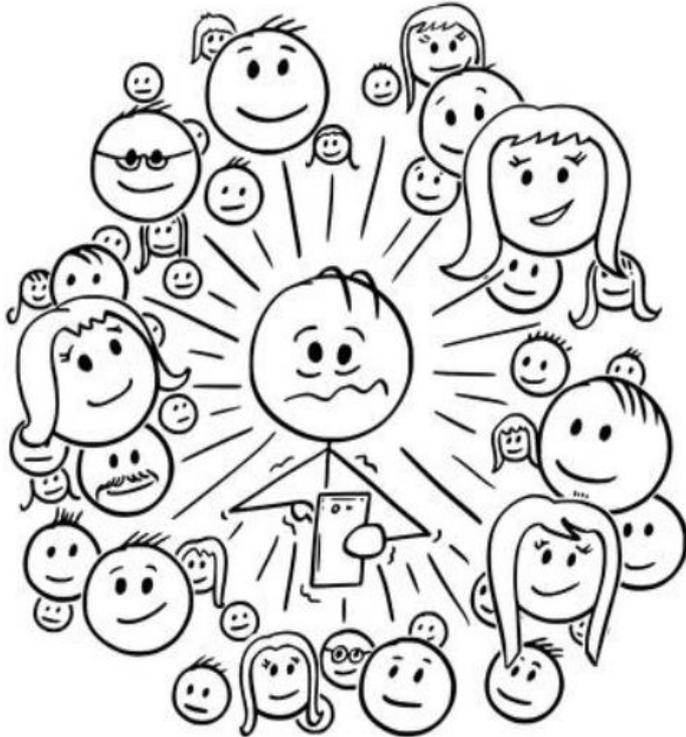
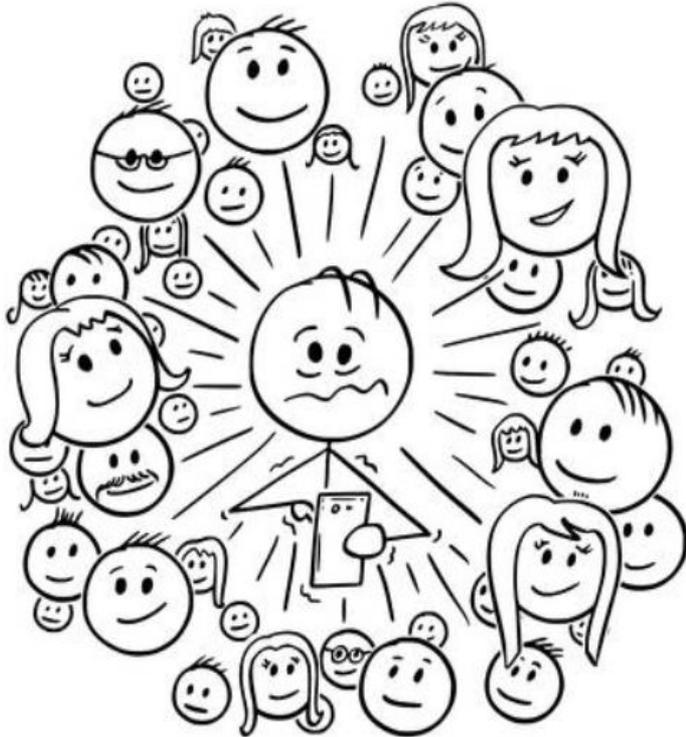


# Digital Advocacy



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](http://www.yarracity.vic.gov.au/climateaction)

[www.environmentvictoria.org.au/campaign/build-back-better/](http://www.environmentvictoria.org.au/campaign/build-back-better/)

[www.acf.org.au/recover\\_renew\\_rebuild](http://www.acf.org.au/recover_renew_rebuild)

[www.climatecouncil.org.au/actions/download-your-climate-action-toolkit/](http://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

# 1. SPREAD **ACTIVE** HOPE



“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

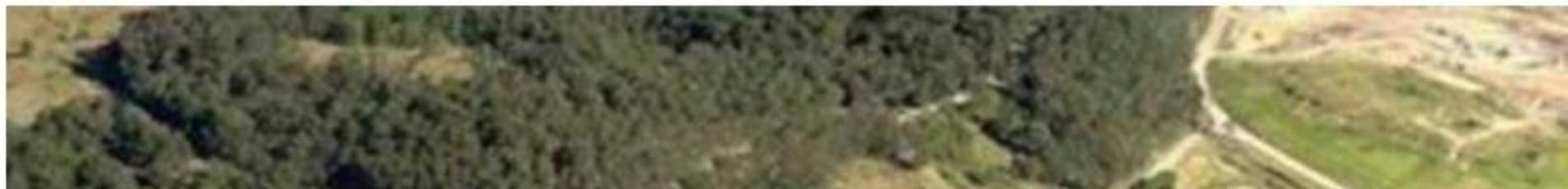
[News](#)[Sport](#)[What's On](#)[Today's Paper](#)[Community](#)[Comment](#)[Recommen](#)

