 7 TIPS FOR WRITING ABOUT YOUR GREEN JOB

We spotlight numerous PLT Canada Green Jobs youth throughout the year. Getting an article published about yourself increases your professional credibility. It also helps to inspire the next generation of forest and conservation leaders to follow in your footsteps.

- 1. Write in the first person.** Writing in the first person helps readers identify with you and better understand your personal experience.
- 2. Include action photos.** We want to see you in your Green Job glory! Include interesting shots of yourself in action (with or without your colleagues), and include a one sentence caption with each photo (i.e. who is in the photo and what are they doing?). We recommend 2-3 photos for each article.
- 3. Keep it short.** Your article should be between 500-700 words, or about one single-spaced page (1.25" margins, size 12 font).
- 4. Write to a theme.** What is the underlying theme of your article? Is it your spirit of adventure? How you learned new skills? All the different people you met? Whatever it is, make sure your message shines through.

## MORE INFORMATION

Got any questions? Email us at [greenjobs@pltcanada.org](mailto:greenjobs@pltcanada.org).

Looking for inspiration?  
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## ABOUT US

Project Learning Tree Canada (PLT Canada) advances environmental literacy, stewardship, and career pathways using trees and forests as windows on the world. We are committed to using the outdoors to engage youth in learning about the world around them—in rural, Indigenous and urban communities—and we inspire youth to take action for sustainable forests and a sustainable planet.



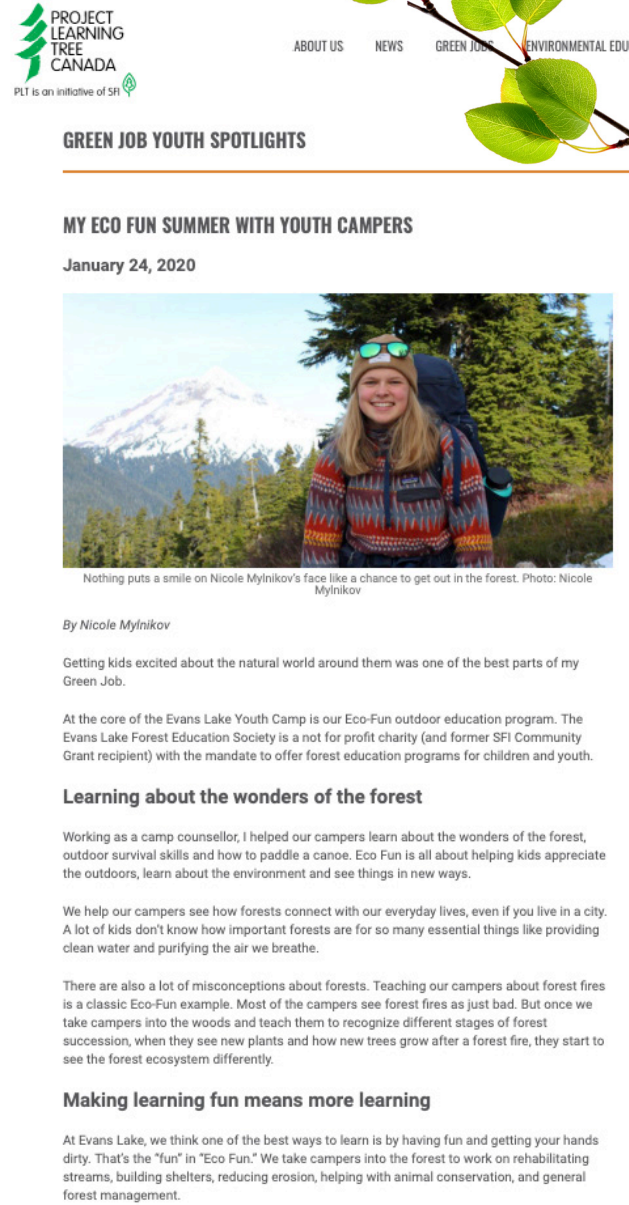
**5. Include critical information.** Include the following critical information in your text:

- Your name
- Where you're from
- What you studied / are studying
- Your job and employer
- Why you became interested in the field

**6. Use subheadings.** Break up your article into different sections with subheadings to make it easier to scan and read.

**7. Include a take-away and call to action.** Provide a quick take-away from your experience and give advice for others who are curious about starting out in a similar field. What is something you wish you had known prior to starting your Green Job? Include a call-to-action, like “see a list of available Green Jobs here,” “follow me on social media,” “sign up for the PLT Canada newsletter,” etc.

## GROWING FUTURE FOREST AND CONSERVATION LEADERS



The screenshot shows a webpage for Project Learning Tree Canada. At the top left is the PLT logo and the text 'PLT is an initiative of SFI'. To the right are navigation links: 'ABOUT US', 'NEWS', 'GREEN JOBS', and 'ENVIRONMENTAL EDUCATION'. Below the navigation is a section titled 'GREEN JOB YOUTH SPOTLIGHTS'. The featured article is 'MY ECO FUN SUMMER WITH YOUTH CAMPERS' dated 'January 24, 2020'. It includes a photo of Nicole Mylnikov, a young woman with a backpack, smiling in a forest with a snow-capped mountain in the background. The article text follows, starting with 'Nothing puts a smile on Nicole Mylnikov's face like a chance to get out in the forest. Photo: Nicole Mylnikov'. The author is listed as 'By Nicole Mylnikov'. The article content includes: 'Getting kids excited about the natural world around them was one of the best parts of my Green Job.', 'At the core of the Evans Lake Youth Camp is our Eco-Fun outdoor education program. The Evans Lake Forest Education Society is a not for profit charity (and former SFI Community Grant recipient) with the mandate to offer forest education programs for children and youth.', 'Learning about the wonders of the forest', 'Working as a camp counsellor, I helped our campers learn about the wonders of the forest, outdoor survival skills and how to paddle a canoe. Eco Fun is all about helping kids appreciate the outdoors, learn about the environment and see things in new ways.', 'We help our campers see how forests connect with our everyday lives, even if you live in a city. A lot of kids don't know how important forests are for so many essential things like providing clean water and purifying the air we breathe.', 'There are also a lot of misconceptions about forests. Teaching our campers about forest fires is a classic Eco-Fun example. Most of the campers see forest fires as just bad. But once we take campers into the woods and teach them to recognize different stages of forest succession, when they see new plants and how new trees grow after a forest fire, they start to see the forest ecosystem differently.', and 'Making learning fun means more learning', 'At Evans Lake, we think one of the best ways to learn is by having fun and getting your hands dirty. That's the "fun" in "Eco Fun." We take campers into the forest to work on rehabilitating streams, building shelters, reducing erosion, helping with animal conservation, and general forest management.'