

# Saving the Planet with Social Media

Using Social Media to Amplify our Climate Activism



# Your Voice Matters



# **Poll Question #1**

**Are you on social media? What platforms are you on...Facebook, Twitter, Instagram...or other**



<https://www.facebook.com/350Madison/>



[https://www.instagram.com/350\\_madison/](https://www.instagram.com/350_madison/)



<https://twitter.com/350Madison/>

**\*\* Or go to [350madison.org](https://350madison.org) to find a link to each site \*\***

# Poll Question #2

Can you guess how many **TOTAL** followers  
**350 Madison** has on social media?

# 4,141



\*2,727 FB + 943 TW + 471 IG

# These are people showing their support



# They're asking for content and updates from 350 Madison in their news feed

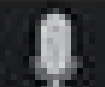




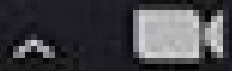
# They WANT to be part of this online community



Can you imagine if they all showed up to this meeting?



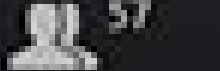
Mute



Stop Video



Invite



Manage Participants



Polls



Share Screen



Chat



Record



Closed Caption



Breakout Rooms



More

End Meeting

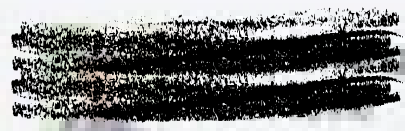
**BUT Facebook, Twitter and Instagram  
are run by an algorithm**  
(a computerized system of calculations to  
identify behavior patterns)



Search for people, places and things



Home



- News Feed
- Messages
- Events

- GROUPS
- Lunch Crew
  - Science 101
  - Mystic Camping
  - Create Group...

- FRIENDS
- Close Friends

New! Stories have a streamlined look with bigger photos.

Update Status Add Photos/Video

What's on your mind?



Like · Comment · Share

Write a comment...

And 1 other

2 events this week

TRENDING Learn More

- Paul Rudd: Lip Sync Battle with Paul Rudd
- Ben & Jerry's: Ben and Jerry's Announces Four New "Core" Flavors
- Paco de Lucía: Renowned Spanish Flamenco guitarist Paco de Lucía dies

