



# Module 5. Social media for social responsibility and its role in tackling climate change: heroes to the rescue!

## Session 3. We have the power: tackling climate change with social media

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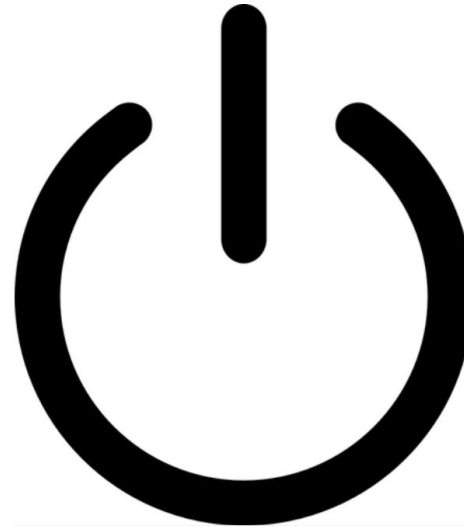
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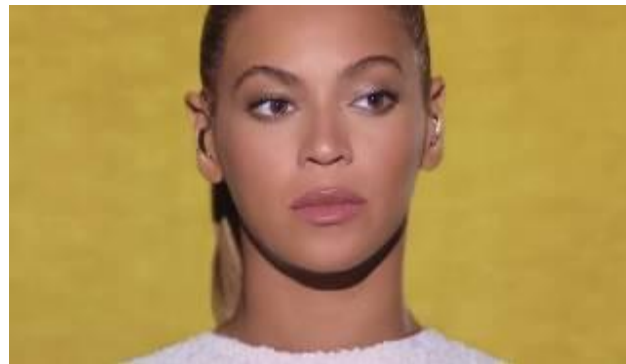
# Contents

- This is Your time!
- The climate change problem...
- ... and its solution
- Create your climate action
- References



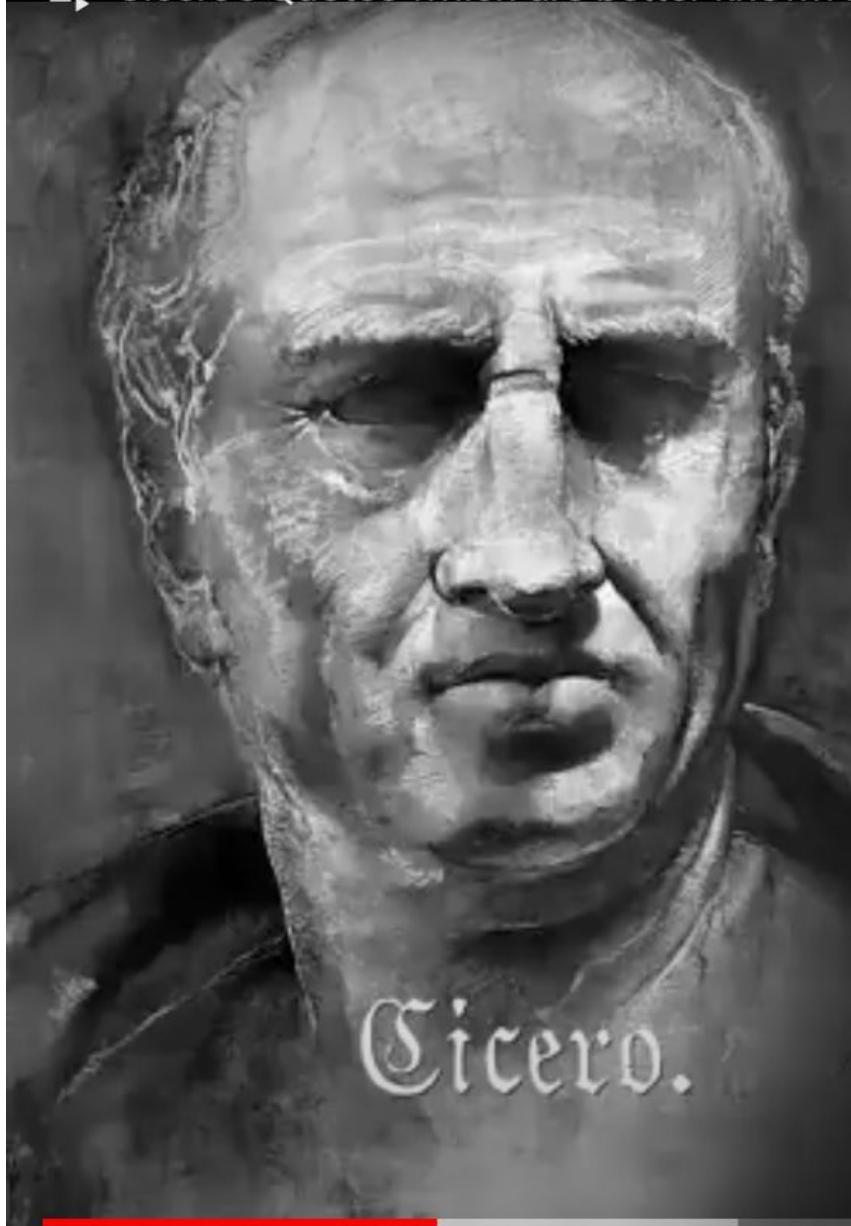
# This is Your time!

