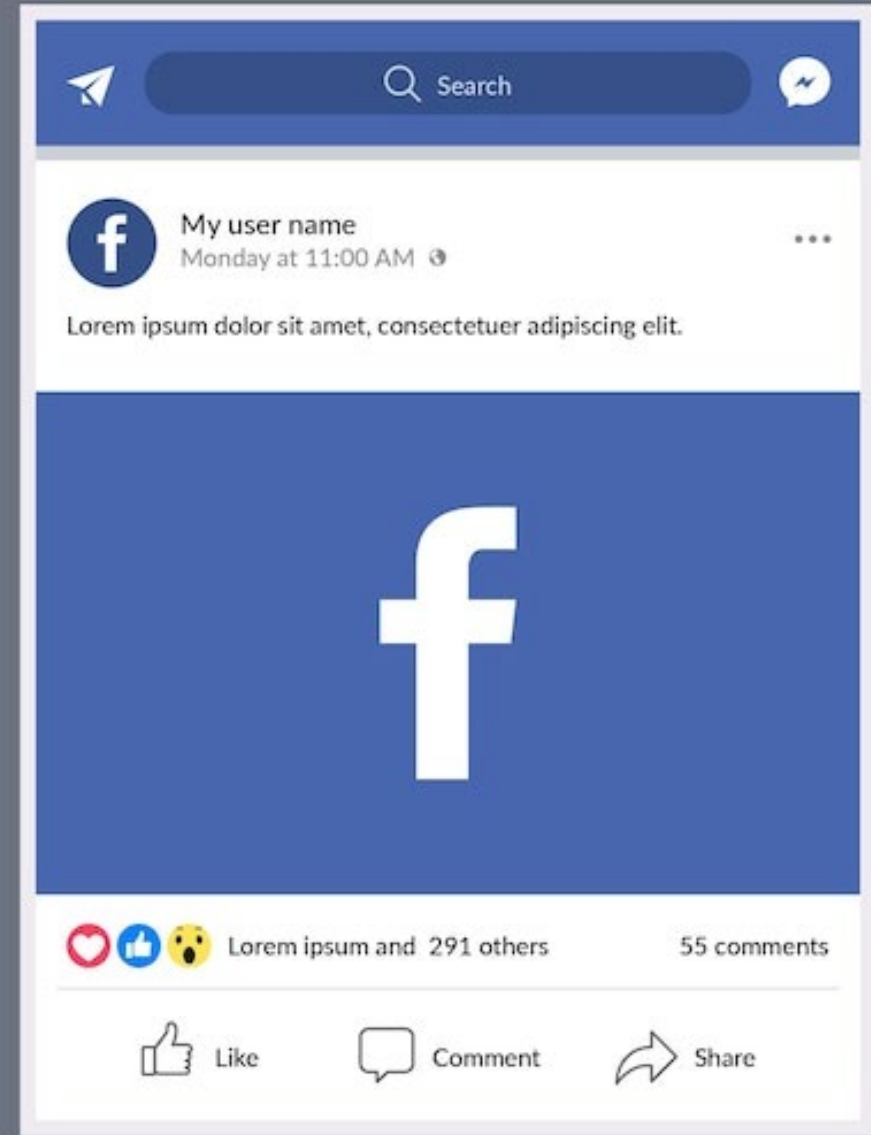




(social media strategies,  
photographs, visualizations)

# Posting on social media

- **Friendly and conversational tone**
- **Not too much text:** In the past, it was 100 - 250 characters. Now recommended 40 – 80 characters.
- **Use images and video:** Images are better than words to make users pay attention.

