

ENGAGE WITH SOCIAL MEDIA

A tool to help you to get creative, think wide, and to put your key messages into action throughout the year.

REQUIERED ROLES

A person to coordinate the communications and a group of enthusiastic team members ready to go creative

PREREQUISITIES

A clear vision of your goals both in long and short term; your communications needs to be linked to your goals and actions during the planned communication period

Local context understanding

100 Smart Everyday Choices and Motivation profiles



OVERVIEW

To engage with your audience, we help you to create an annual wheel, a tool to help you to get creative and to give structure to your communications.

Social media is an efficient tool

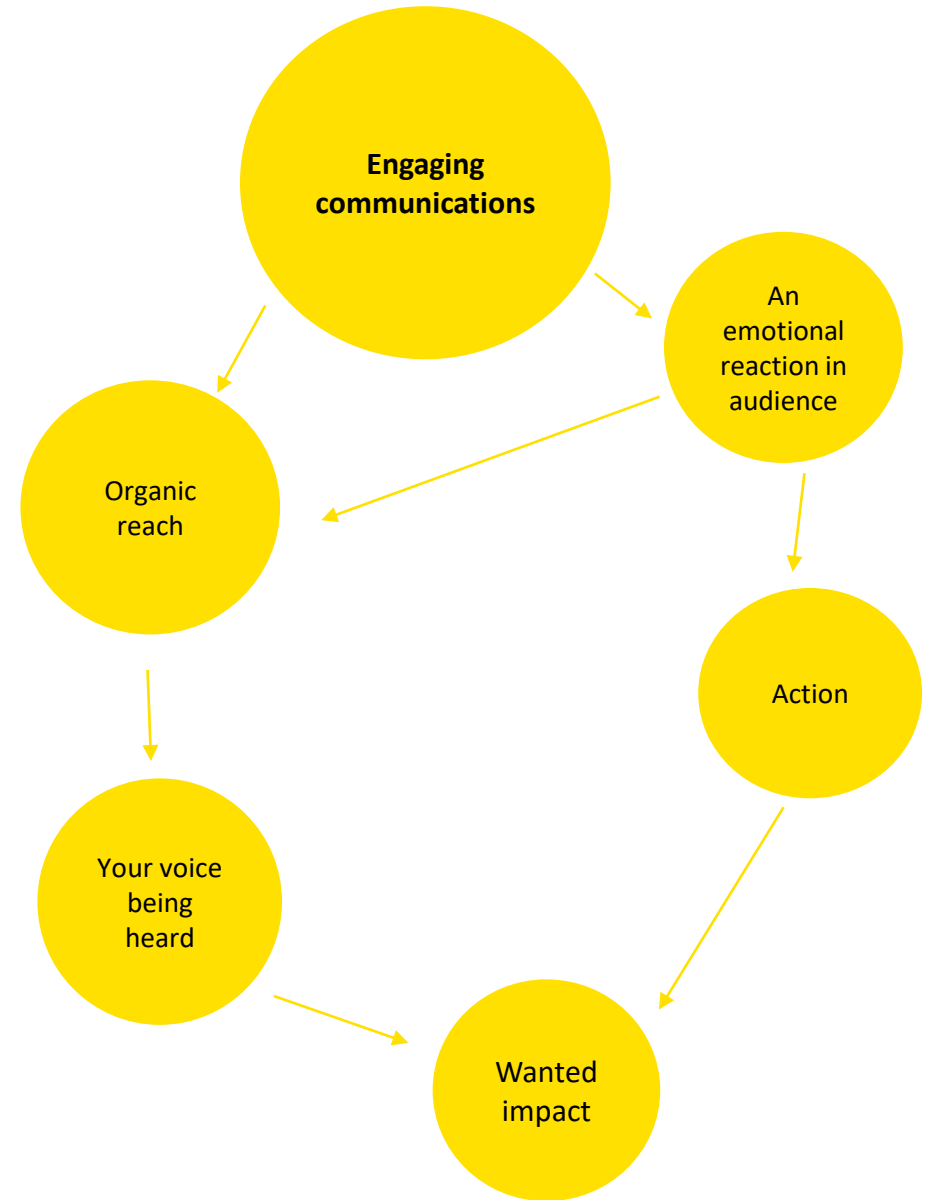
to communicate your message and both engage and have dialogue with your audience. With engaging communications social media is a common way to have your message spread organically and support your audience into action. Additionally, this way you can strengthen your brand and interact with both your target group(s) and other organizations working on the same field or with similar types of topics. It could also help create a buzz around different actions supporting the transition to sustainable lifestyles.

To feed your creativity, we have gathered for you a set of draft templates used during the Sitra's project between 2017-2021 to be as an example and allow you to get creative. The draft templates are for year-round interactions on strategic dates. Go wild!



PAYOFFS

1. Engage and interact with your audience
2. Appeal emotions and have your message go viral
3. Drive your audience to action
4. Reach a wider audience



WHAT IS NEEDED

A project plan. What are your goals for this year? How about for each quarter of the year? To be effective, the communications' plan should base on the project plan, its actions and goals.

Content for your communications. To begin it might be a good idea to have for example the [100 smart choices](#) localized to have examples of everyday actions and [Motivation profiles](#) for what moves people ready before starting.

A person in charge to coordinate the communications and a group of team members or a clear division of responsibilities among the team.



PREPARATION. You can consider the following.

A communications plan. How and what you want to communicate in social media, and what are your targets with your messages? Where you want to direct your audience? What types of messages you think would resonate with your audience and get them to share your messages?

In which **channels** you wish to be present, and how can you reach and engage your audience? Select channels where people are already present.

Look for local festivities and holidays you could use as a part of your communications; Skiing holiday, a holiday for winter sports was for example used in Finnish context for its high value for school children and for its vulnerability of climate change. No ice or snow, no winter sports. Go through the list of global dates in the attachment and pick the ones you find useful. Knowing your local context is important in addition to have your voice heard.

What are your **key messages and hashtags**? What are the popular and well-known hashtags you can use to bring your message through? Would for example #ZeroEmission, #TuesdayThoughts or #coffee work for you? They don't need to be directly related to the environment.

Who are **your audience** and how do you want to address them? Here [Motivation profiles](#) might be useful and give you some ideas.

Will you **follow the reach** of your posts and if yes, how? Remember you can boost your visibility by paid posts and get the most value for money if you have already mapped what are the most potential messages to reach your targeted audience.



Execution

Be ready to discuss. Your posts will gather comments and would need your reactions. For more tips, you can read the Method [Engage with Storytelling](#).

Publish planned posts according to the plan. The messages can be written well before or right before the publication moment. This depends on your organisation. Use both organic and paid reach to attract your audience if necessary.

Keep an eye on feedback. What works and what not; what do the analytics say or are you having the types of reactions on your posts you wish? Are you reaching the goals you are looking for?

Keep an eye on local and global events and new trending hashtags, like publication of IPCC report, Roskilde or a phenomenon like Netflix's Stranger Things. You can use a trending hashtag still few days after it started trending if it fits your communications.

Update your plan accordingly if and when needed based on the feedback, new or sudden events, or other relevant opportunities. The communications plan does not need to be set in stone.



ADDITIONAL RESOURCES AND CONTACTS



SOCIAL MEDIA ANNUAL WHEEL

A document with a list of example dates and social media posts ready for your use as they are or with moderations. Please make contact and we will provide the materials.

CONTACTS

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Additional images: [Pixabay](#) and [Gredi](#)

These images are for your inspiration. You can use them directly or with modifications. Go wild with your imagination!