Spurring us to take powerful action for the world, Beyoncé's epic music video *I Was Here* is a true inspiration.



**Activity 3.1 for an individual or group (10 mins):**  
This video takes our mission to a whole new level.  
How does it make you FEEL? Share your insights!





*“The **causes** of events  
are ever more interesting than  
the events themselves.”*

Cicero.

CICERO

A Roman statesman, 106 BC – 43 BC

# The climate change problem... (1/2)

What do we REALLY know about climate change? Well, the dominant assumption across the world is that global warming is mainly a man-made phenomenon, and it's the humanity's duty to fix it. This is heavily backed by science; see e.g. [Scientists Reach 100% Consensus on Anthropogenic Global Warming](#)

We certainly agree that the Earth climate IS changing, just like everything else is in a permanent state of flux. We also agree that there ARE pollutants in the air, and these should be minimised. However, there is no certainty nor a single interpretation about the causes of climate change: see a more recent study, e.g. [97% Consensus on Climate Change? Survey Shows Only 59% of Scientists Expect Significant Harm](#)

# The climate change problem... (2/2)

Science is not infallible, and it's definitely not beyond corruption. Indeed, now it's evident that climate change has also become a political and economic issue. This is evidenced by articles such as

- *Top climate scientists are sceptical that nations will rein in global warming*
- *Researchers point to increased polarization around climate change on social media*

Based on our quick review of the available information, climate change is probably caused by 'normal' human activities, natural cycles, and/or misusing climate engineering technologies. We cannot even tell if climate change is more problematic as a natural or political phenomenon. The bottom line is that the truth has become too obscured.

# ...and its solution

Regardless of what the climate change is really about, there IS something we all can do, and which we urge YOU to do as a responsible member of the planetary biosphere. We can contribute to the following, at least:

- minimise polluting
- clean up our environment
- use clean technology
- learn more about climate change and its potential causes
- avoid harming and protect nature 🍀
- communicate for restoring Earth.



# Create your climate action 1/11

Social media are an ideal tool for promoting 'green' technology and lifestyle. Social media can also play a prominent role in campaigns to make citizens aware of climate change. Messages containing images are especially effective.

**Activity 3.2 for an individual or group (a total of 90 mins).** This last section is a step-by-step guide to creating a small, 'snackable' climate action campaign. Snackable means "(of online content) designed to be read, viewed, or otherwise engaged with briefly and easily" (*Oxford Languages*). You can work individually, in pairs, or in a group.



# Create your climate action 2/11

## 1. Choice (10 mins)

Choice is an essential element of this process. When preparing to take climate action online, you need to decide on your focus. You will be more open to further a cause if it focuses on something about which you are passionate. We suggest using a topic you are familiar with at this stage, so that you don't need to spend time on exploring new territory. General themes include:

- impacts of climate change
- causes of climate change
- truth behind climate change
- solutions
- local connection
- protests.