PEOPLE YOU MAY KNOW See All

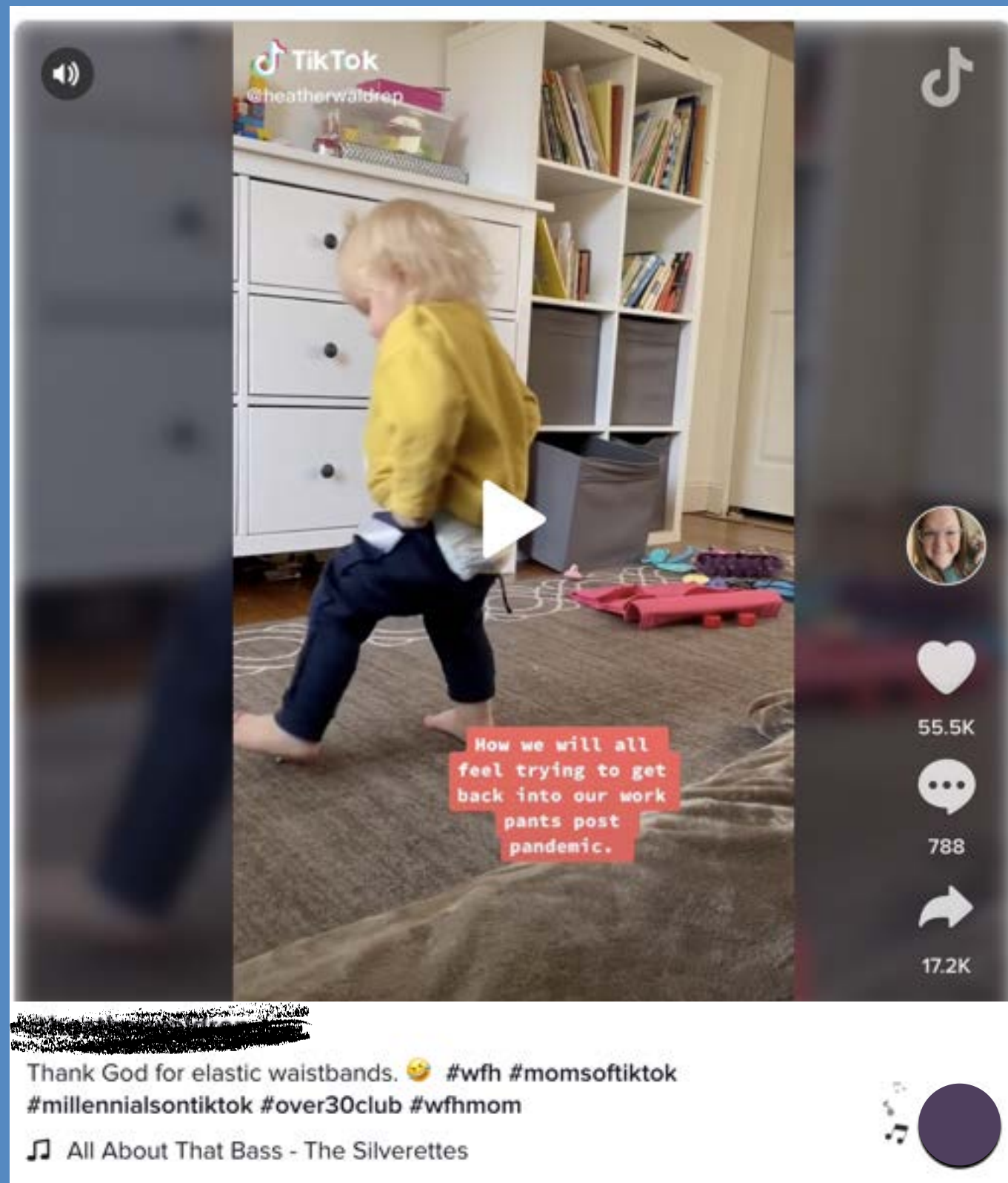
- Mike Rumble Add Friend
- Julie Zhuo 8 mutual friends Add Friend

English (US) · Privacy · Terms · Cookies · More +  
Facebook © 2014

**They use your own likes, comments, shares to decide what they're going to show you.**

Like your best friend  
showing off his  
favorite sweater  
during quarantine...





Or a funny video of a toddler trying to get her pants on... that you can relate to!

[https://bit.ly/popsugar\\_link](https://bit.ly/popsugar_link)

Or a post from  
350 Madison  
with good news  
about an issue on  
climate change that  
will affect you.



 **350 Madison Climate Action Team**  
Published by Cathy Loeb [?] · November 13 · 🌐

This is huge! While Minnesota approved permits for Enbridge's Line 3 yesterday, today Michigan Gov. Gretchen Whitmer revoked the easement granting the company the right to run its Line 5 pipeline through the Straits of Mackinac. The revocation will take effect within 180 days, at which point the flow of oil must stop.

A great day for the Great Lakes!  
#DecommissionLine5

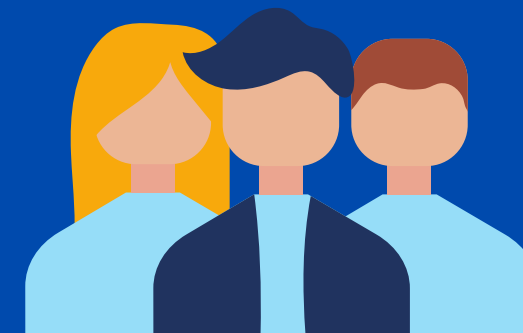


CHICAGOTRIBUNE.COM  
**Michigan Gov. Gretchen Whitmer moves to shut down Great Lakes oil pipeline**

👍❤️👏 111      5 Comments 16 Shares

# When you take action on a post

in the form of a like, click, comment or share, you are signaling...



