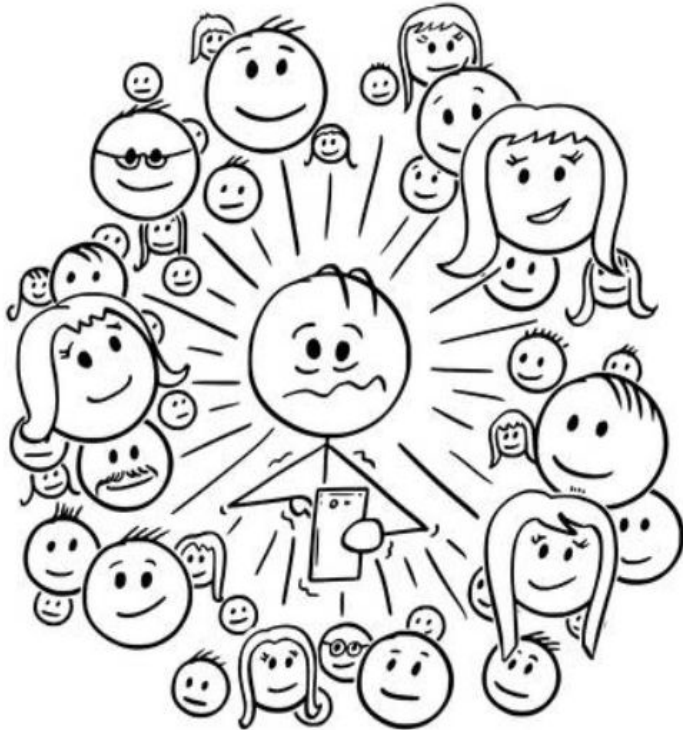
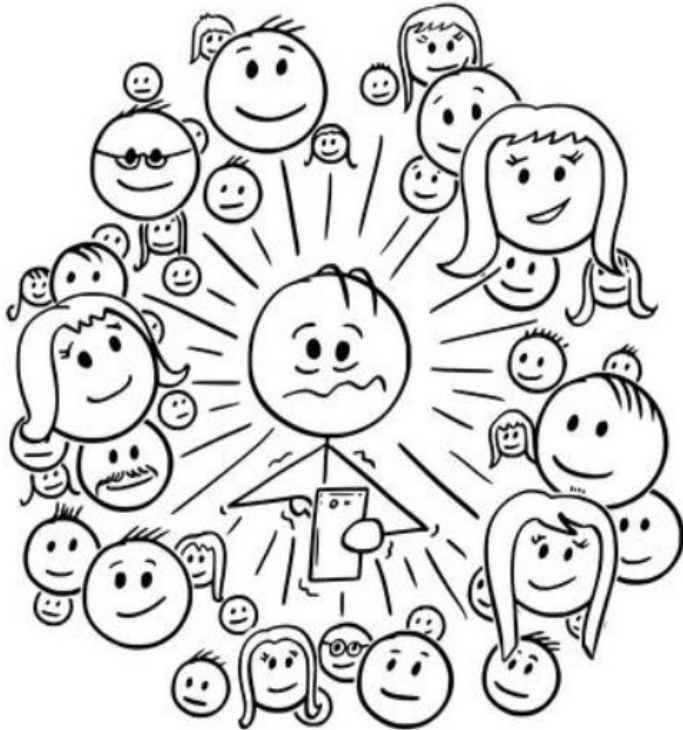


Digital Advocacy



How do I use
social media as a
tool for climate
action and
advocacy?

Digital Advocacy



Have you seen any really effective and influential online climate action campaigns? Share them in the chat function!

Housekeeping



- Please mute your microphone during the webinar unless you are speaking
- If you have a question during the webinar, please post this in the chat section
- The moderator will ask the question on your behalf – we'll try our best to get to all questions
- There is time for a Q & A session at the end of part one of the webinar

Want to take climate action now? Here's a few ideas...



www.yarracity.vic.gov.au/climateaction

www.environmentvictoria.org.au/campaign/build-back-better/

www.acf.org.au/recover_renew_rebuild

www.climatecouncil.org.au/actions/download-your-climate-action-toolkit/

Using Social Media for Climate Action and Advocacy

Cameron Wheatley
11.6.2020



WHAT is your message

1. Spread **active hope**
2. The climate emergency story: **collaboration, not competition**
3. How to negotiate **coronavirus**
4. Creating an effective **call to action**

Exercise

HOW to share your message

1. Understanding the **Facebook algorithm**
2. **Building community** (not just an audience)
3. Have a **strategy**
4. Tips for **targeting decision makers**

Questions

WHAT is your message



“The greatest threat I see to climate action is the paralysis that comes from disengagement, disillusionment, despair”



Michael Mann



WHAT is your message

36 % of 18-24 year olds think 'It is already too late'

Roy Morgan Survey, September 2019

**Creating active hope is strategic ...
without it people won't act**

WHAT is your message



A winning formula?

1. **Establish the existential nature of the threat**, without pulling punches.
2. Appeal for renewed action and agency using a combination of **hard truths** (authenticity) and **hope**.



nt ► **Climate change** Wildlife Energy Pollution

Leading Australian engineers turn their backs on new fossil fuel projects

The Engineers Declare movement pledges to put climate considerations first in evaluating plans



9 10.56



POLITICS FEDERAL CLIMATE POLICY

More than 370,000 sign e-petition for climate emergency declaration



Clean Energy News and Analysis

SOLAR

RENEWABLES

STORAGE

ELECTRIC VEHICLES

PODCASTS

Wind and solar output beat brown coal in Australia for first time in September quarter

[News](#)[Sport](#)[What's On](#)[Today's Paper](#)[Community](#)[Comment](#)[Recommen](#)

City of Newcastle becomes the first council to move to 100 per cent renewable energy

Editors Pick - Lis

 SHARE

 TWEET



Hope is a strategy for change.

Five shifts for better narratives:

1

fear to
hope

2

against to
for

3

problem to
solution

4

threat to
opportunity

5

victims to
heroes

A quick note on government criticism ...

The government has been bought off by the fossil fuel industry and is doing nothing about the climate crisis.