# 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

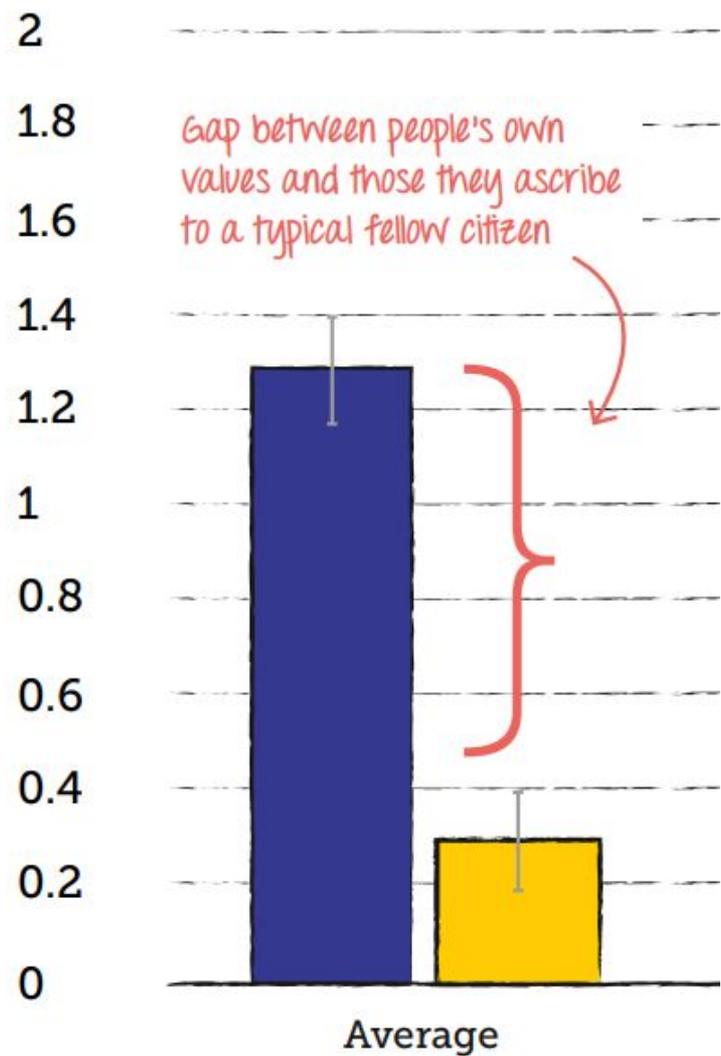
## 2. COLLABORATION NOT COMPETITION



# Hollywood



Source: Common Cause





I AM A

Honeylocust

atmosphere

savings

7735

Property Value Increase

\$29/year



VISIT [TREESLOUISVILLE.ORG](http://TREESLOUISVILLE.ORG)