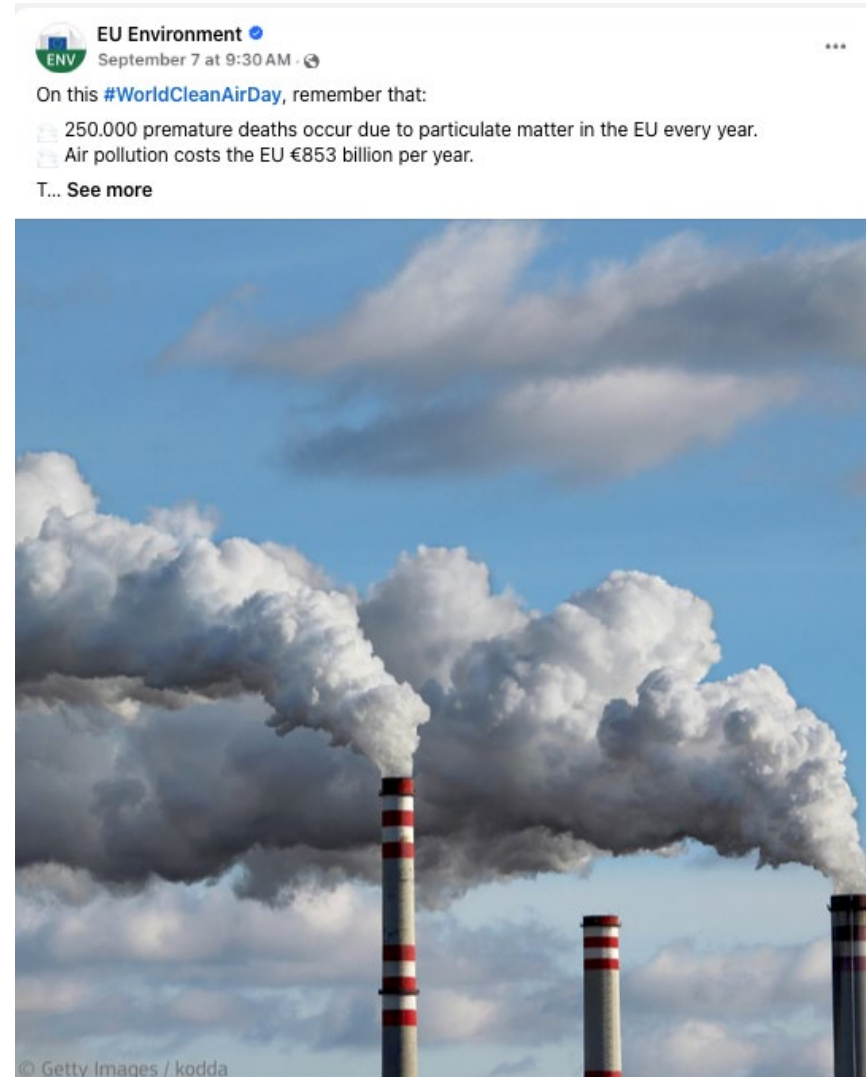


# Social Media – The power of the image

Social media has become very visual

Images draw people's attention

Images are easier to consume than text

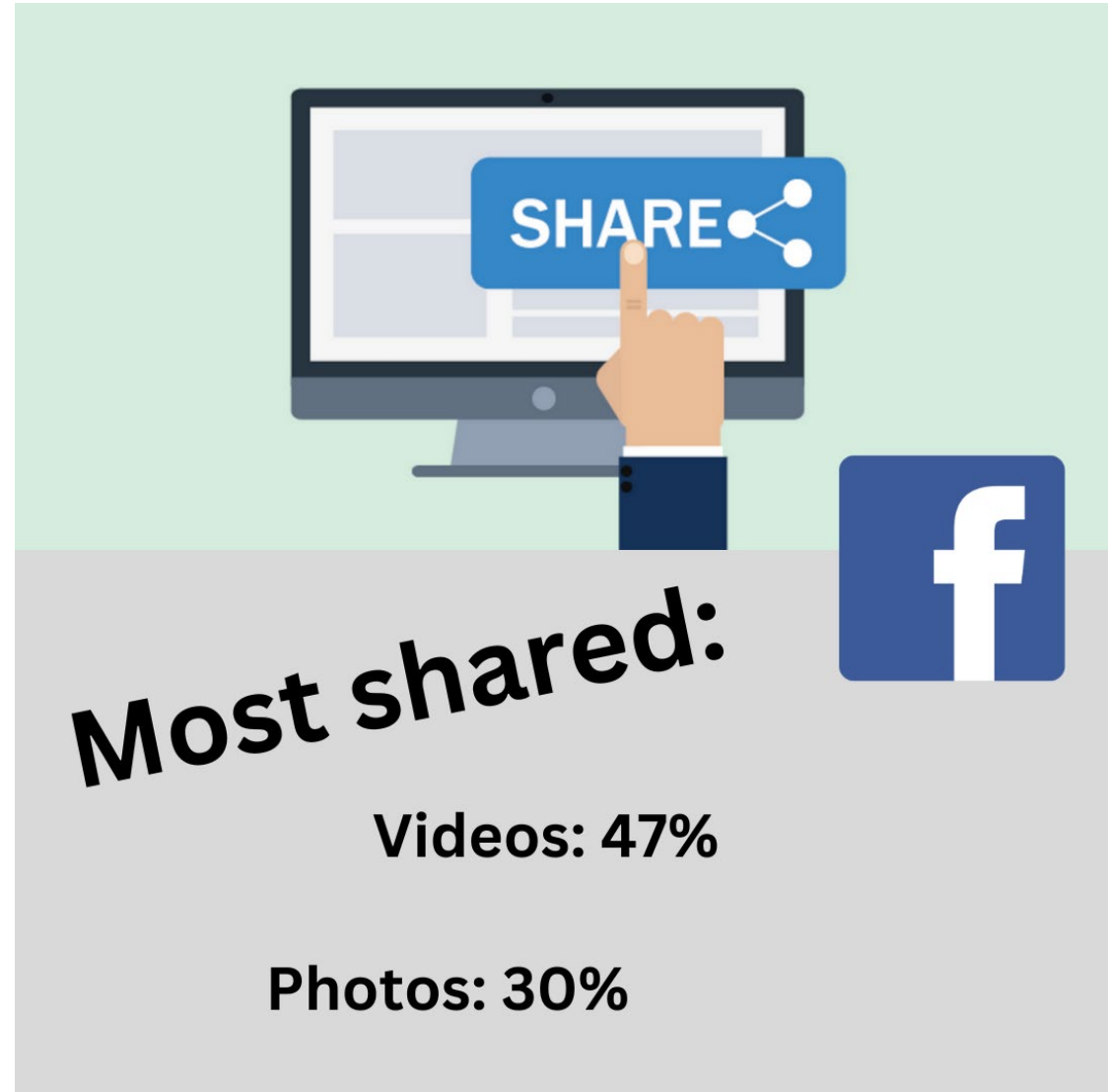


# Photos on Social Media (Facebook)

Good pictures make your post stand out