= cynicism

The fossil fuel industry and their lobbyists have too much power. **Our government should** listen to the majority of Australians who want a fast and fair transition to clean energy.

= hope/action



WHAT is your message

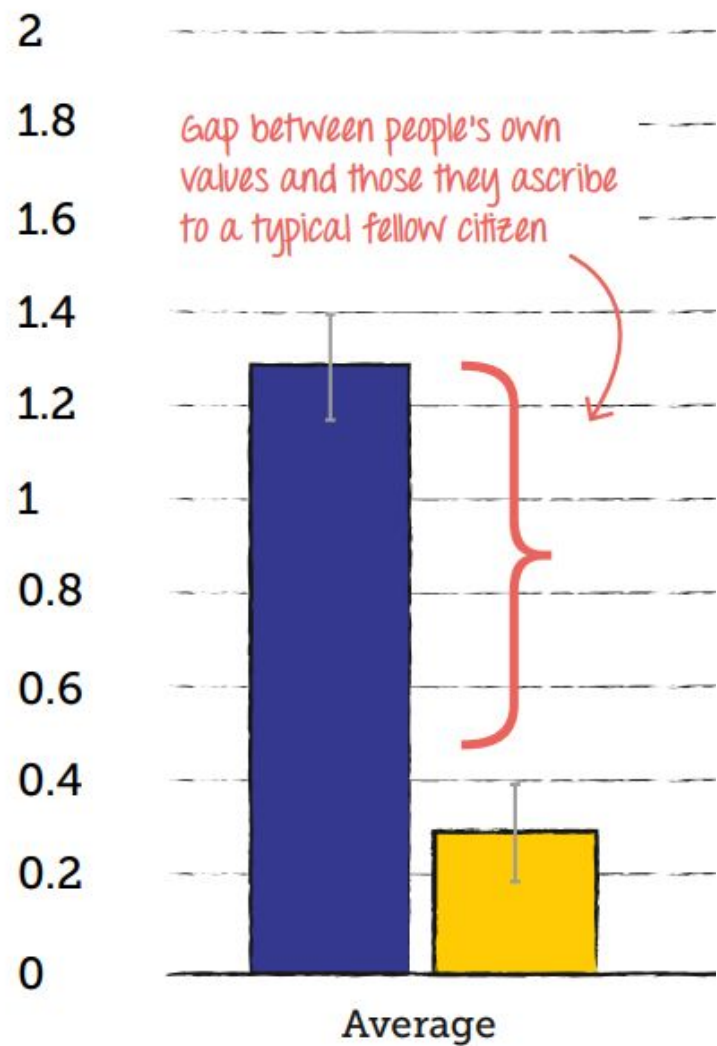
2. COLLABORATION NOT COMPETITION



Hollywood



Source: Common Cause





I AM A

money/locu

7735

\$29/year

VISIT TREESLOUISVILLE.ORG

Reality





**TOILET
CLASH**



**9
NEWS**



EDIT: REBECCA BRETT



RAINBOWS IN WINDOWS BRING CHEER

DON'T celebrate declining emissions



HOME / INQUIRER

How virus has changed climate war

As businesses shut down, citizens lose their jobs and everyday life grinds to a halt, some activists are cheering the environmental benefits of COVID-19.