# Reality





# TOILET CLASH



CREDIT: REBECCA BRETT

# RAINBOWS IN WINDOWS BRING CHEER



WHAT is your message

# How to negotiate coronavirus



**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

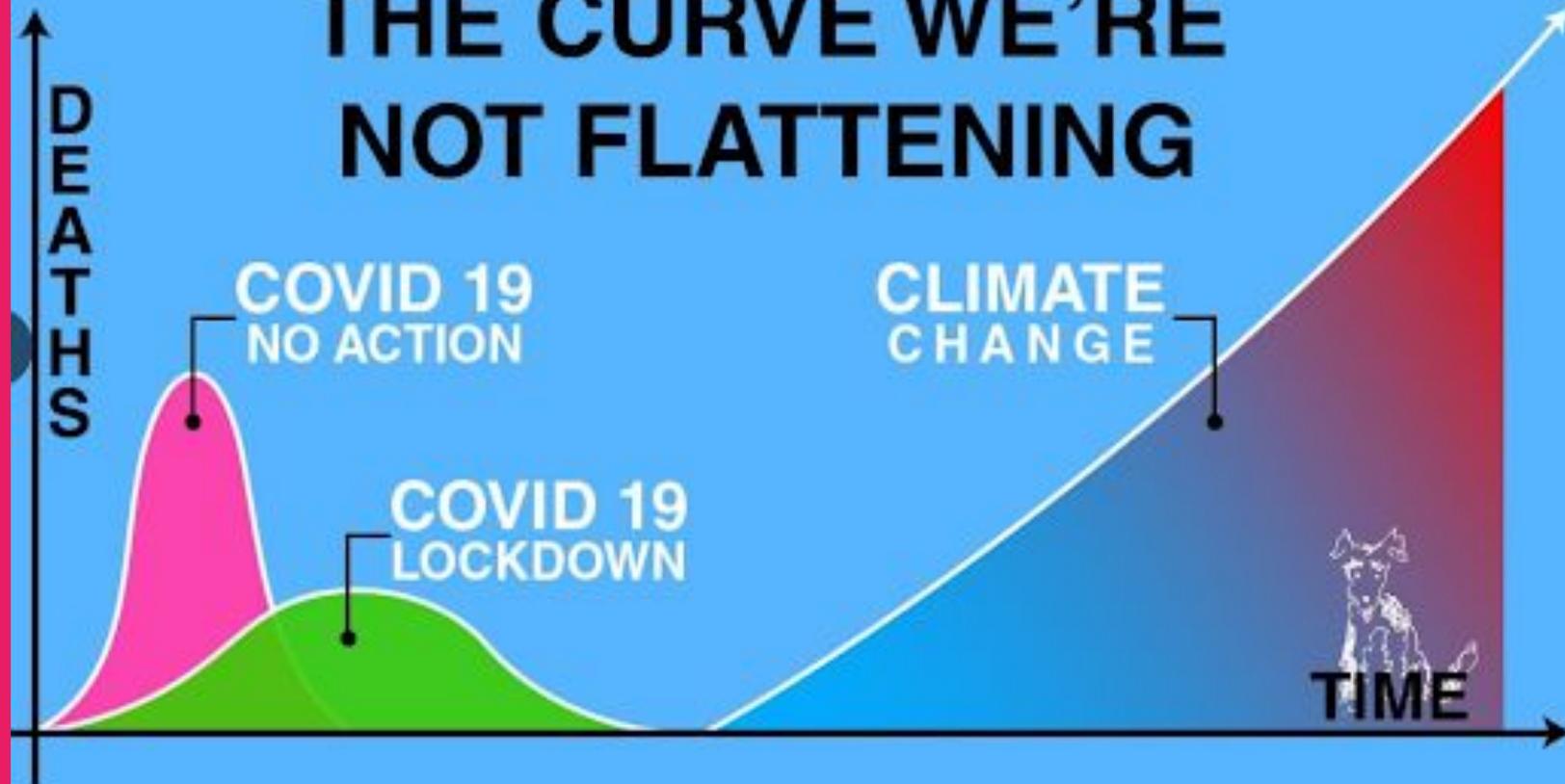


**DO connect current challenges  
with sustainable solutions**

**DO start with empathy**

**DON'T compete**

# THE CURVE WE'RE NOT FLATTENING



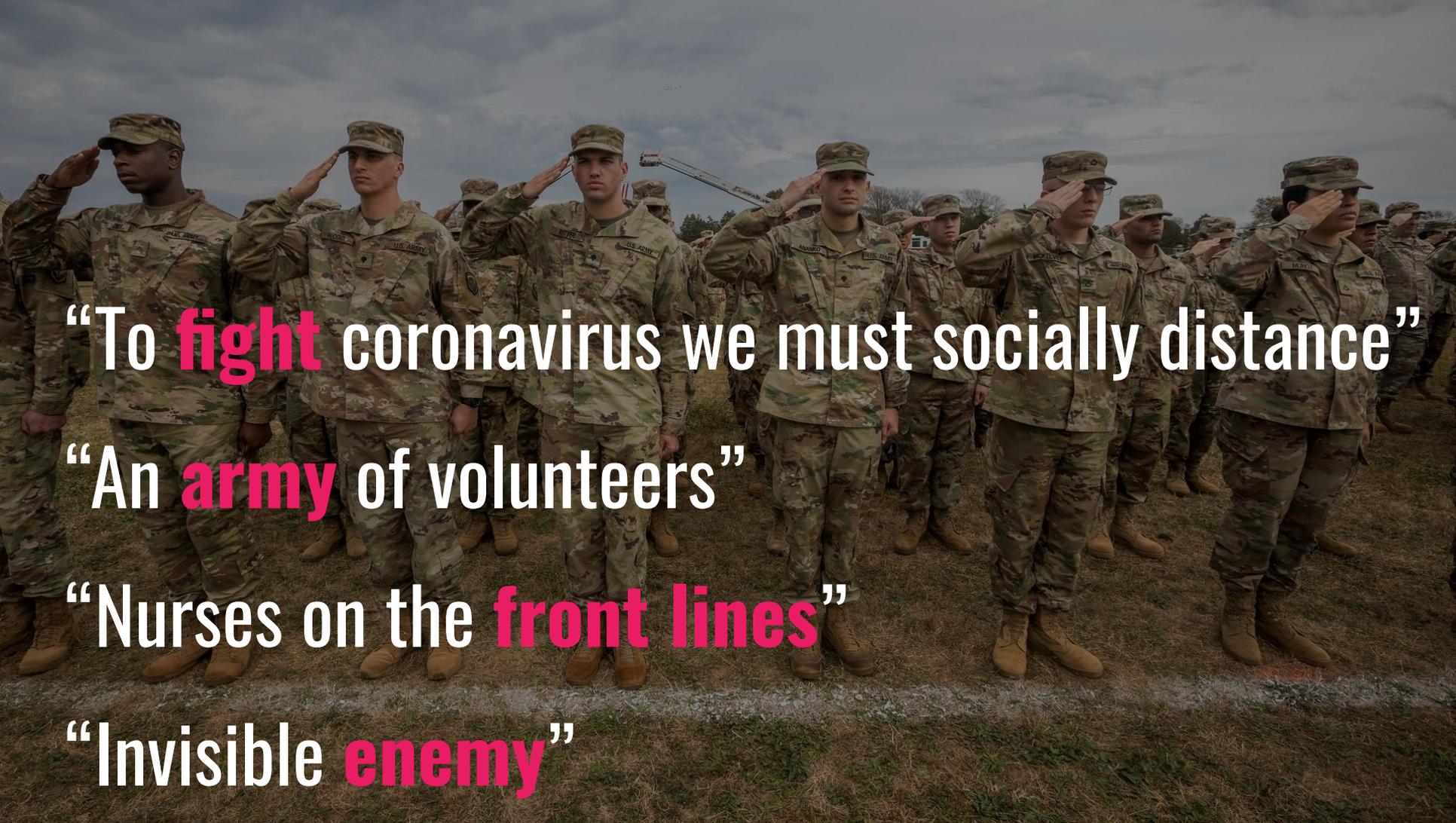
**DO build on the new sense of  
collective power + government action**