People take action more quickly when prompted by images

Facebook posts with image(s) generate 53% more likes

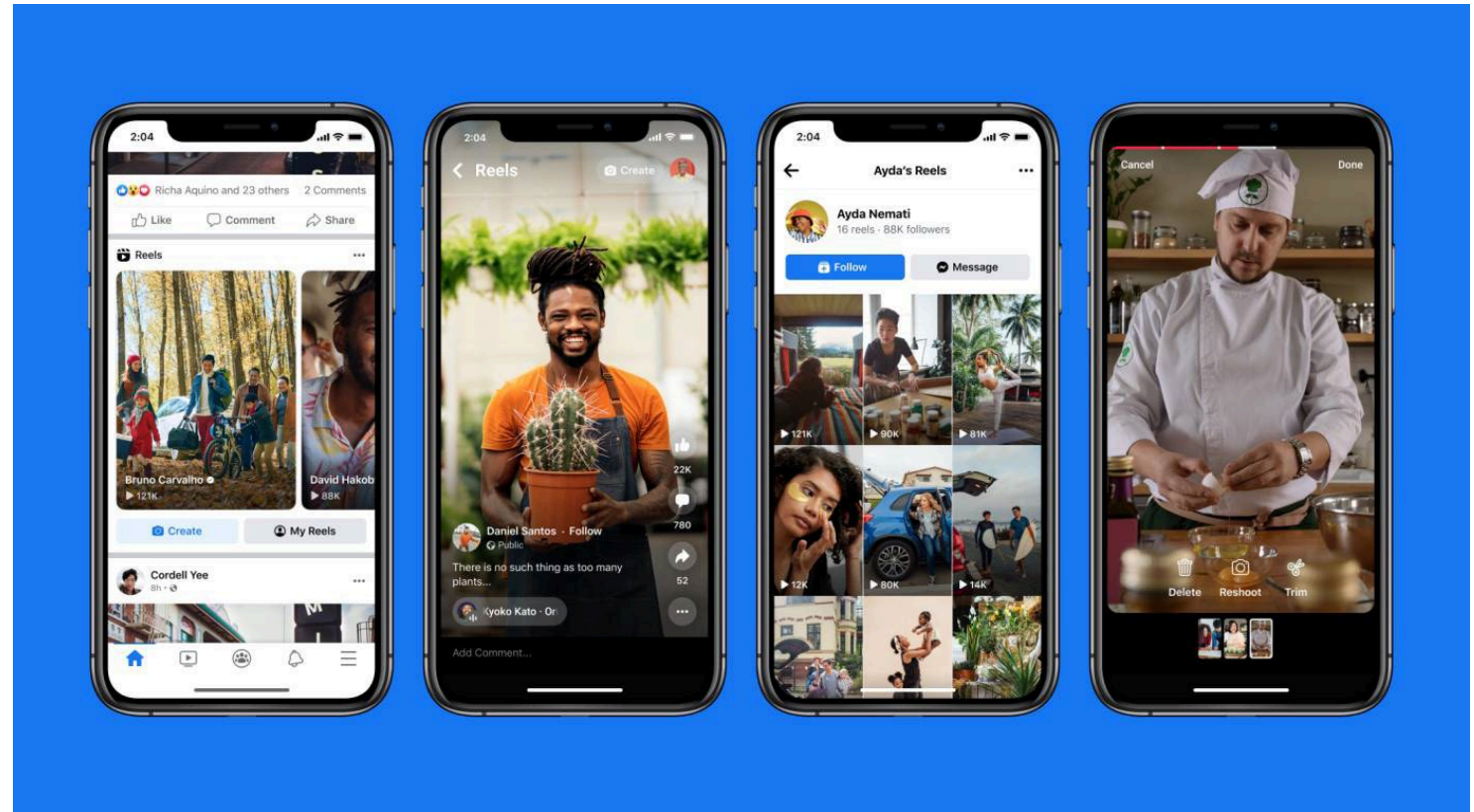


# Videos on Social Media (Facebook)

Video is the most shared

Videos have high engagement, especially with younger people.