By GRAHAM LLOYD

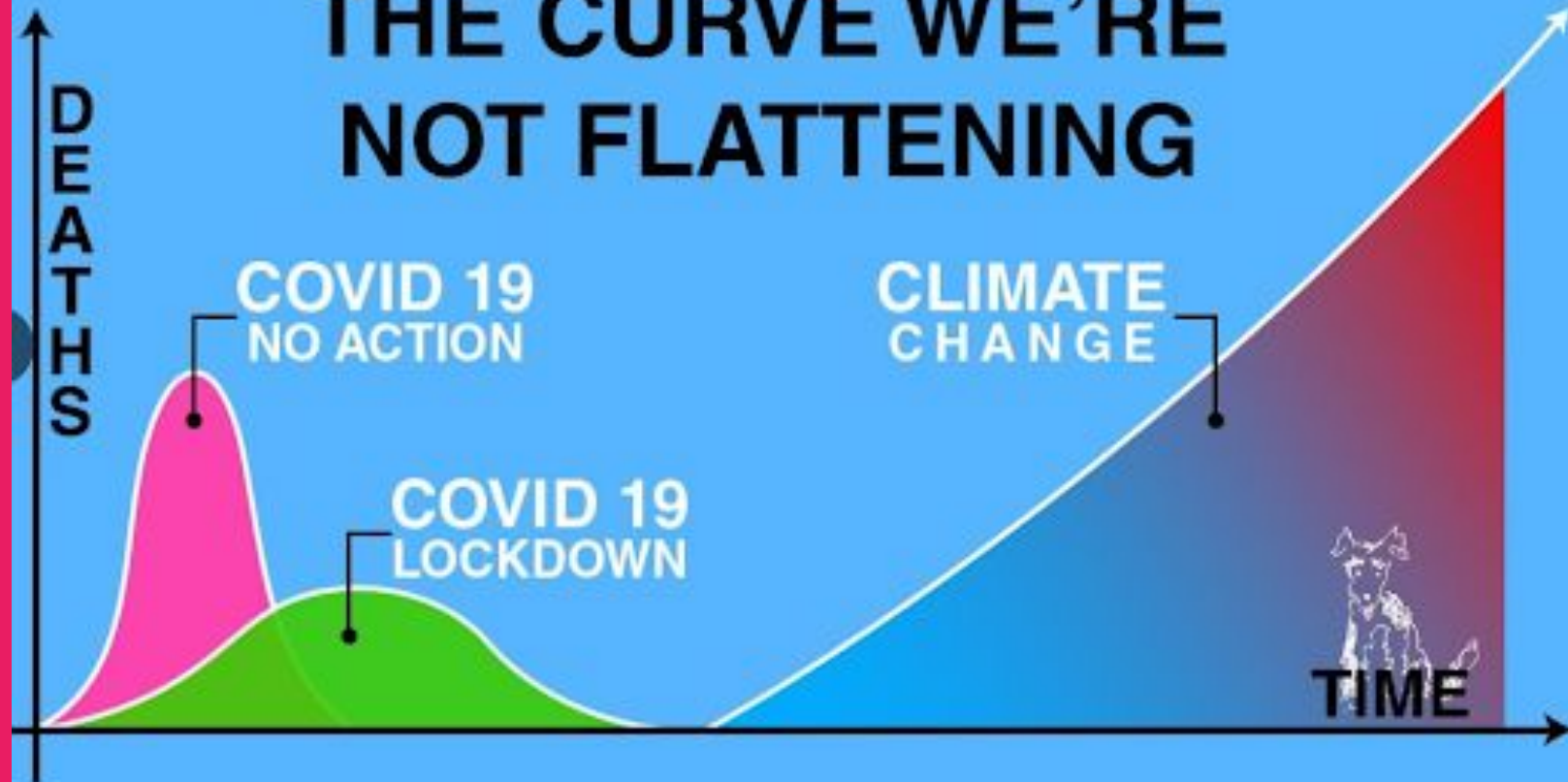


**DO connect current challenges
with sustainable solutions**

DO start with empathy

DON'T compete

THE CURVE WE'RE NOT FLATTENING



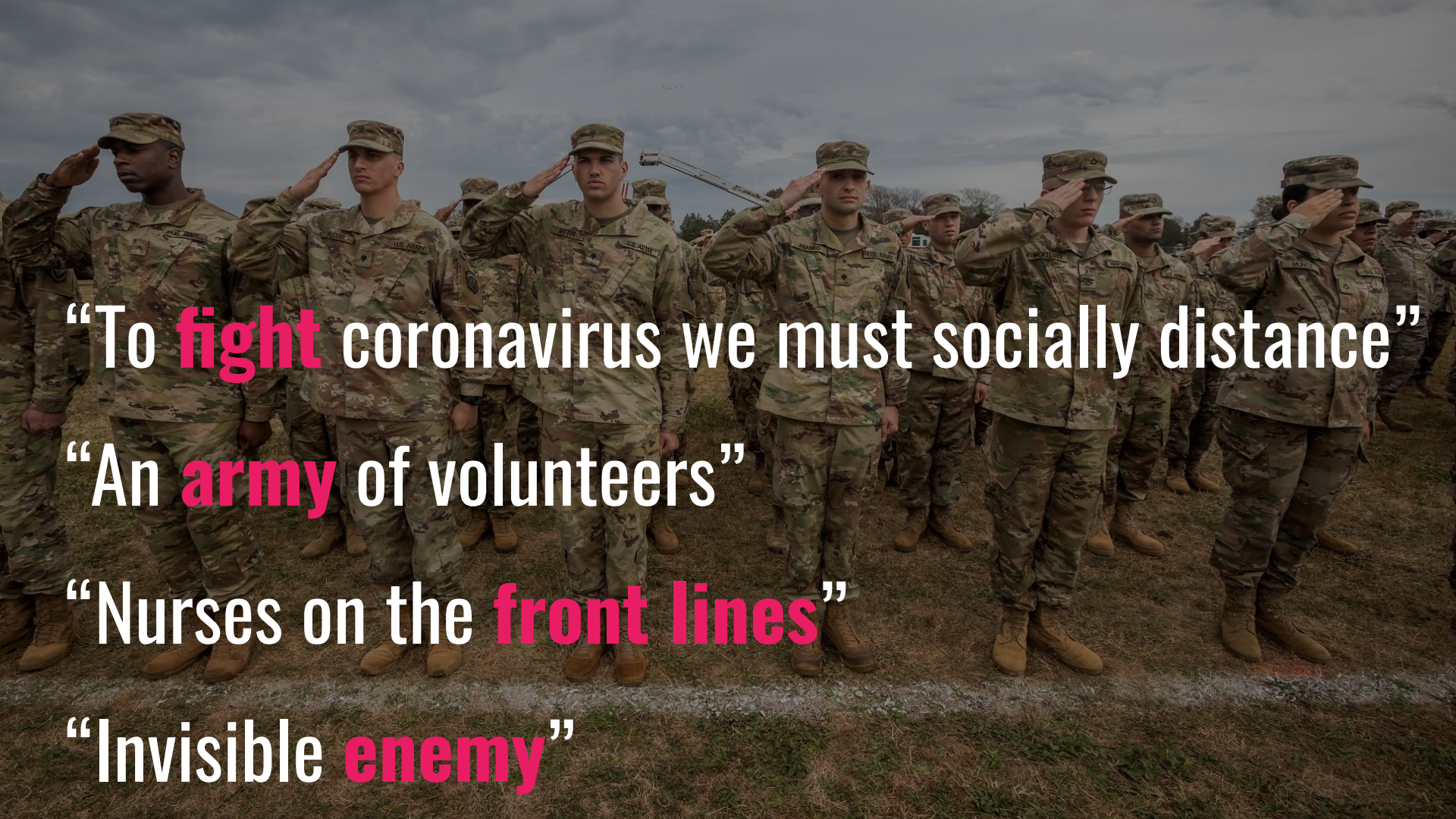
**DO build on the new sense of
collective power + government action**



**We can recover
and rebuild
a better world**

 **BUILD BACK
BETTER**

DON'T use war metaphors



“To **fight** coronavirus we must socially distance”

“An **army** of volunteers”

“Nurses on the **front lines**”

“Invisible **enemy**”