## The Platform

You like this content  
You want more content like this in  
your newsfeed  
Others would like to see more content  
like this

## The User

You enjoyed their post and agree  
with what they're saying  
That they should post more content  
like this  
More people would like to know what  
they're saying

## Your Followers

You recommend or endorse this  
content and you think that they  
would like it too



**For business pages like 350Madison,  
Facebook and Instagram use this information to  
RANK THE QUALITY OF YOUR POSTS**



**For business pages like 350Madison,  
Facebook and Instagram use this information to  
RANK THE QUALITY OF YOUR POSTS**



**High engagement means your content is meaningful so  
they'll serve your post to more people in your network.**

**Consistently low engagement leads to fewer followers seeing your posts.**



# Poll Question #3

Can you guess how many pieces of content are shared daily on Facebook, Instagram and Twitter?

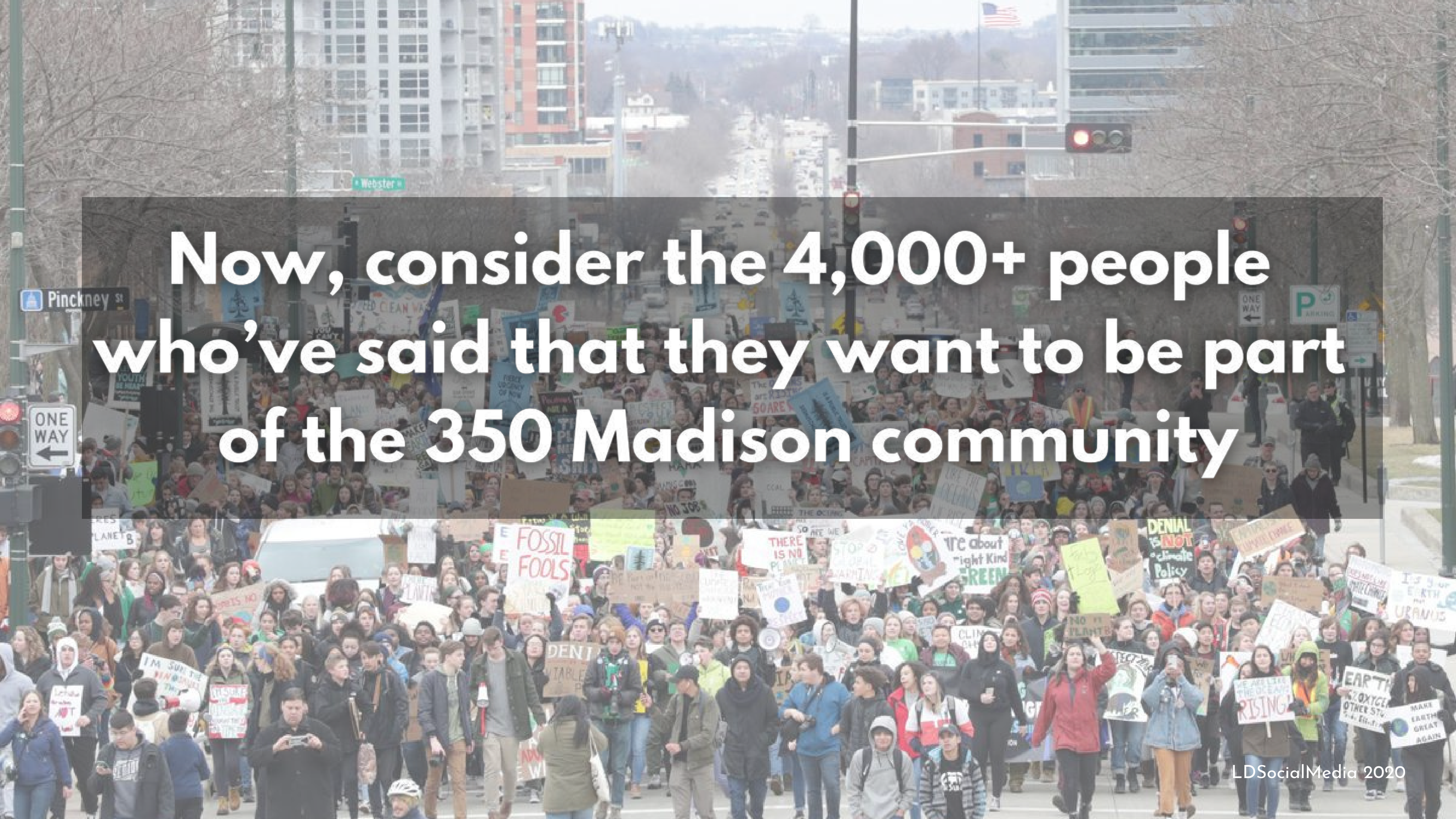
**5,345,000,000**



# 5,345,000,000

That's 60,000 posts every second!





**Now, consider the 4,000+ people  
who've said that they want to be part  
of the 350 Madison community**



**Only a small portion of them actually  
get to see our posts**



**This is where YOU come in...**





The background image shows a group of people, likely healthcare professionals, in white lab coats. They are looking at their smartphones. Overlaid on the image are several colorful speech bubbles containing social media icons and numbers: a pink bubble with an envelope icon and '21', a purple bubble with a star icon and '16', a yellow bubble with a thumbs-up icon and '86', a purple bubble with a person icon and '17', a blue bubble with a heart icon and '91', a red bubble with a person icon and '2', and a blue bubble with an '@' symbol and '9'. There is also a large orange bubble on the left with a network icon.

# ENGAGEMENT!

The single most important thing that you can do to increase awareness and reach our followers!

# Like, Comment, Share, Save, Retweet, Watch

All of this sends a message to the platform and other followers  
that this is content worthy of seeing/sharing



**Because you're an  
Ambassador of  
350 Madison, that  
makes you a social  
media INFLUENCER!**



**This isn't about having a MILLION followers  
(though that would be nice)**



350\_madison

Follow

326 posts