Short-form videos tend to go viral



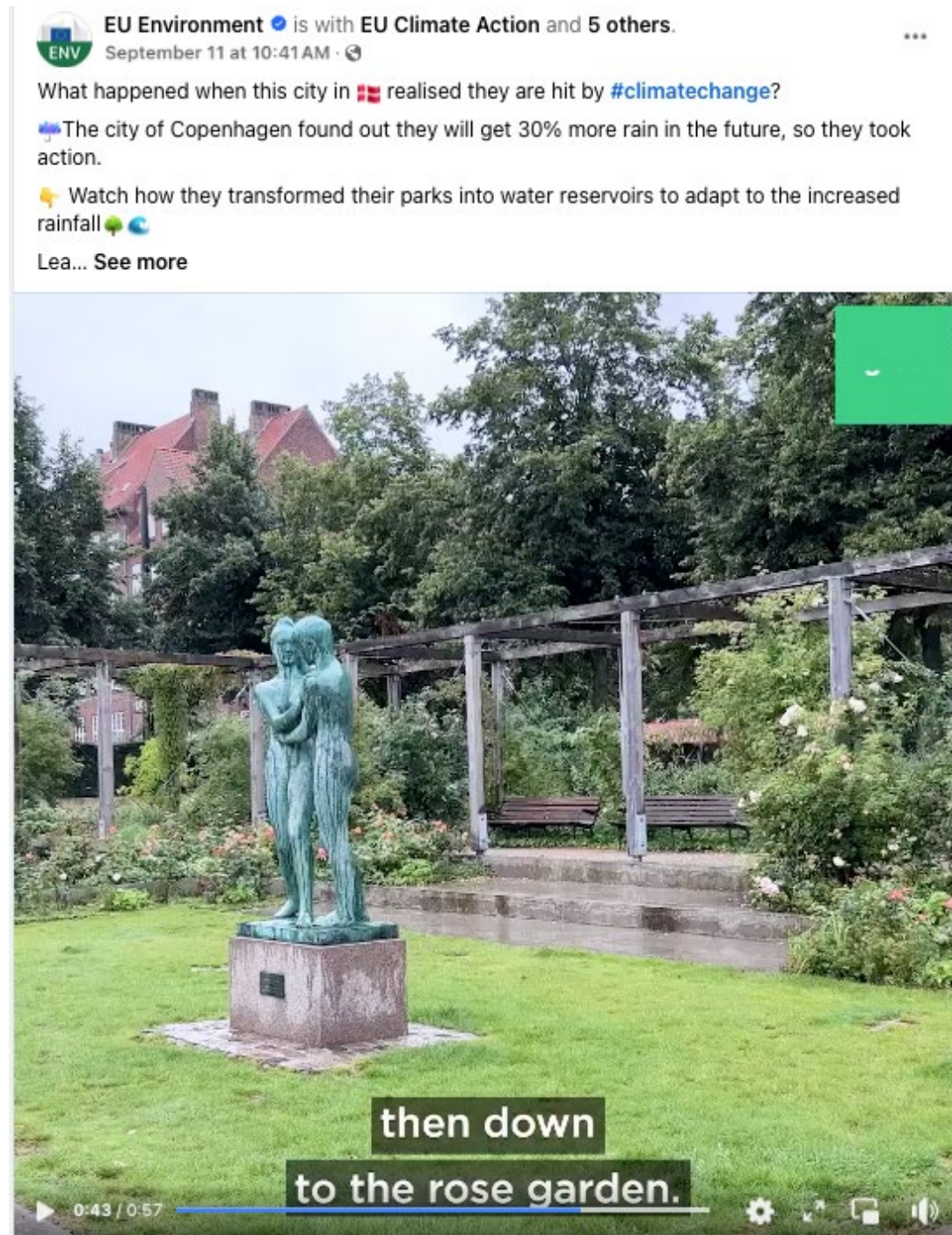


# Social Media Video

Shorter is better, subtitle  
are useful

Capture users  
attention in a few  
seconds

Doesn't need to be  
complicated



# Social Media -- Infographics



Present information visually, using both text and images

Images get people's attention, but text adds more information

## HOW TO STOP CLIMATE CHANGE

01

### INCREASE ENERGY EFFICIENCY

Reduce energy consumption by using more efficient technology and implementing energy saving practices at home, at work, and in transportation.

02

### PROTECTING FORESTS

Prevent deforestation and restore degraded forests to reduce carbon emissions and store carbon in soil and vegetation.

03

### INVEST IN RENEWABLE ENERGY

Reduce dependence on fossil fuels by switching to renewable energy sources such as sun, wind and water.



# Social media – Photos

Beware of long shots





## Social media – Photos

Pictures are small on screens. Crop them to show the most important element.



# Social media – Photos

Avoid using too many  
passport-style  
photos



## Social media – Photos

Use group meeting /  
workshop shots  
sparingly.





## Social media – Photos

Show people doing something in their surroundings.