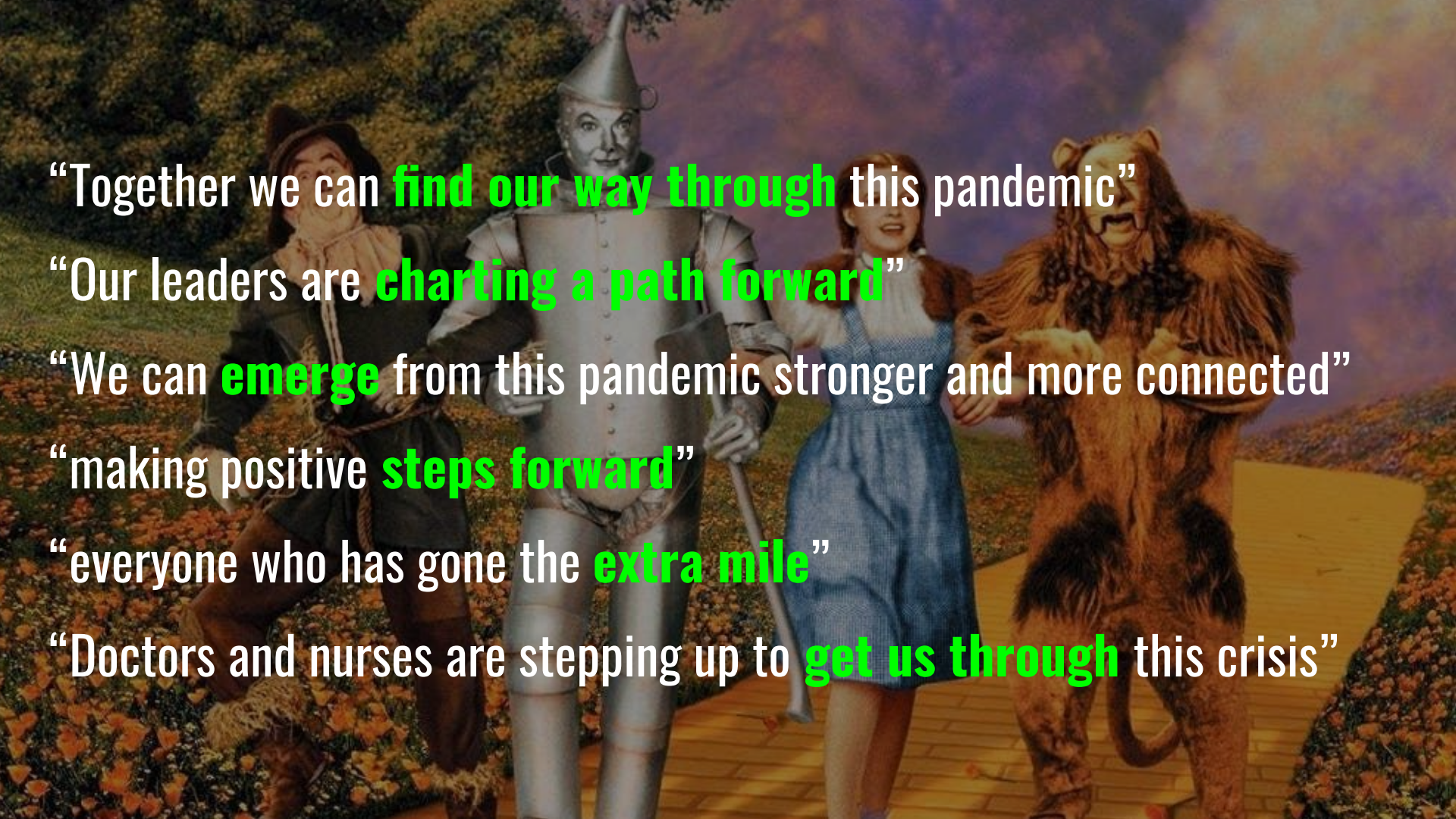


Classic FM  @ClassicFM · Mar 27

Social distancing is like asking a string section to play pianissimo: it only works if everyone does it.



DO use journey metaphors



“Together we can **find our way through** this pandemic”

“Our leaders are **charting a path forward**”

“We can **emerge** from this pandemic stronger and more connected”

“making positive **steps forward**”

“everyone who has gone the **extra mile**”

“Doctors and nurses are stepping up to **get us through** this crisis”

DON'T celebrate declining emissions etc

DO connect current challenges with sustainable solutions

DO start with empathy

DON'T use war metaphors

DO use journey metaphors

DON'T compete

DO build on the new sense of collective power + government action

Tell people what to do and *explain* how that action will be effective.

The problem must match the ask...



**“The world is
burning, will you
sign my petition...”**

**If it doesn't convince you it
won't convince anyone else.**

Victoria's strengthened Climate Act has officially become law — with a target of zero climate pollution by 2050!

Despite an overwhelming majority of Victorians supporting action, the Coalition still voted against the bill.

SHARE and make sure Victorians aren't left guessing where the state Coalition stands.

Amazing 🍷 Thousands of giant spider crabs have started to gather in the shallow waters off Port Phillip for their annual moulting (when the crabs shed their exoskeleton and grow a new one).

According to conservation scientist Mark Norman, this spectacular event is "more famous worldwide than it is to Victorians." Let's change that!

Guess Who doesn't ?



Giant crabs crowd to Blairgowrie before moulting moment

Giant spider crabs are gathering in their thousands at Blairgowrie for an annual event so impressive it's drawn David Attenborough and a Japanese film crew to...

Reverse psychology...

E.g. they don't want you to know/see/share this...



Kiera @KieraGorden · 13h

Apparently @realDonaldTrump really really really hates when these images get retweeted. #TinyTrump



1.4 MILLION PEOPLE “CHECK IN” AT STANDING ROCK IN SOLIDARITY WITH DAPL PROTESTERS



Remove Fraser Anning from parliament




 Kate Ahmad started this petition to The Prime Minister of Australia Scott Morrison and 2



1,294,631 have signed. Let's get to 1,500,000!



-  **Yasser Alsoufi** signed 44 seconds ago
-  **Dounya El-hage** signed 47 seconds ago

Thanks to your support this petition has a chance at winning! We only need 205,349 more signatures to reach the next goal - can you help?

Quick exercise

1. **Take 2 minutes to think about the last call to action (CTA) you did on social media**
2. **Share in the chat** (if comfortable) what it was and WHY you think it was effective.

BONUS TIP 'Crisistunity' - create a sense of urgency

<opportunity> “This week, low-cost supermarket Morrisons promised to pay their staff a fair wage. Last week, Lidl did the same. They’re toppling like dominoes. **</opportunity>** **<crisis>** But some supermarkets like Tesco, Sainsbury’s and Waitrose are still paying poverty wages.” **</crisis>**

BONUS TIP Don't sell the features, sell the benefits



Don't sell the policy, sell the outcomes + benefits

E.G.