473 followers

349 following

Followers



jananderson9292

Jan Anderson

Follow



FIELD Edventures

Follow



My Forest Armenia

Follow



Angélica Contreras

Follow



350perth

Follow



g.o.824

Follow



Objective Six

Follow



Esther Brueggemann


Follow

**It's about ENGAGING the 4,000 people who have said that they want to hear more. (Adding more followers is a bonus)**

Together

A group of three young people are sitting outdoors in a city setting, engaged in a conversation. On the left, a Black man with a beard and a white t-shirt is smiling and gesturing with his hands. In the center, a woman wearing a blue hijab and a white top is also smiling and gesturing. On the right, a white woman with blonde hair, wearing a plaid shirt, is looking towards the other two. The background shows a blurred city street with buildings and windows. A semi-transparent dark grey box is overlaid on the bottom half of the image, containing white text.

**FB and IG prioritize posts that spark conversations and meaningful interactions.**

A group of diverse young people are sitting outdoors, engaged in a conversation. On the left, a Black man with a beard, wearing a white t-shirt, is smiling and gesturing with his hands. In the center, a woman wearing a blue hijab is also smiling and gesturing. On the right, a white woman with blonde hair, wearing a plaid shirt, is looking towards the others. The background shows a blurred city street with buildings and a traffic light.

Meaningful interactions are posts that inspire back-and-forth discussion in the comments and posts that you might want to share and react to



# **It's a chicken-and-egg scenario**

You need people to engage with your posts  
but you need engagement in order for  
them to **SEE** your posts



# HOW TO!

After this presentation,  
you'll learn practical tips  
on how you can help make  
our messages more effective  
to reach our followers



# Top Ranking Engagement Activities by Platform



- Comments
- Likes
- Clicks
- Watch time
- Shares



- Watch time
- Saves
- Shares/Repost
- Comments
- Likes
- Save



- Likes
- Comments
- Retweets
- Clicks



**Greta Rocks** GRETA ROCKS ❤️❤️❤️❤️❤️❤️

Like · Reply · Message · 5w · Edited



Problem is people are not interested in either learning anything or doing anything. Without reading they won't know and even after knowing it they do nothing. Nothing will happen.. including Greta Thunberg.