# Photo Composition Techniques



**How to make your photos better**

# Good Photo Techniques

**Rule of thirds:** Make pictures more dynamic by taking the subject out of the center



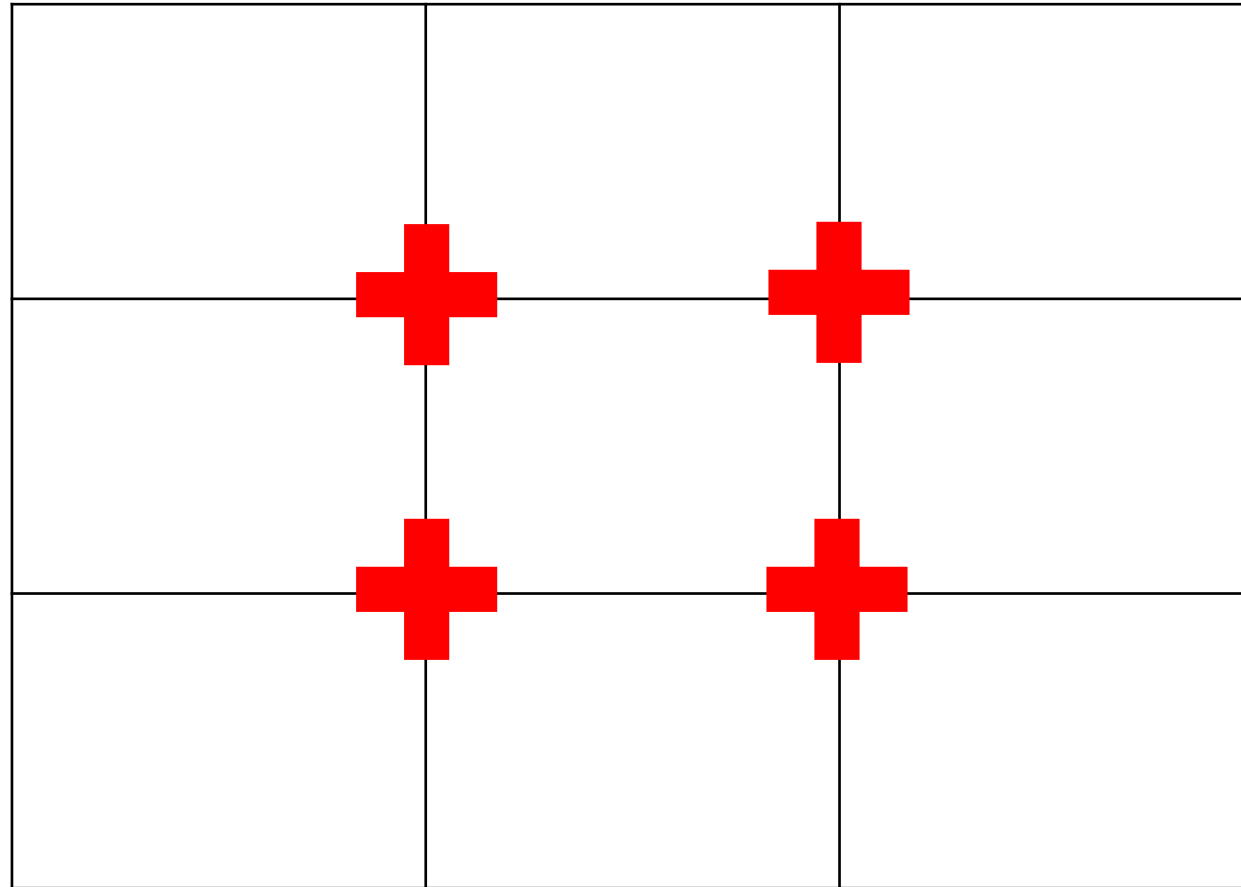
OK, but a little static



This is better, has more tension

# Good Photo Techniques

## Rule of thirds



# Good Photo Techniques

## Rule of thirds





# Good Photo Techniques

## Rule of thirds



# Good Photo Techniques

## Cropping

Getting rid of information not essential to the picture. Focus on one or a few graphic elements.





# Good Photo Techniques

## Cropping

Focusing on exactly where the action is gives your photos more emotional impact.



# Good Photo Techniques

## Cropping

**Come in close. People like to see faces. Groups of people from farther away are less interesting.**



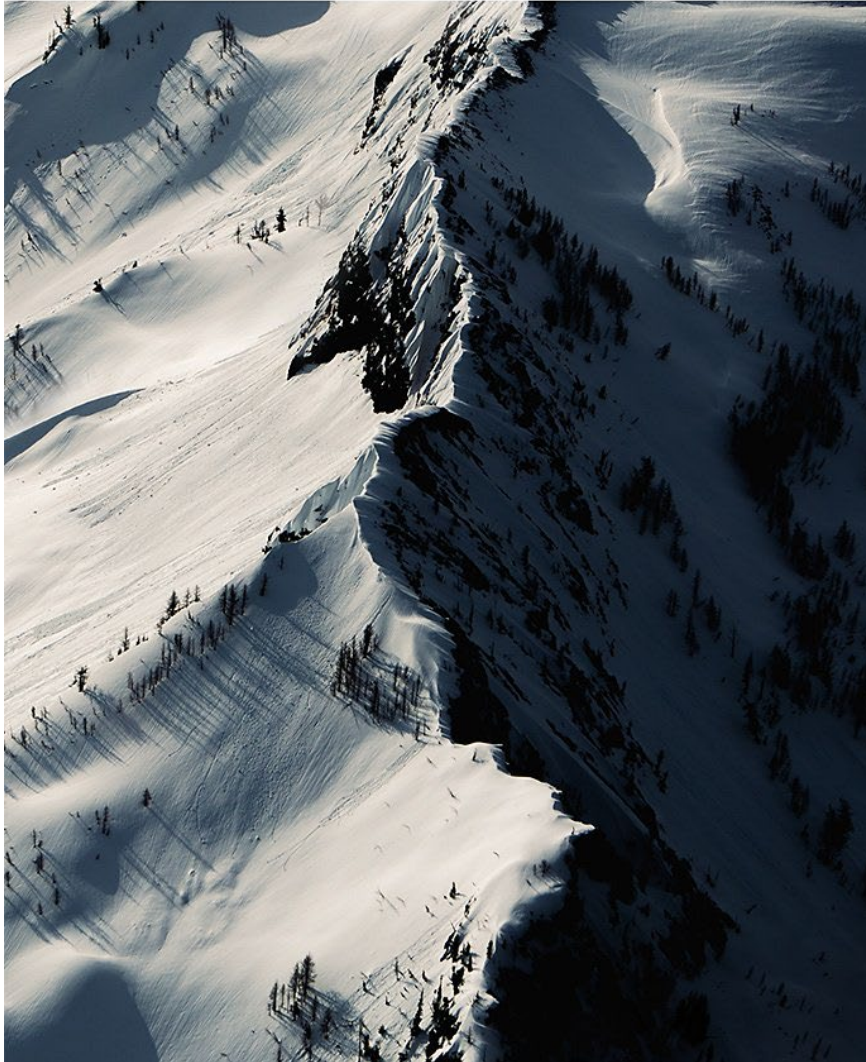


# Good Photo Techniques

## Contrast

Mainly blacks and whites with very few grays. Stark and dramatic.

Color contrast puts warm and cool colors next to each other.



# Good Photo Techniques

## Leading lines

Lines within an image that lead the eye from one to another point





# Good Photo Techniques

## Framing

Draws attention to the subject of your image by blocking other parts of the image with something in the scene.



# Photos

Leading lines

Rule of thirds





**QUIZ!**























# Photo editing apps

- **Pixlr, Photoshop, Canva (web)**
- **Snapseed (Android or iOS)**
- **Camera on your phone**
- **Or Google it...there are many out there.**

# Photo editing vs. Photo manipulation

# One definition: Photo editing vs. Photo manipulation

## Editing

- making minor adjustments to an image to enhance it by changing the exposure, contrast, color saturation, sharpness, cropping, etc.