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**”

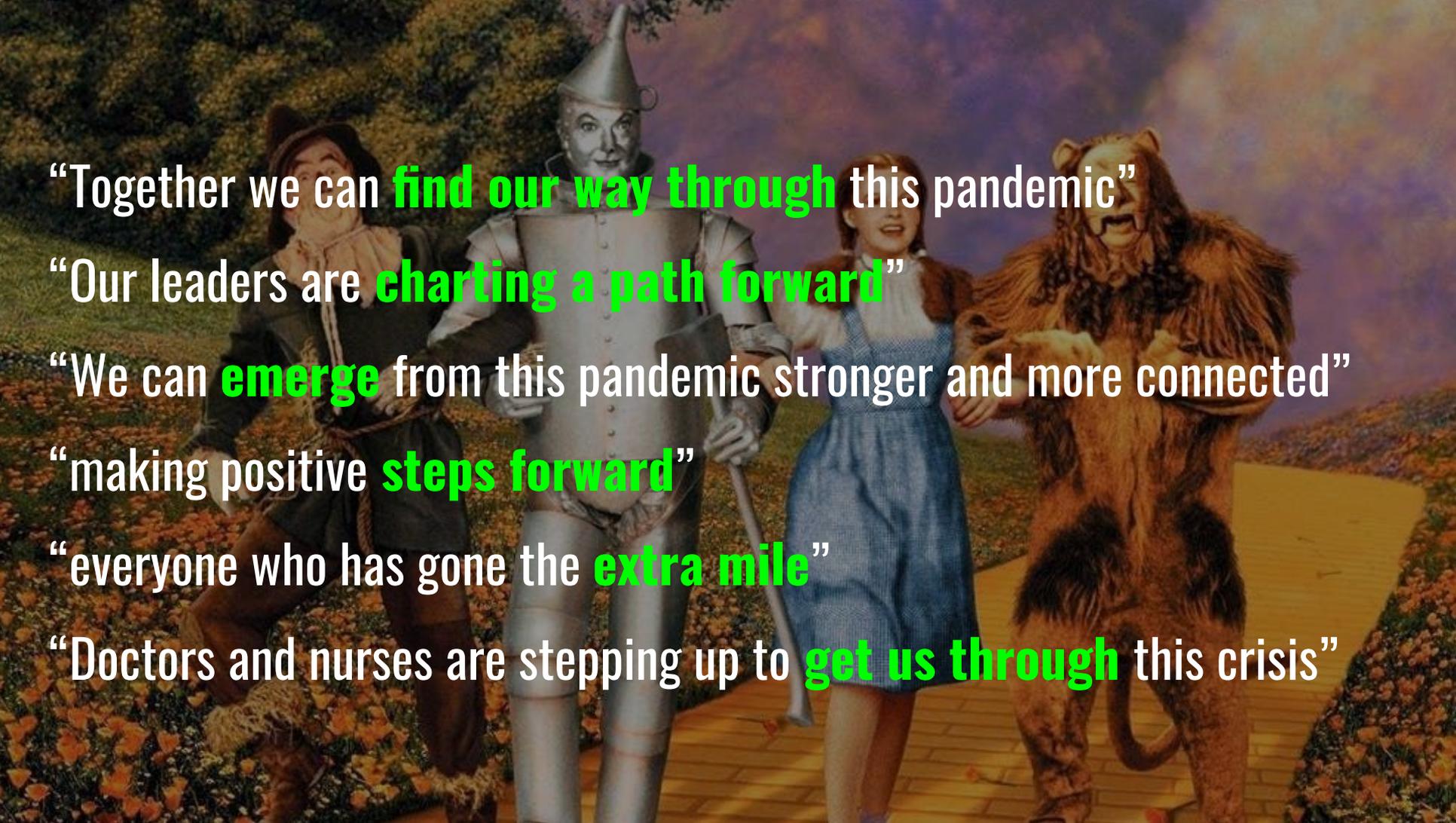


**Classic FM**  @ClassicFM · Mar 27

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**



**WHAT** is your message

## Tips for an effective call to action (CTA)



**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.

**Guess Who** doesn't ?



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!



