

**CLIMATE  
LEADERSHIP**  
FOR YOUTH PRACTITIONERS

**HANDBOOK #3 - DIGITAL**





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# CLIMATE LEADERSHIP

## DIGITAL HANDBOOK FOR PRACTITIONERS

This document is 1 of 3 handbooks in **Groundwork's Climate Leadership** series. This handbook will cover everything you need to know when it comes to engaging with young people about climate change when using social media.

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You don't need to be a digital expert but it's important that you understand the basics of social media. Then think of it as taking the same approach to face-to-face youth work... but moving it online!

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Climate change; a phrase on the tip of everyone's tongue, and an event which young people will be most effected by it's consequences. By embedding digital learning techniques into your youth work, you can inspire young people to be part of the next wave of youth climate activists.

# SOCIAL PLATFORMS



## Snapchat

48% Reach to 15-25 Year Olds  
Behind the scenes | Group Chats



## Instagram

59% Reach to 18-29 Year Olds  
Live content | Interactive Stories | Hashtags



## TikTok

62% Reach to 10-29 Year Olds  
Trends | Creative & Informative | Visual

Snapchat, Instagram and TikTok are the three most commonly used social media platforms amongst young people. However to engage in meaningful conversations about **climate change** you may need to trial different communication approaches.

### Inspire & Inform:

Share inspiring climate related content, promote the daily work you're doing & offer industry insight.

### Group Messaging:

Keep connected without face-to-face work, spark discussion and build a peer-network of young people.

### Live Broadcasting:

Connect directly with young people, build engagement & use giveaways like vouchers as an incentive to join.

# SOCIAL MEDIA & CLIMATE: THE FACTS

## Barack Obama: Most Engaged Tweet



One challenge will define the future for today's young generation more dramatically than any other: Climate change.

## Engagement to Climate Change Content

2016	2017	2018	2019
<b>56M</b>	<b>84M</b>	<b>59M</b>	<b>132M</b>

## Greta Thunberg: Instagram Followers



2019	2020	2021
<b>4.6M</b>	<b>7M</b>	<b>10.6M</b>

## #HowDareYou Hashtag Movement

2019	14Hrs Later	2021
<b>1,000</b>	<b>72,000</b>	<b>203,000</b>

# WEEKLY THEMES



By giving your social media accounts weekly themes you will have a clear idea of the type of content you should push out that week; ensuring you stick to your main goal and also keeping your platforms organised and easy for users to follow.

Your youth workers should follow this theme too. If everyone is talking about the same thing online audiences will gain a better understanding of what you're trying to achieve.

Testing out different climate change themes each week will also give you a greater understanding of what resonates most with young peoples interests.



**ZERO  
WASTE**



**FAST  
FASHION**



**HEALTHY  
LIVING**



**NATURE  
& TREES**



**FUTURE  
LIVING**

# SOCIAL CONTENT

Sharing content is the best way to engage with your target audience. To keep you on track, design a content calendar with post ideas, images and videos that link the theme for each week.

Create original how-to videos, share memes, jump on trends and use 'live' features to directly engage with your followers. Remember, don't share a post if it doesn't include an image and make sure you credit the original author in your post too.

**Tip:** Create a repository of hashtags that link your work to a wider discussion. This helps you to reach more people and makes it easier to post daily content.

***#climateemergency #natureemergency #sustainableliving  
#environmentaljustice #futureleaders***

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## Daily Inspiration Posts:

Content that promotes your weekly themes and offers an interesting insight for the audience. Posts should encourage likes, shares & comments.

# PLATFORM: INSTAGRAM

## THEME: ZERO WASTE



### *Start with a fact*

In 2019, UK supermarkets produced the 9,000 blue whales worth of plastic

### *Open engagement*

Like for 1 

Comment for 2 

### *Use relevant hashtags*

[#Zero-waste](#) [#WhyItMatters](#)  
[#ClimateLeadership](#) [#sustainability](#)  
[#ClimateChange](#)

# ONE TO TRY

# INSTA LIVES

**Instagram Lives** are a fun, informal way to engage with young people.

They can be used on your organisations account, or a youth workers account for a less corporate approach.