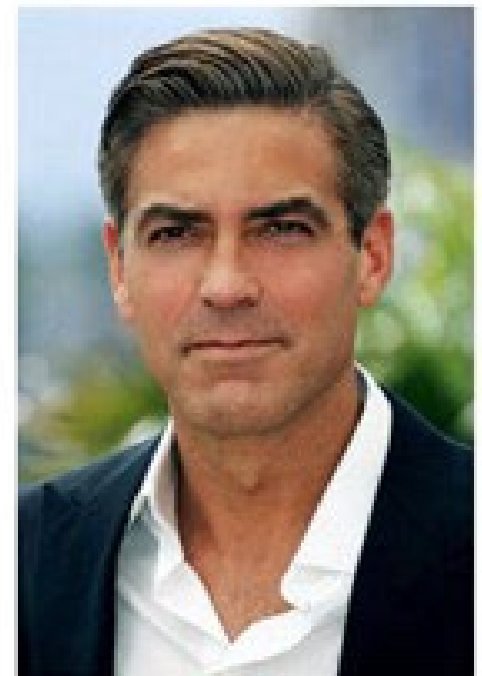
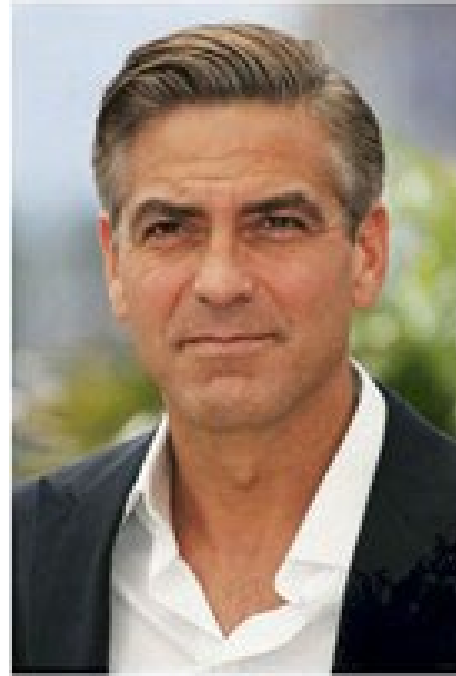


## Manipulation

- altering an image in a significant way to create a new image or one which has a different meaning or message.



# Photo editing or manipulation?

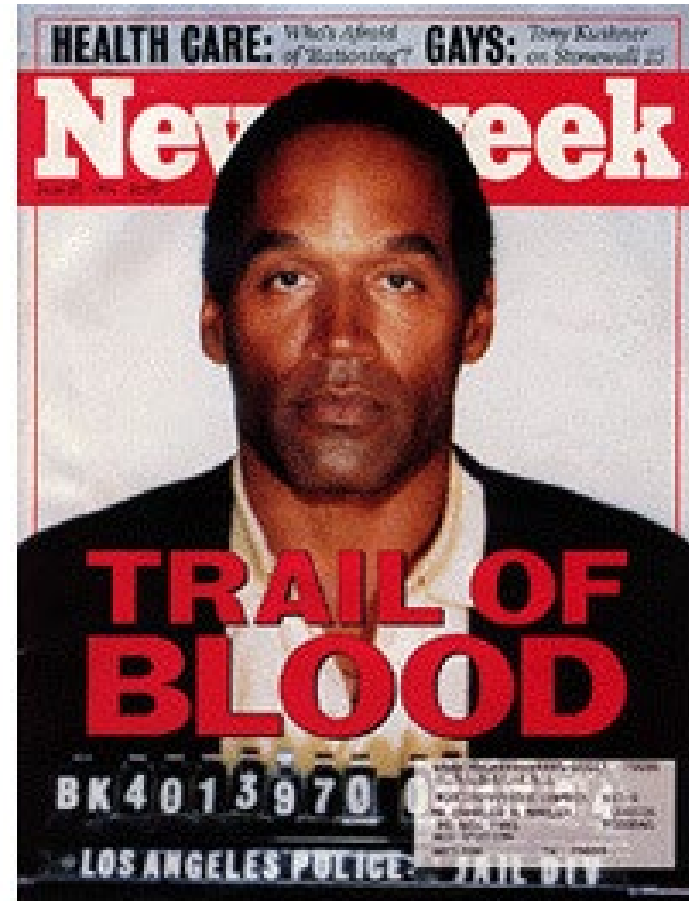
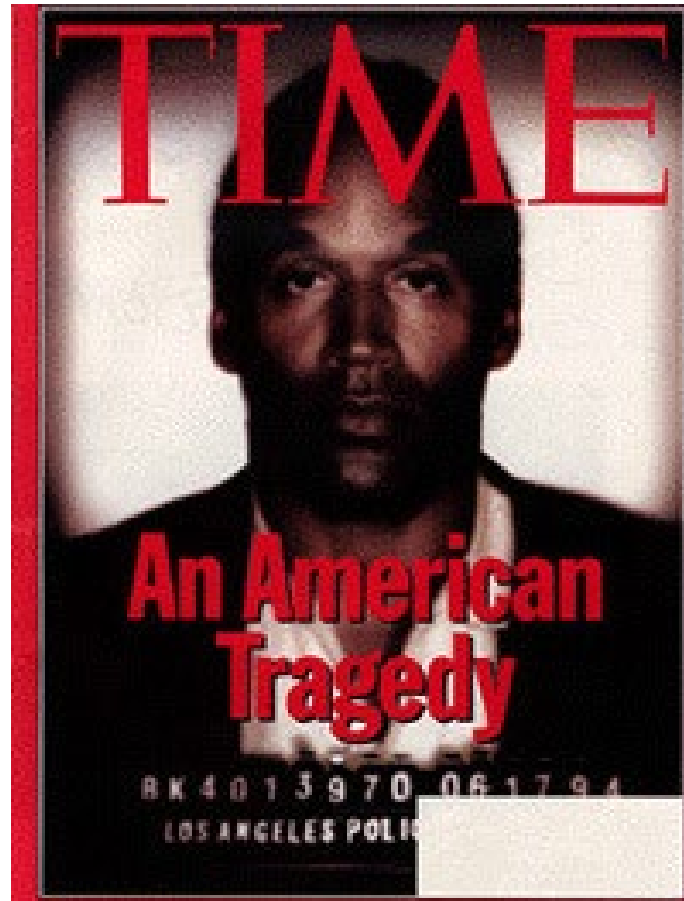