### 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.

# HOW to share your message



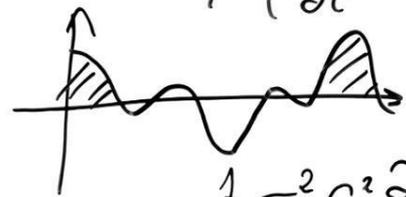


$$f(\omega) = \int_{-\infty}^{\infty} f(x) e^{-2\pi i x \omega} dx \quad \frac{dt}{ds}$$

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

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

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



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

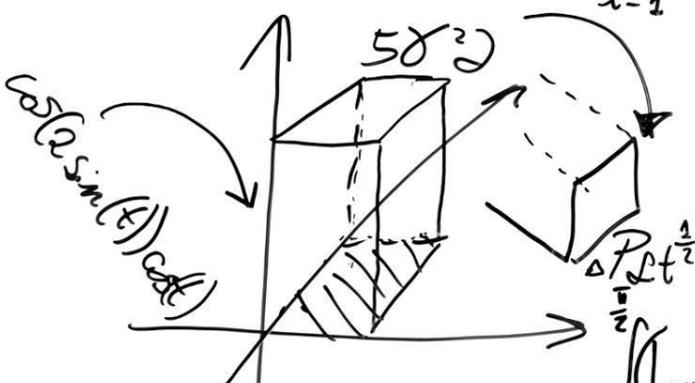
$$\begin{aligned} &+ \sum_{i=1}^n \frac{q_i}{2} M_i^M + c_s \frac{D}{Q} + c_o D + \\ &+ \frac{Q(p-D)}{2p} M^M + F_o N + \\ &+ F_o N + \sum_{i=1}^n D_i w_i d_i \left( \frac{1+d_i}{F_x} \right) \end{aligned}$$

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



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

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



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

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

**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

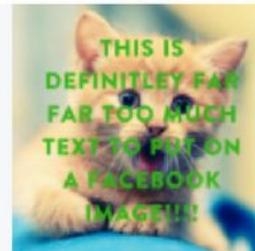
Your advert will run normally.



### 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

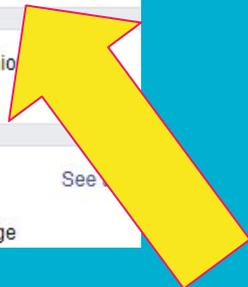


4.3 4.3 out of 5 - Based on the opinions of 10 people

Community

See all

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

Photo/Video Tag friends Check in ...

Community

Invite your friends

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?



Type a message... [Image icons for attachments, GIFs, emojis, links, and photos]

