

Climate Advocacy The Use of Social Media By David Mike Terungwa



IF YOU ARE
NEUTRAL
IN SITUATIONS OF
INJUSTICE,
YOU HAVE CHOSEN
THE SIDE OF THE
OPPRESSOR.

*Desmond Tutu

- **The only thing necessary for the triumph of CLIMATE INJUSTICE is for good Women and Men to do nothing!**

Who is a Climate Advocate

Climate Advocates People who are working to advocate for climate action and a more sustainable world

WHY SHOULD YOU ADVOCATE FOR CLIMATE JUSTICE?

BECAUSE YOU CARE!

IF WE ALL DID A LITTLE, WE WOULD DO MUCH



► Climate justice advocacy is important because it addresses the need to amplify the link between environmental justice and social justice.



SPEAK UP
FOR CLIMATE JUSTICE

TOOLS FOR CLIMATE ADVOCACY

CHOOSE YOUR OWN TOOL AND TARGET

QUICK EXERCISE

- ▶ What is your CSO's Social Media foot print
- ▶ Google the name of your CSO and lets see what pops out

- ▶ Globally, over 4.55 billion people use social media and Nigerians constitute about 43 million of them as of August 2021 and this number is projected to keep rising.

OCT
2021

SOCIAL MEDIA USE AROUND THE WORLD

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

⚠ SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



4.55
BILLION

SOCIAL MEDIA USERS AS
A PERCENTAGE OF THE
GLOBAL POPULATION



57.6%

Mention the Social Media Platforms you know and use?



What do you think is the most-used social media platform?

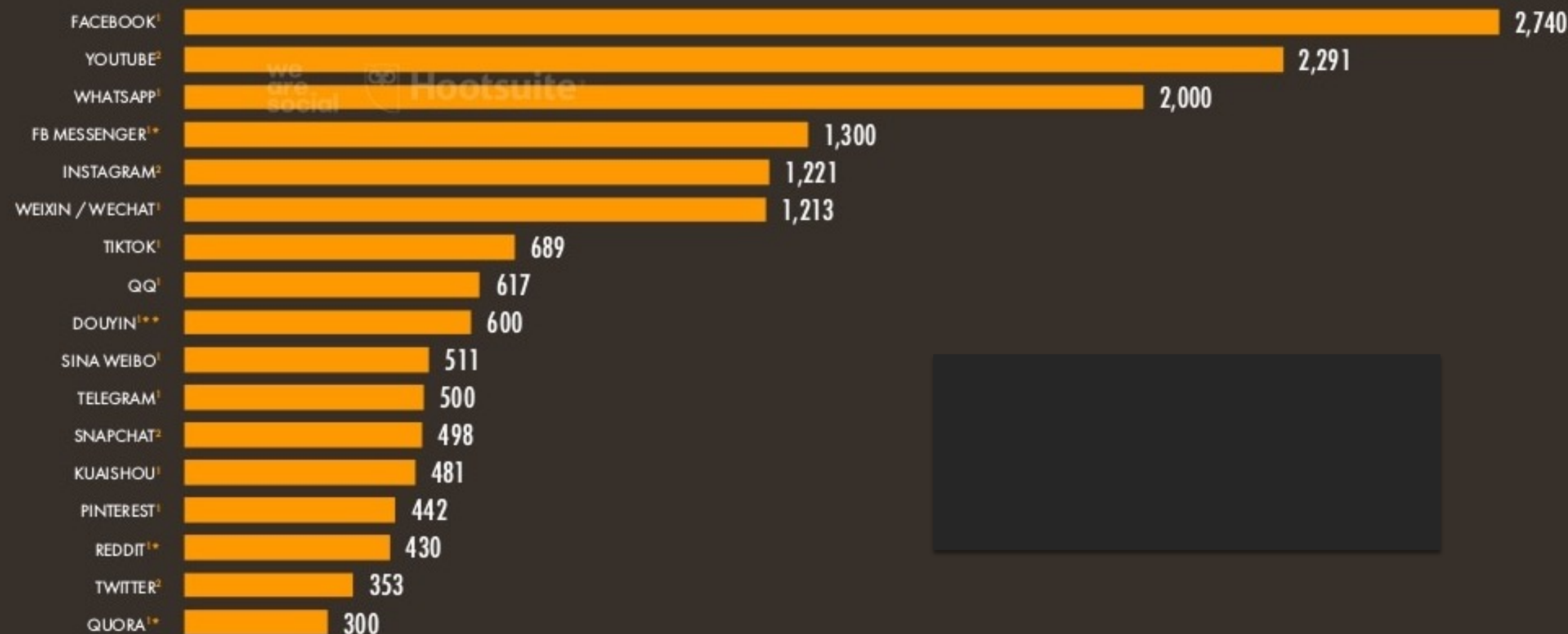
- ▶ A. Instagram
- ▶ B. Twitter
- ▶ C. Tik Tok
- ▶ D. Facebook



JAN
2021

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



we
are
social



Hootsuite®

Making social media work for you

- ▶ Who is the audience
- ▶ What is your aim? What is your message



Hint for Effective Social Media Usage

- ▶ **See yourself as a Journalist**
- ▶ **Be strategic**

Who are your audience?