Truly, we are family! (That's what they dance to) We go way back, like hundreds of millions of years, but we'll all benefit from a big turnout, so VOTE!

Like · Reply · Message · 7w



there is no more important issue in the upcoming election than that of climate change. Its effects on the health of the planet and the wealth of economies will make the current global pandemic seem minuscule.

Joe Biden has put forth an aggressive prop... [See More](#)

Like · Reply · Message · 7w



So glad to see this creative and inspiring work! Thank you!

Like · Reply · Message · 7w



Love this creativity for a cause! Vote and help protect all creatures!

Like · Reply · Message · 6w



these costumes ❤️

Like · Reply · Message · 7w



My hope is that enough of a public outcry will encourage the transition team to reconsider this selection.

Like · Reply · Message · 2w



I think Biden is trying to have a government of INclusiveness not EXclusiveness. If the fossil fuel industry is included in finding solutions , it seems to me, they'll have more inclination to implementing solutions.

Like · Reply · Message · 2w



This is a good point!

Like · Reply · Message · 2w



- possibly 👍

Like · Reply · Message · 2w

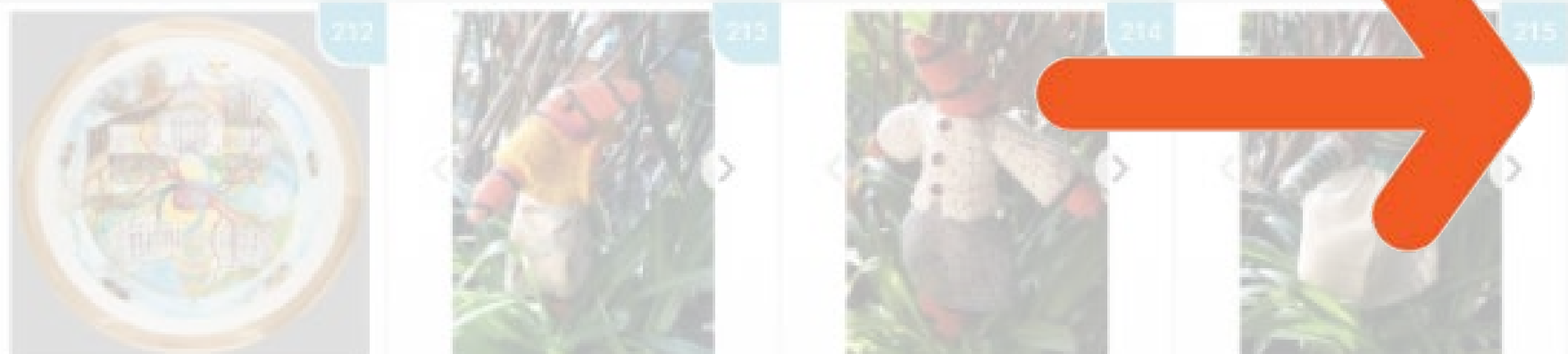


350 Madison  
Climate Action Team  
@350Madison

- Home
- About
- Events
- Photos
- Videos
- Community
- Groups
- Reviews
- Jobs
- Offers
- Posts

Like Follow Share

Photos



**GIVING TUESDAY**  
**LIFT YOUR VOICE FOR**  
The most vulnerable  
Clean air and water  
Climate and racial justice  
Renewable energy  
Strong communities  
Our children and our families  
A Healthy environment for all living beings

**LIFT ALL VOICES**

Learn More

Community See All

Let friends know about your Page  
**Invite Friends**  
2,578 people like this  
2,731 people follow this

About See All

Typically replies within a few hours  
<https://350madison...>  
**Promote Website**

Page Transparency See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.  
Page created - January 2, 2012  
Page manager location: United States