Bruce Pascoe: less  
Aboriginal land an

80,463  
People reached

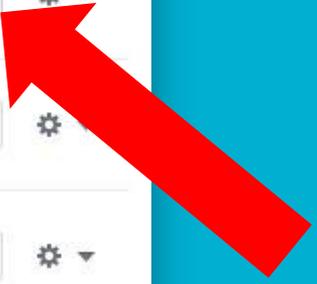
   You and 72

### 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

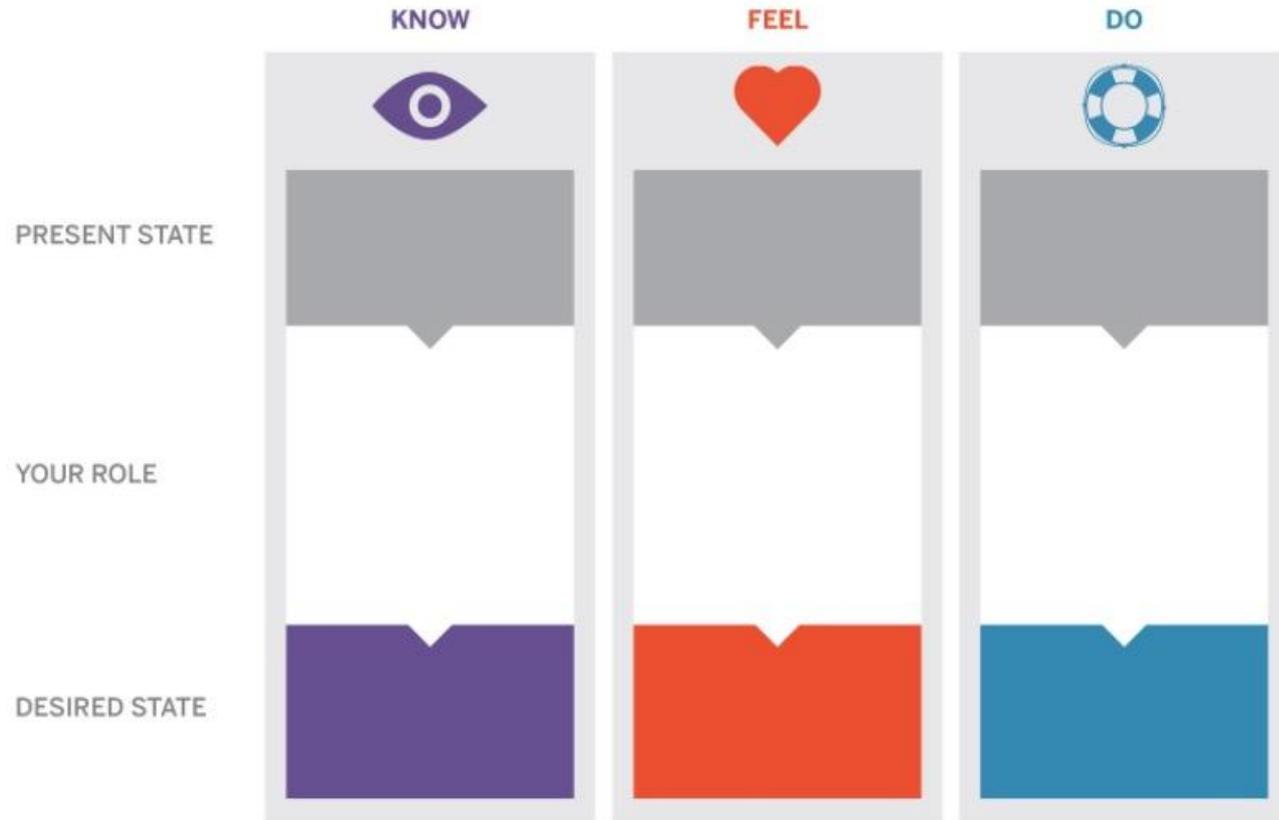
## **PLAN**

- **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

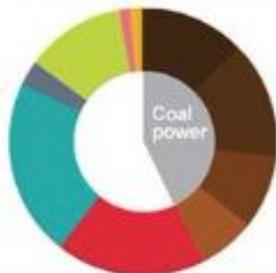


**Environment Victoria** @EnviroVic · Nov 18, 2016

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



Victoria's greenhouse emissions by source...



2

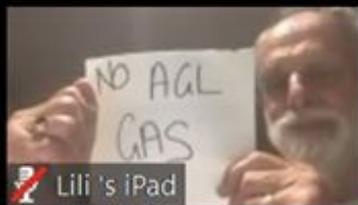
18

18





Don Juniper



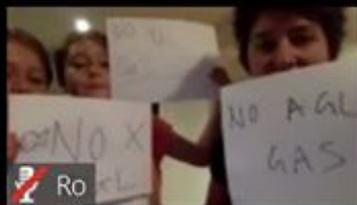
Lili's iPad



Victor - Envir...



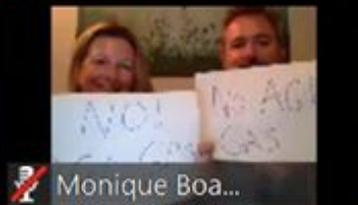
Candy van Ro...



Ro



Kathryn



Monique Boa...



Chiara Finning...



Hilary McAllis...



philippaharris...



illian



Karri giles



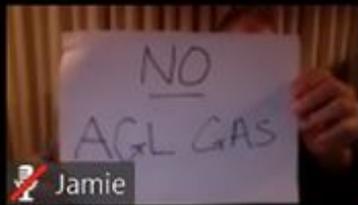
belindabaggs



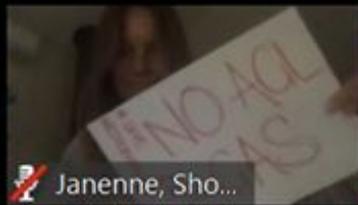
Jane's iPad



chris



Jamie



Janenne, Sho...



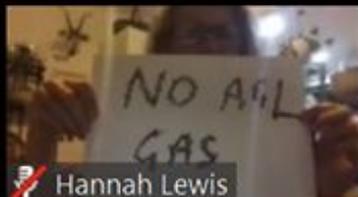
Lydie



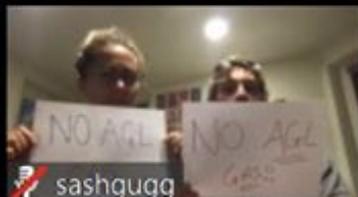
Sawsan - Enviro...



staceychilcott



Hannah Lewis



sashquag



Tricia O'Brien



Rosemary Bir...



