

CLIMATE CHANGE & SOCIAL MEDIA

WHY USE SOCIAL MEDIA TOOLS?

Social media tools are a useful communication technology that is right at our fingertips, and already part of many people's daily lives. Because it's user friendly and appeals to a wide range of people, social media networking can help spread awareness about climate change by the click of a button. Instead of relying only on mainstream media, you can use social media to share news relevant and upcoming in your neighborhood.

SOCIAL MEDIA GOALS

- Outreach
- Informing
- Conversation
- Involvement
- Polling/surveying

Each social media tool can help you achieve these goals, but some are better than others.

SOCIAL MEDIA TOOLS

- Facebook
- Twitter
- Instagram

FACEBOOK

| Profile | Page | Group |
|---|--|---|
| <p>Pros</p> <ul style="list-style-type: none">○ Personal, already know how to use○ Direct and singular control/representation○ Directly manage events + messages <p>Cons</p> <ul style="list-style-type: none">○ Line between personal and communicating posts○ Time consuming (if wanting to keep constant) | <p>Pros</p> <ul style="list-style-type: none">○ Easiest to get involvement by “likes”○ Easy access, connected to profile○ Can be managed by group (less workload)○ Best search ability, public, can be shared <p>Cons</p> <ul style="list-style-type: none">○ Many pages, hard to stand out○ Can get likes but no activity | <p>Pros</p> <ul style="list-style-type: none">○ Best involvement○ Open conversations + other people are able to contribute○ Options of privacy and group management <p>Cons</p> <ul style="list-style-type: none">○ Dependent on the people’s involvement○ People are more likely to leave group/disable notifications○ Cannot be done or successful with only one person |



Clean Air Council
Protecting everyone's right to breathe clean air.
Environmental Conservation

Sign Up Like Message

Timeline About Photos Reviews More

1,607 people like this
Britt Salen

26 people have been here

Invite friends to like this Page

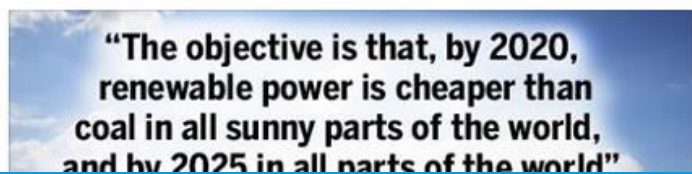
5.0 5.0 of 5 stars - 8 reviews
View Reviews

ABOUT

Protecting everyone's right to breathe clean air!
www.CleanAir.org

http://www.cleanair.org/

Clean Air Council shared a link.
June 5 at 4:33pm



"The objective is that, by 2020, renewable power is cheaper than coal in all sunny parts of the world, and by 2025 in all parts of the world"

Clean Air Council
June 5 at 4:26pm · Edited

Guess what? Sunoco Logistics just confirmed what landowners have been saying for many months now - that the company is proposing a total of 3 pipelines as part of the Mariner East project (Mariner East 1, 2, and 3). If allowed to go forward, the pipeline projects would impact thousands of residents in the shalefields and all across Pennsylvania, West Virginia, and Ohio.

Moreover, there is currently NO jurisdictional body determining where and how the project would be built. Instead, it all depends on whether landowners grant the company permission for the project. To learn more, visit www.cleanair.org/marinereast



Mariner East 2 (+1): Sunoco eyes second Pa pipeline

Based on interest in the project, Sunoco is now considering building two parallel lines as part of Mariner East II.

PENNLIVE.COM

Like · Comment · Share

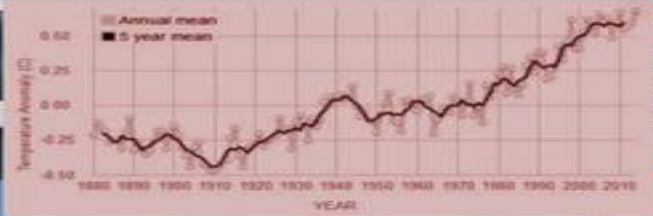
10 people like this. Most Recent

Hined Rafeh
Edit Profile

- FAVORITES
- News Feed
 - Messages 20+
 - Events 2
 - Saved 2

- PAGES
- ADYA - American D... 2
 - SciStarter 5
 - Pages Feed 20+
 - Like Pages
 - Create Page
 - Create Ad

- GROUPS
- S lu T S
 - ADS Greater Philad... 1
 - ADS SoCal
 - ADYA Secret Santa 1
 - American Druze Fo... 5
 - 2014 ADS Mini Co... 1
 - Young American Dr... 3
 - ندى النجوم starsclub... 20+
 - DJ Sweet Sounds -... 12
 - New Groups 8
 - Create Group



Discussion Members Photos Files

Search this group

Join this group to post and comment.