 1. Support the campaign to improve **home energy efficiency**

 2. Support the campaign for **lower energy bills and more comfortable homes**

BONUS TIP Damage, not change

Fossil fuel corporations are damaging our climate

Our climate is changing

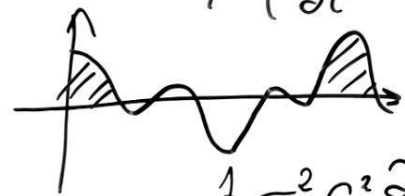
'Climate change' is heard as political rhetoric. Damage implies agency, and resonates more strongly with persuadable audiences.

$$f(\omega) = \int_{-\infty}^{\infty} f(x) e^{-2\pi i x \omega} dx \quad \frac{dt}{ds}$$

$$\begin{aligned} \nabla \cdot E &= 0 \\ \nabla \times E &= -\frac{1}{c} \frac{\partial H}{\partial t} \\ \nabla \cdot H &= 0 \\ \nabla \times H &= \frac{1}{c} \frac{\partial E}{\partial t} \end{aligned}$$

($i\hbar \frac{\partial}{\partial t} \Psi = H \Psi$)

$$\rho \left(\frac{\partial v}{\partial t} + v \cdot \nabla v \right) = -\nabla p + \nabla \cdot T + f$$



$$H = -\sum \rho(x) \ln \rho(x)$$

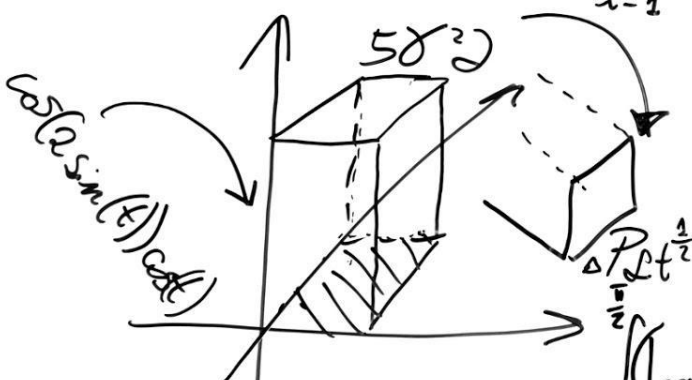
$$\begin{aligned} &+ \sum_{i=1}^n \frac{q_i}{2} M_i^M + c_s \frac{D}{Q} + c_0 D + \\ &+ \frac{Q(p-D)}{2p} M^M + F_0 N + \\ &+ F_0 N + \sum_{i=1}^n D_i w_i d_i \left(\frac{1+d_i}{F_x} \right) \end{aligned}$$

$$\frac{1}{2} G^2 S^2 \frac{\partial^2 V}{\partial S^2} + r S \frac{\partial V}{\partial S} + \frac{\partial V}{\partial t}$$



$$TC(Q, q_i, m_i) = \sum_{i=1}^n \left[\frac{D_i}{m_i} \dots \right]$$

$$\frac{q_i H_i^V}{2} \left(m_i \left(1 - \frac{D_i}{P_i} \right) - 1 + 2 \frac{D_i}{P_i} \right)] +$$



$$\begin{bmatrix} \frac{d \Delta p(s, \phi)}{d \phi} \\ \frac{d \Delta M(s, \phi)}{d \phi} \end{bmatrix} = \begin{bmatrix} \beta & -\beta \\ -\beta & 0 \end{bmatrix} \begin{bmatrix} \Delta p(s, \phi) \\ \Delta M(s, \phi) \end{bmatrix}$$

$$\int_0^{\pi} (\cos x)^2 dx = \int_0^{\pi} (\cos x)^2 dx = \frac{\pi}{2} \left\{ \frac{\pi^2}{12} + (\ln 2)^2 \right\}$$

**What content
gets seen by the
most people?**

- 1. Live Video**
- 2. Video (with captions)**
- 3. Images**
- 4. Links**
- 5. Text**
- 6. Events**

A video is worth 1.8 million words



The Canva logo is centered on a light gray background that has a white, folded-paper effect. Two teal-colored triangular shapes are positioned on the left and right sides, appearing to fold inward towards the center. The word "Canva" is written in a white, cursive script font within a teal circular area.

Canva

Beware the 'text rule'

Image Text Check

Upload an image to determine how much text is in your advert image. If the text-to-image ratio is too high, your adverts may not fully reach their audiences.

We make exceptions for certain kinds of products that are advertised. Visit our [Help Centre](#) to learn about exceptions, see examples of images with text and get more guidance.

Upload

Image text: OK

Your advert will run normally.



Image text: Medium

Your advert's reach may be much lower.

Your advert's reach may be much lower than usual because there's too much text in the advert image. Facebook prefers advert images with little or no text. Consider changing your image before placing your order.



Comments > Likes

So ... ask Questions!

Post Regularly!



Energiser



Spell out your first and last name using your arms and legs (YMCA style) ... you can do it in your chair or standing up.

A large crowd of people at a climate protest. In the center, a large globe of the Earth is being held up. The crowd is dense, and many people are holding signs. Some visible signs include "SIZZLE & DON'T DIDDLE", "THERE IS NO PLANET B", "Political Leaders will no longer be tolerated", "I'M SURE THE FUTURE IS BRIGHT", and "DON'T WORRY ABOUT THE FUTURE".

HOW to share your message

Build a community, not just an audience



Use Facebook groups



Save Our Preston Market

+ Join

Group · 2.5K members · 7 posts a week

Preston, Victoria, Australia · We want to work with developers, the council and the community on building a people-friendly public...