# Photo journalism – manipulation



# Photojournalism – Manipulation

## 1994 Time Magazine – OJ Simpson



# Photojournalism – Manipulation







# Photojournalism – Manipulation



# Green Issues on Social Media



50

6 comments 18 shares



Provide  
information  
in engaging  
ways

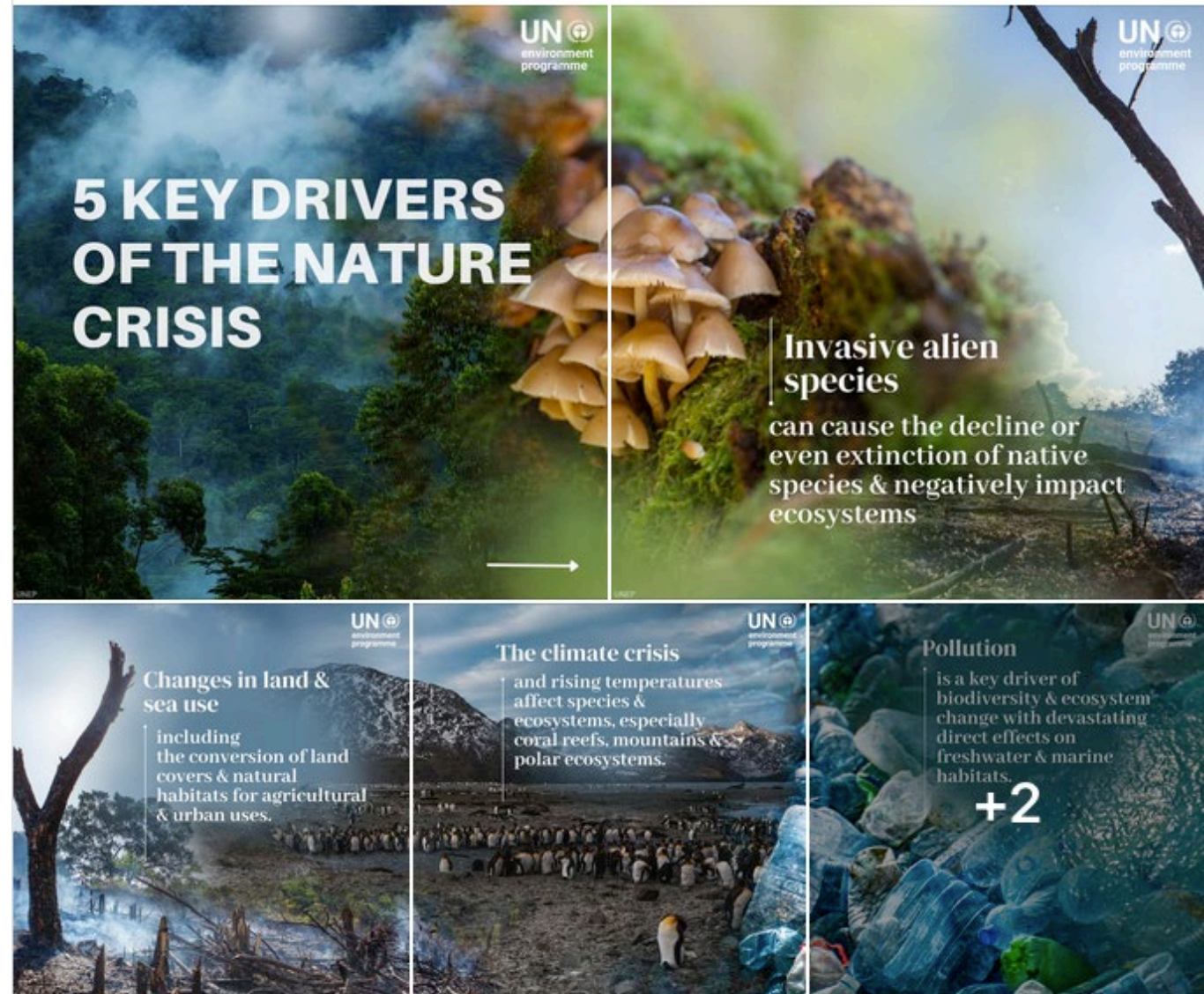


UN Environment Programme · Follow

December 28, 2023 ·

Discover the 5 drivers of the nature crisis.

<https://www.unep.org/new.../story/five-drivers-nature-crisis>



242

10 comments 116 shares





# Explain complicated science in easy- to-understand ways



NASA Climate Change

14h · 🌐

As Arctic sea ice melts, it creates a positive feedback loop that amplifies the rate of warming temperatures and ice loss in the Arctic.