Create and interact in live conversation based on a specific topic or theme.

Instagram lives can be used in several ways: young people interview adults, or vice versa.

Another idea is to interview people from other youth work organisations. You can even work with your young people to create the Instagram live sessions together.

Pick a time when most people are online - 5:30 works for us!



## Introductions

Introduce the live, your weekly theme & guest!

1

2

## Quick Fire Questions

Connect the guest to the topic of the week in a lighthearted manner.

## Examples

*Do you have a garden at home?*

*The last piece of fruit you ate?*

*Ever been stung by a bee?*

2

3

## Quiz Time

Ask viewers questions about the guests answers to the above!

## Winners

Offer vouchers to the winners & promote up-coming content!

4

# INSTA LIVES

# CASE STUDY

**PLATFORM:** INSTA LIVE

**THEME:** NATURE



## ***Recruit a guest speaker***

Today I am joined by Nicole from the Forestry Commission, a tree species expert!

## ***Use a catchy title***

**Meet a real-life tree surgeon!**

## ***Open engagement***

I will be inviting you on to take part in a quiz at the end, so make sure you listen to our convo. There is a £10 voucher for the winner!

### **FACT BOX**

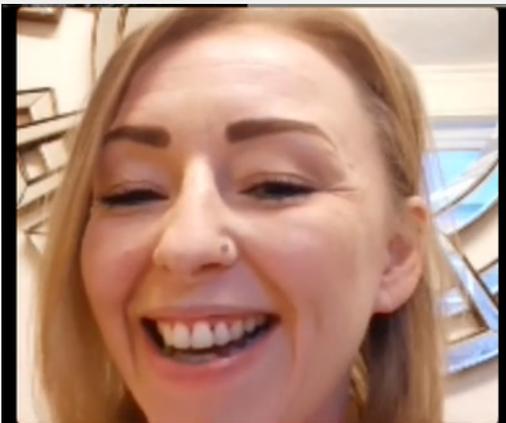
Accounts reached: **327**

Views: **74**

# CASE STUDY

**PLATFORM:** INSTA LIVE

**THEME:** LITTER AND PLASTIC



## ***Engage with a young influencer***

Ask young influencers from the UK and abroad to talk about their passions!

## ***Connect with young people online***

By using hashtags in your content you will be able to reach more young people. In this case, it sparked a conversation between Portuguese influencer @mi4lip3 (Mia) and our youth team, which led to her featuring in an Instagram Live!

## ***Small steps towards change***

Seeing what other young people do really inspired the viewers, as they could relate to Mia!

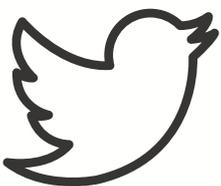
# PLANNING CONTENT

Planning your content ahead of time will help you stick to the weekly themes and users will start to respond positively to content they expect to see on each day!



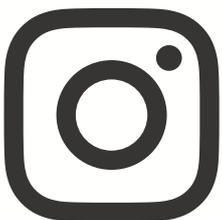
## **Hootsuite**

Hootsuite is a social management platform. With limitations, it's available for free!



## **Tweetdeck**

For Twitter, tweetdeck is a free dashboard programme where you can schedule tweets!



## **Instagram Drafts**

You can draft Instagram posts inside the app, allowing you to build a collection of posts.

# WEEKLY SCHEDULE

Here's a weekly schedule example which you could try! Remember to put some time aside to source content and interact with other accounts.

## MONDAY

Daily Inspiration

Share posts on your  
instagram story

## WEDNESDAY

Daily Inspiration

Zoom Debate Session

## TUESDAY

Instagram Live  
promo post

**Instagram Live** with  
guest speaker

## THURSDAY

Daily Inspiration Post

**Zoom Quiz**



## FRIDAY

Daily Inspiration

WhatsApp catch  
up

# KEY TAKEAWAYS

For safeguarding purposes, ensure more than 1 other person from your organisation is watching live videos.

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Reflect weekly on which content gained the most engagement and why, this can help future posts!

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Pick the best time to be active online...top tip, this is when others are online too!

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Themes will give you structure and talking points when posting and using 'live' video features.