🏠 953 members said that they live in Melbourne, Victoria, Australia



Northside Melbourne CoronaVirus Outreach

+ Join

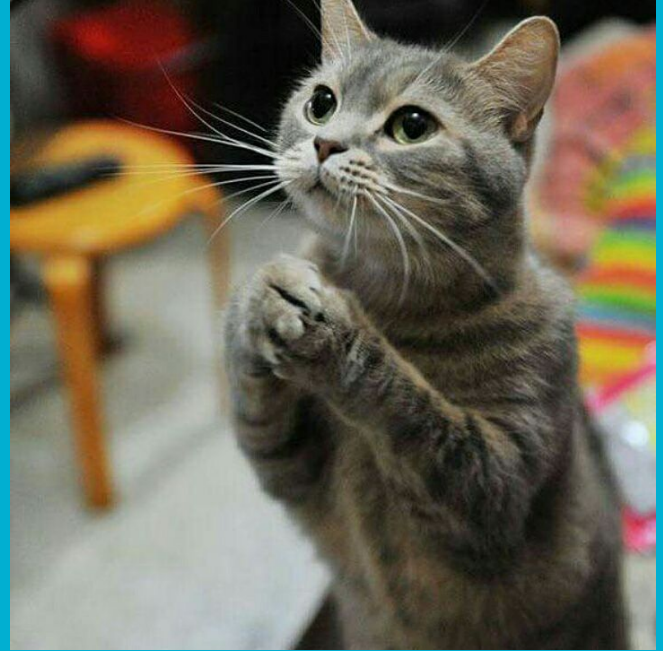
Group

IF YOU DO NOT RESPOND TO ALL OF THE MEMBERSHIP QUESTI...

2 posts a day

Your street?

Asking others to
share your content



Recruit a small team of social media 'champions'





Preston Market

@prestonmarket

Home

About

Photos

Reviews


Instagram

Trader Directory

Twitter

Trading Hours



 Follow  Share  Save 





Contact Us

 Send Message



Write a post...



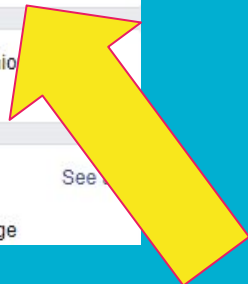
 Photo/Video  Tag friends  Check in 

4.3 4.3 out of 5 - Based on the opinions of 10 people

Community

See

 Invite your friends to like this Page





Preston Market
@prestonmarket

Home

About

Photos

Reviews

Instagram

Trader Directory

Twitter

Trading Hours



Follow Share Save ...

Contact Us Preston Market

Write a post...

4.3 4.3 out of 5 people like this

Typically replies within a day

Choose an option or type your own message.

Can you recommend something for me?

How much do your products cost?

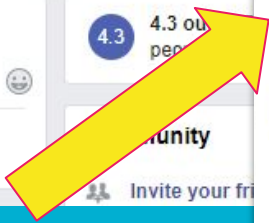
Can someone assist me?

Photo/Video Tag friends Check in ...

Invite your friends

Type a message...

Image GIF Smile Link Photo Like

















Bruce Pascoe: less
Aboriginal land an

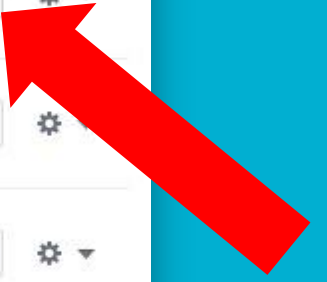
80,463
People reached

   You and 72

Invite to like Environment Victoria

All 725  539  148  34  1  1  1  1

-  Julie-Anne Kilpatrick Invited 
-  Ian Brett Liked 
-  Brad Meadows Liked 
-  JJ Lindsay Invite 
-  Suzy Allain Liked 
-  Murray Rockmore Invited 
-  Tina Heron-Hearne Liked 



Do it automatically!


Inv

Invite post likers to like page for Facebook™

Offered by: LikeInviter

★★★★★ 5,906

| [Social & Communication](#)

