

GPAP GUIDE TO POSTERING

Political posters have always been an important medium to spread messages for a more just and peaceful future whether to mobilise people to the streets, call attention to an injustice, or communicate with communities and decision-makers.

When art and activism mix, the effect is always powerful! Posters are a great way to grow awareness for a campaign and also to make the campaign seem larger than life to decision makers.

Where to poster?

1. Public places with lots of foot traffic!

Highly visible locations with a lot of foot traffic, particularly where people stop to read things, like at intersections and cafes is a great way to make sure that your poster will be seen and have a high impact. In some areas there are designated poster poles or community notice boards. Check to see if there are any existing posters to promote events that have already happened that you can replace with your very own poster!

2. Approach a local business, pub, cafe or club to display your poster

One of the great ways to grow the campaign is to approach somewhere in your local community and speak to them about getting involved by displaying the poster. Is there a local shop, school or surf club that could get involved in the campaign? Perhaps they attract lots of people or are respected organisations in your community. Whatever you decide, approaching them to put up a poster can be a great way to grow the campaign.

How to poster?

Depends on the size & what you're postering on!

1. Tape & staple guns

For postering around poles, tape and staple guns are easily removable.

2. Wheat paste

For posterizing on brick walls, wheat paste is going to make sure your posters **STICK**. Those giant concert posters you see scattered around the city are pasted with wheat paste.

How to make wheat paste:

1. In a bowl, mix one cup of flour with one cup of room temperature water until its smooth
2. Boil 3 cups of water
3. Once the water is boiling, add the flour and water mixture and stir until thick and smooth
4. Let it cool down and put it into a container

How to use wheat paste:

1. Apply a coat of wheat paste on the poster - the less you use, the quicker it will dry
2. Smooth out air bubbles + wrinkles
3. Apply a coat of wheat paste over the top of the poster

Do's and Don'ts:

DO'S	DON'TS
Please poster outside, in public spaces in the direct community around your target MP's office	Do not poster on the doors or windows on the doors or windows of private businesses without permission. If in doubt about ownership of a location, don't
DO put the poster up with care! Keeping them neat & tidy means they'll stay up longer.	Do not poster in locations with low visibility.
Please think about what poster location will grab the most attention and be seen! People are conditioned to not pay attention.	Do not be argumentative, rude or inflammatory. Stay peaceful :) and always deescalate. Thank you!
Go out with friends! It makes it logistically easier & way more fun.	
Do take photos & share with	

<p>estogian@greenpeace.org!</p> <p>Please share photos online as well and with the specific MPs by tagging them.</p> <p>Be sure to tag Greenpeace as well so we can amplify your posts.</p> <p>FB: Insta: X/Twitter:</p>	
<p>If approached by anyone such as a police officer or security guard, and asked to stop postering, please cooperate and do as asked. Be sure to stay calm and positive.</p>	
<p>Before you leave, prep your posters in rolls (tie with string, or use elastic bands) and then pack them in a backpack. This will make it easier to do the job on the street!</p>	

Packing list:

- Posters, you don't want to forget them
- Tape and/or staple gun
- Wheat paste already made
- Brush for wheat paste
- Head torch
- Camera or phone to capture your activism!



If you have any questions or support, please contact estogian@greenpeace.org!