Julia Stockigt



Environment Victoria is 🥰 feeling inspired with Save

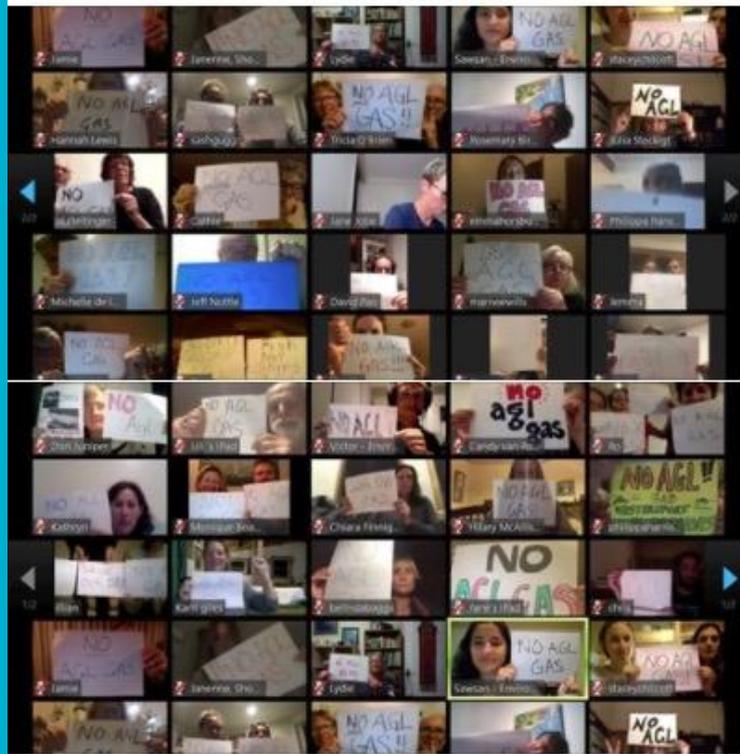
Westernport No AGL gas.