|  100,000+ users

Define your audience

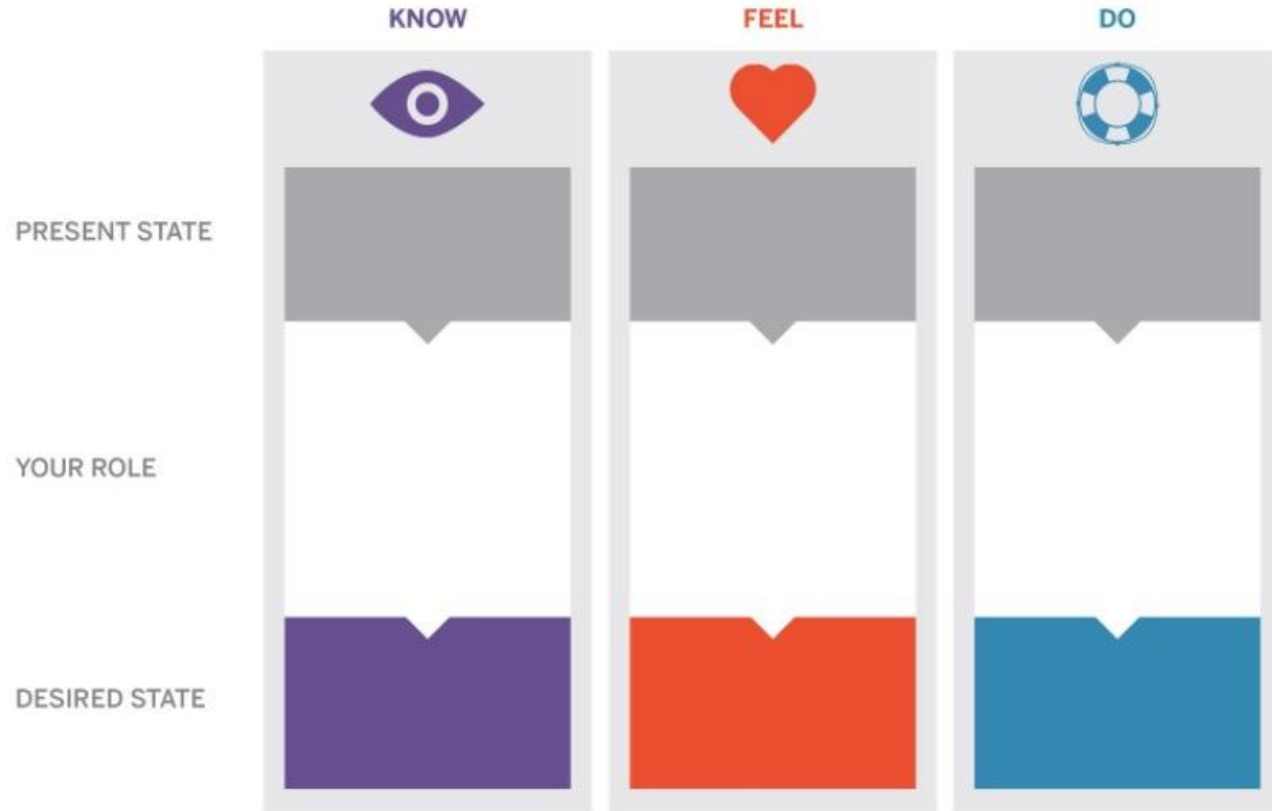
Decide what you want them to do

PLAN

- **What platforms** will you use? (and why)
- **What kind of content** will you share/create?

(Start with an educated guess & then TEST)

AUDIENCE:



Credit: Narrative Initiative & Hattaway Communications

Ladders of engagement

Recruits their friends

Volunteers

Joins Facebook group

Donates

Joins email list

Signs petition

Likes page



Where are they most active?



Hi Dan Andrews, I really think we should put coke in all the bubblers!



Photo/Video | Tag friends | Feeling/Activ... | ...

News Feed

Your story

Post

Friends

Who should see this?

Public
Anyone on or off Facebook

Friends
Your friends on Facebook

Friends except...
Don't show to some friends

Only me
Only me

More...

Posts

Manage posts



Cameron Wheatley

21 October at 11:20 · Friends



Environment Victoria  @EnviroVic · Nov 18, 2016

Today we gave #Mordialloc, #Carrum, #Frankston MPs a pie chart **cake!** A big slice of VIC climate pollution comes from coal burning.(see pic!)



2

18

18





Don Juniper



Lili's iPad



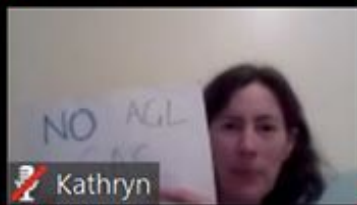
Victor - Envir...



Candy van Ro...



Ro



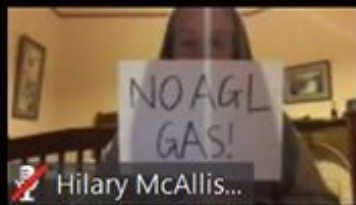
Kathryn



Monique Boa...



Chiara Finning...



Hilary McAllis...



philippaharris...



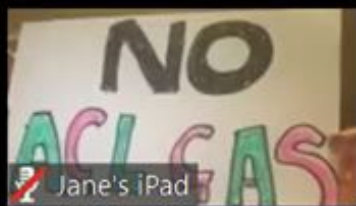
illian



Karri giles



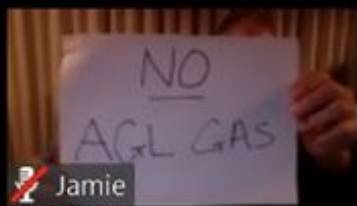
belindabaggs



Jane's iPad



chris



Jamie



Janenne, Sho...



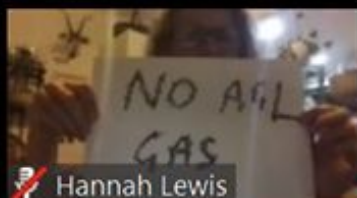
Lydie



Sawsan - Enviro...



staceychilcott



Hannah Lewis



sashquag



Tricia O'Brien



Rosemary Bir...



Julia Stockigt



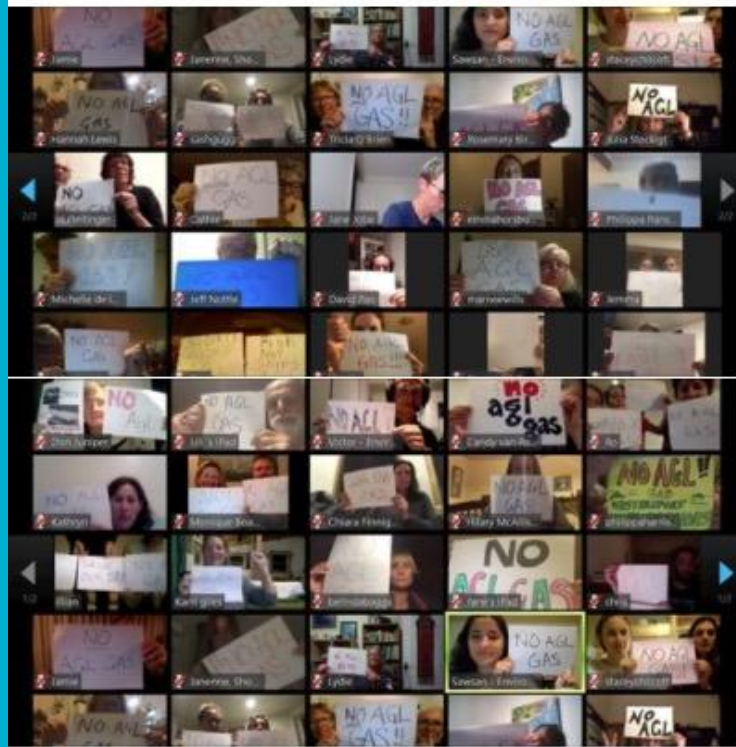
Environment Victoria is 🥰 feeling inspired with Save

Westernport No AGL gas.

Published by Sawsan Alfayadh [?] · 30 March · 🌐

Last night, around 80 Westernport Bay locals gathered online to talk about how we can stop AGL gas from polluting our precious Bay. Check out our virtual human sign!