- ▶ You don't have to appeal to everyone
- ▶ Targeting content to your niche audience makes your content more relevant and interesting to them

Your audience can be

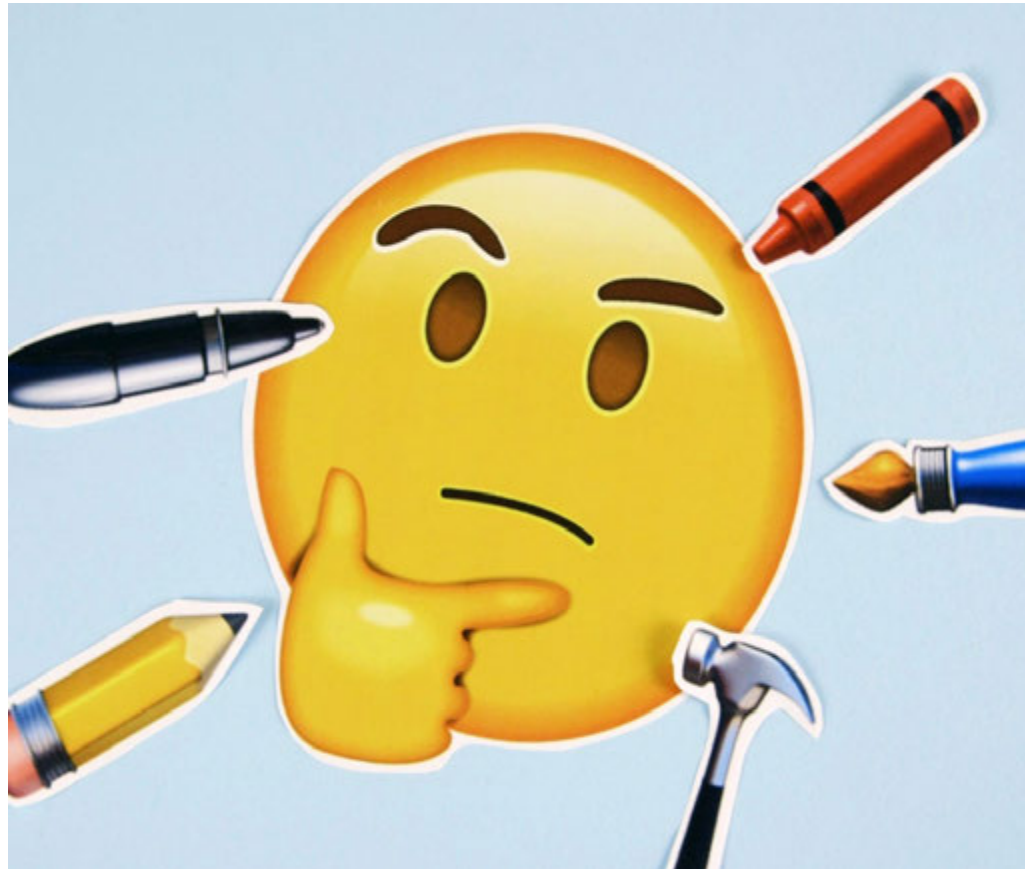
- ▶ **Policy makers**
- ▶ **Other Civil Society Organizations**
- ▶ **Youths**
- ▶ **Partners/Donors**
- ▶ **Professional bodies/Association**

Creating a Social Media Plan

What are your goals? Some examples:

- ▶ **Share news**
- ▶ **Get the word out about your events or projects**
- ▶ **Provide tips and expertise**
- ▶ **Attract prospective partners**
- ▶ **Increase your visibility**

HOW



Brand your Organization

- ▶ Using your organization's full name
- ▶ Create a memorable username based on your name
- ▶ Use organization's approved logo
- ▶ Organization colors



TOP TIP: YOU CAN FOCUS YOUR EFFORTS ON **1 OR 2 BIG PLATFORMS** AND STILL REACH MOST PEOPLE

Which social media platform do you consider most effective for communicating conservation impact?

- ▶ **Facebook:** For casual interactions, sharing links, sharing photos and videos. No character limit.
- ▶ **Twitter:** For short casual interactions, sharing links, sharing photos and videos. Character limit 140, great for specialized topics.
- ▶ **YouTube:** A video sharing site. Upload and share videos, people can comment on them.
- ▶ **LinkedIn:** For professional interactions – great for creating professional groups for students.
- ▶ **Instagram:** For short and visual media, fun and very casual.

Twitter

- ▶ **Images perform better than videos**
- ▶ **Follow relevant people**
- ▶ **Create interesting conversations:** After you follow a few people, you'll notice that some of those people will naturally follow you back. But if you really want to gain followers, you need to start twitting.
- ▶ **Tag relevant people**
- ▶ **Use hashtags (#)**
- ▶ **Schedule your tweet**
- ▶ **Use international days of action;** World Earth Day, WED, World Biodiversity Day, World Forest Day.



Best time to send out a tweet is in the morning or as it is hot

Post frequently and respond to engaged users

Connect with other social media users and ask them to share your content

Add links and icons from your website to your social media pages

Include your social media URLs in your e-mail signature

STOP SMILING IN THE DARK



Tomorrow's Earth is



Today's Responsibility

Practical Session

- ▶ Create your Twitter page
 - Create a Hash tag #----- create a tweet about the ongoing Training
 - Tag; Greenwatch, Media Council of Uganda, @miketerungwa @gifsep4climate etc...
- ▶ Create your CSO's Facebook Page

Thank You!
😊