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

g in Australia

people,

g in

Australia - Trendsmap  
ter trends, people,



1



#EngieSecret

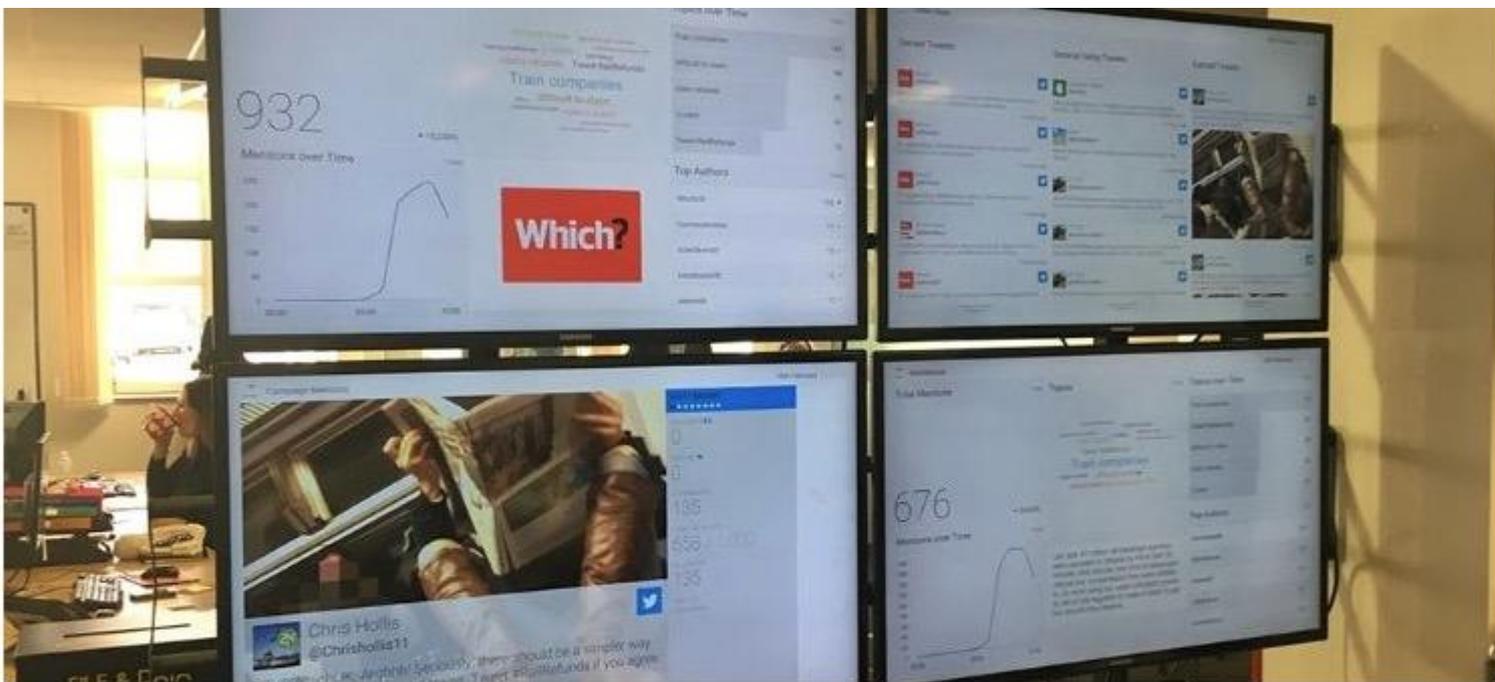
crit



# You can do it too!

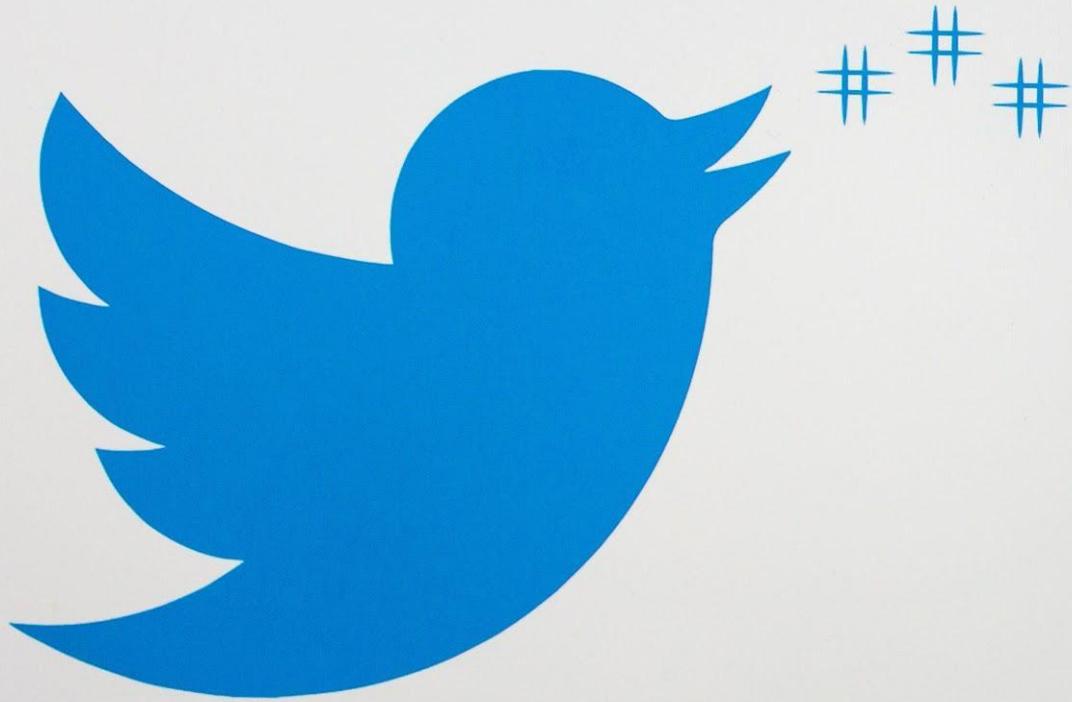
1. Schedule Tweets beforehand
2. Line up 'influential' helpers in advance
3. Contact all your friends and co-workers
4. Use promoted Tweets





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

# Reach local decision-makers and journalists



Have fun  
and be  
creative!



And  
cheeky!



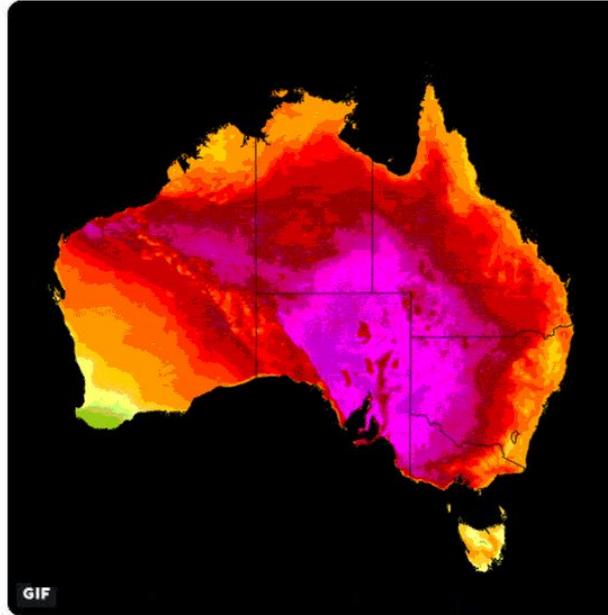
Environment Victoria

@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](https://betterhealth.vic.gov.au)

2 replies 6 retweets 15 likes

# Questions?

[c.wheatley@environmentvictoria.org.au](mailto: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