We loved connecting with you all and finding creative ways to show our collective power in these uncertain times 🌟🥰







Trendsmap Melbourne @Trendsmap

Retweeted 59 times



Environment Victoria @EnviroVic · 18h

It's @ENGIEgroup's AGM today. RT & make sure its shareholders know where ALL their money goes! #EngieSecret \$ENGI

ENGIE'S DIRTY AUSTRALIAN SECRET

Hazelwood Power Station in Australia is 50% more polluting than other coal power plants, and is owned by ENGIE.

In 2014 the coal mine caught fire and burned for 45 days, covering nearby communities in toxic smoke and ash, causing terrible health effects.

#EngieSecret

environment victoria

g in Australia

people,

g in

Australia - Trendsmap
ter trends, people,



1



#EngieSecret

crit



You can do it too!

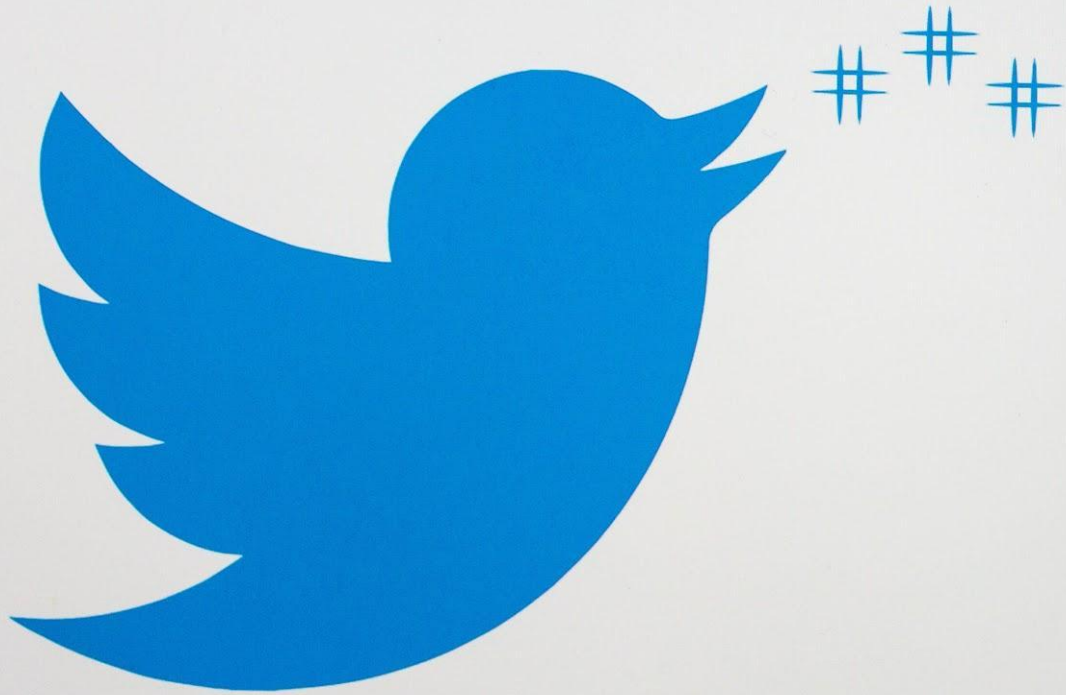
1. Schedule Tweets beforehand
2. Line up 'influential' helpers in advance
3. Contact all your friends and co-workers
4. Use promoted Tweets





**How I made a hashtag trend on Twitter
in 3 hours**

Reach local decision-makers and journalists



Have fun
and be
creative!



And
cheeky!



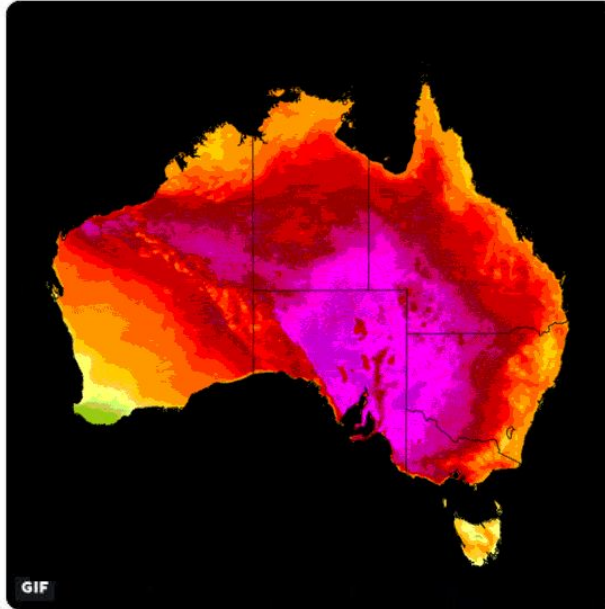
Environment Victoria

@EnviroVic

Follow

Hi everyone 🙌 We've just got a quick heatwave 🔥🔪 announcement from the Prime Minister of Australia 📌

#Auspol



11:24 PM - 23 Jan 2019

541 Retweets 749 Likes



But...



Environment Victoria  @EnviroVic · Jan 24

But please everyone stay safe today, extreme heat kills. Make sure you look after each other & check in on the sick, young & elderly. This site has good advice and tips 📌

How to cope and stay safe in extreme heat
Know the effects of extreme heat, who is at risk and how you can prepare yourself and others.
betterhealth.vic.gov.au

2 replies 6 retweets 15 likes

Questions?

c.wheatley@environmentvictoria.org.au

Resources:

- Canva: A free and user-friendly graphics platform
- Lumen 5: A free and user-friendly video tool
- [Frameworks Institute Guides on talking about Coronavirus](#)
- [Climate Outreach guide on climate communications and coronavirus](#)
- [Coronavirus communication guide from australiaremade.org](#)
- Influential thinkers: George Lakoff, Rebecca Solnit, Anat Shenker-Osorio.
- [Climate Communicators group on Facebook](#)
- [Free 'Invite Post Likers' tool](#)
- [How I made a hashtag trend on Twitter in 3 hours](#)
- [Facebook image text checker](#)

Keep us posted...



#climateactionyarra

#climateemergencyyarra

#YarraLife

@yarracitycouncil

@cityofyarra