Pages Liked by This Page

ATLYS  
LDSocialMedia 2020

**Also, Facebook makes it easy to invite your friends to like a page.**

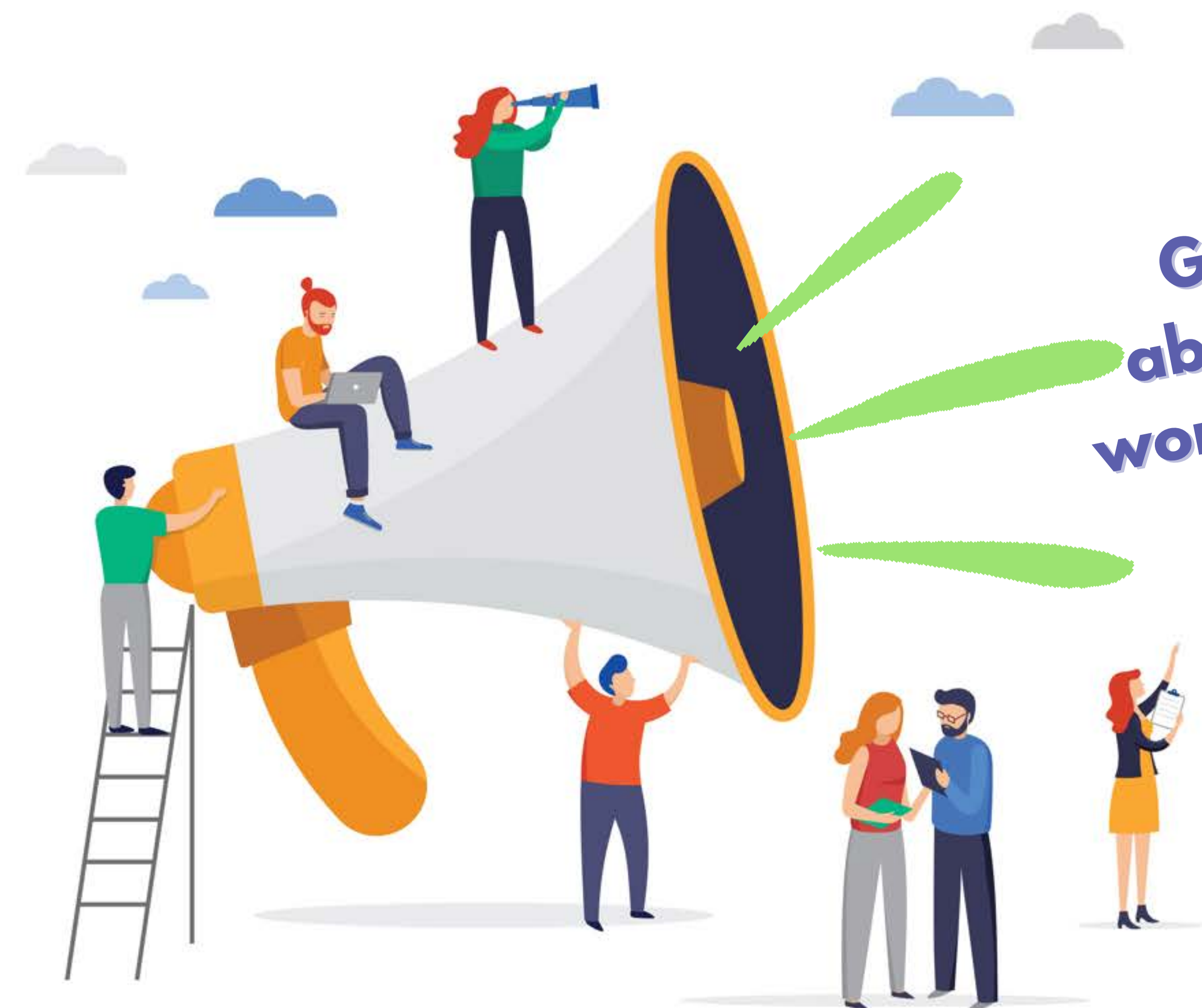


**Set a time every day**

**10-15 minutes  
engaging with  
350 Madison**



**This is how to gain momentum.**



**Get the word out  
about the important  
work that's happening**





**“Commitment is the ignitor of momentum.”**

**-Peg Wood**