+ Join Group

MEMBERS 2,151 members



DESCRIPTION
Welcome to Climate Change: Science, Mitigation & Adaptation

This group is a forum to discuss cl... See More

TAGS:
Climate change · Global warming · Science

CREATE NEW GROUPS

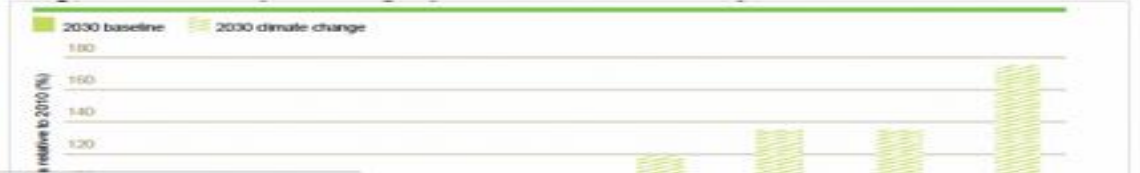
Groups make it easier than ever to share with friends, family and teammates.

Create Group

PINNED POST

Sandy Provias Mavrack
June 6 at 11:40pm

The effects of climate change are profound and far-reaching. Learning the hard way that we can't separate the economy from the ecological systems that support it, climate change, perhaps the greatest challenge and threat humanity has ever faced, has been left largely unchecked by world leaders to continue unabated threatening the basis of civilization itself.



TWITTER

- Hashtags
 - Must be used decisively, in order to reach target
 - Find a balance between trending and unique
 - Trending topics will get initial attention
 - BUT content must be unique to keep it
- Questions + conversations
 - Able to promote topics by asking questions
 - Public conversations allow engagement by other users
 - Can be seen as a public forum (good for community building)
- Constant upkeep
 - Leaving the profile unattended for more than a few days will reduce visibility
 - Must stay on topic and goal
 - General news update?
 - Specific topics/themes?
 - Target audience?



TWEETS 2,193 FOLLOWING 1,320 FOLLOWERS 144K FAVORITES 17 LISTS 3

NASA Climate ✓
@EarthVitalSigns

Rocket science isn't enough; we're climate scientists, too. Find us at climate.nasa.gov. RTs, links & follows are not endorsements.

📍 Pasadena, California, USA
🌐 climate.nasa.gov
🕒 Joined July 2008

Tweets Tweets & replies Photos & videos



Pinned Tweet

NASA Climate @EarthVitalSigns · May 12

#CLIMATE UPDATE: Global avg atmospheric **#CO2** concentration reached ~401 ppm in April climate.nasa.gov/vital-signs/ca... **#NASA**



NASA Climate @EarthVitalSigns · May 11

Scientists find 'dusty' link between Amazon & Sahara. Might it be affected by **#climatechange**?
climate.nasa.gov/news/2282/



RETWEETS 79 FAVORITES 55



5:42 PM - 11 May 2015 · Details



Hide photo

INSTAGRAM

- Focus is on attention grabbing pictures
- Least likely to get conversations
- But good way to advertise and promote projects
- Raise awareness about issues within community



brennakelsey

Follow

1 month ago · 📍 Springside Chestnut Hill Academy
SO PROUD of @rekharichardson and all of her hard work & advocacy for Climate Change! The @girlsclimatesummit was a major success & I'm inspired by all of the young women getting involved in advocacy for environmental justice.
#ClimateChange #GirlsClimateSummit
#GlobalWarming #Philly #Philadelphia #PA #girls #youth #advocacy #advocates #getinvolved

♥️ **caterinamarr**, **girlsclimatesummit**, **lovenonprofits** and 31 others like this.

HASHTAGS

#climate #climatechange #environment
#energy #cleanenergy #cleantech #green
#sustainability #earthtweet

[http://greeneconomypost.com/green-twitter-
hashtag-17290.htm](http://greeneconomypost.com/green-twitter-hashtag-17290.htm)