# Create your climate action 3/11

Alternatively, you may want to address a more specific question, such as:

- Who make climate change decisions, and who are left out?
- Who benefit from climate change, and who suffer?
- Why is a given climate change practice fair or unfair?
- What is required to create change concerning global warming?
- What alternatives can we imagine to recognize climate injustice existing at the micro and macro level?

# Create your climate action 4/11

## *2. Ask questions and dig deeper (10 mins)*

Determine what you know about your chosen topic, through a mindmapping or brainstorming app such as popplet (<https://www.popplet.com>), coggle (<https://coggle.it>) or bubbl.us (<https://bubbl.us>). These tools make it easy to start a discussion by typing a central issue to start a tree. You can add more ideas on the same level or branch out on a sub-level.

It's important to make everyone feel safe in sharing their opinions and build up engagement. This can take the form of asking questions. The ideas can lead to the social and economic reasons behind the problem. Subsequently, you can respond to those questions or comments offering suggestions as to what can be done about the issue.

# Create your climate action 5/11

## *3. Read and reflect (10 mins)*

If necessary, you can educate yourselves a little bit more about the chosen topic and the different viewpoints involved through a short additional reading or video. This can be particularly useful to define and apply the problem to your own lives.

## *4. Voice (10 mins)*

Next, please pick a specific angle to explore the connections between justice, truth and practical solutions of the topic you are handling. This will help you become more familiar with the topic and provide a comfort level when talking about it. At this stage, the core question is: **is your climate action about sharing information, or involving people in changing something?**

# Create your climate action 6/11

We have thus enabled conversations about various issues, and you have been empowered to voice your concern about and question climate-related circumstances in your lives or in the lives of those around you. Here are some good concrete approaches to consider for your social media messaging:

- show 'real' people
- tell a story
- show people who are directly affected
- a visual campaign based on the more general principles of meaningfulness and personification can be effective in representing climate change as a relevant issue in citizens' lives.

# Create your climate action 7/11

## *5. Select format (5 mins)*

Will your main mode of communication be text, pictures, video or audio? Why? This choice should reflect your topic and viewpoint.



# Create your climate action 8/11

## *6. Write a script (10 mins)*

Develop a script for the publication you want to make. Here, you will want to challenge yourselves by making sure that your script addresses the subject matter and opinions you want to convey to your specific audience. We suggest that you consider your target audience thoroughly, and if the social media post is to go viral, it must resonate with a broad audience.

The script can be a simple list or flowchart of the things you want to go through in your climate action. Here, you can avail of the results of the mindmap you made at step #2. An important consideration is that the script should reveal the order of the things you will deal with.



# Create your climate action 9/11

## *7. Make the publication (15 mins)*

When you think the script is ready, it is then time to compile your social media post in line with the format you have chosen — by writing out text, taking pictures, and/or recording video or audio. Here, you will be implementing the script. This will add authenticity to the learning experience as you will be communicating something you've learnt about your specific topic to a potentially global audience.

Please note that snackable content is meant to be short. As a result, you should limit your publication(s) to a total of 1 minute or less (measured in reading, viewing or listening time). A latent function of this requirement is that it encourages you to think critically, and logically connect ideas in a concise manner.



# Create your climate action 10/11

## *8. Post (10 mins)*

Publishing an authentic product for the world to see enhances the overall learning experience for you. The ability for you to share these creations adds deeper purpose and meaning to what you've learnt.

Moreover, each group can create a YouTube channel, Facebook page, Twitter account, or Instagram account to post the publications of the participants. A centralized collection of the group's posts will provide documentation of what you learnt on this particular course. We suggest discussing with the group where to post the publications to make sure everyone is comfortable with the idea.



# Create your climate action 11/11

## *9. Reflect (10 mins)*

Finally, after posting the messages on social media platforms, you can take the time to reflect on the content. Reflection is essential in completing the learning process. It provides an opportunity to get an overall sense of the growth experienced throughout the project. In addition, you can appraise how well you succeeded in your mission.

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**ON SOCIAL MEDIA!**



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