📺 But how does it work?

Sea ice has a bright surface that reflects light from the Sun, whereas dark surfaces – like open ocean – absorb it.

Melting sea ice exposes more ocean water, which absorbs significantly more solar energy and warms up even more rapidly over time, driving more ice loss.



👍👎👏 566

248 comments 112 shares



Like



Comment



Send



Share





# Engage audiences and reach more people





# Crowdsourcing information and data


P

ProPublica

August 18 at 9:05 PM · 🌐

...

New: As the Delta variant spreads across the country, ProPublica is reporting on the health and safety of students. Tell ProPublica whether your school is following CDC guidelines and whether any students, faculty or staff have gotten sick. <https://propub.li/3j0k7Ot>



PROPUBLICA.ORG

**Has Your School Had a COVID Outbreak? Is Your District Following CDC Guidelines? Help Us Report.**

👍🙄

137

13 Comments 33 Shares



# Amplifying voices of underrepresented groups:



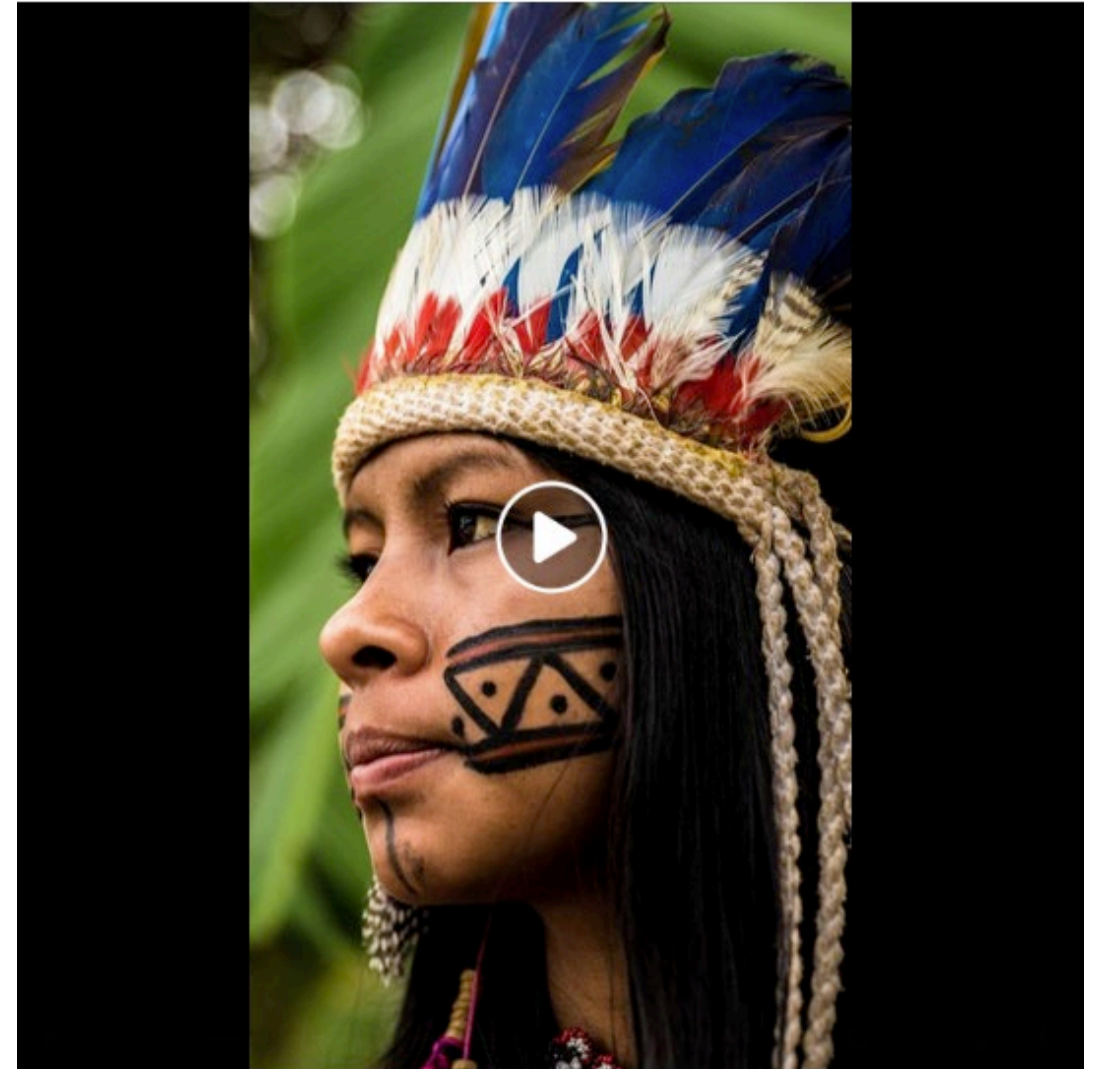
WWF

September 7 at 11:00 AM · 🌐

Indigenous peoples play an essential role in safeguarding [#nature](#) – but are often denied involvement in key decisions.

👉 It's vital we help uphold their rights, respect their knowledge and appropriately support them to preserve their territories of life.

[#WWFUntangled](#)



👍❤️👏 208

9 comments 26 shares



# Debunking Misinformation



Earth.com · [Follow](#)

June 17 · 🌐



Climate change denial: Historic floods are not caused by cloud seeding: Recent historic floods result from climate change and El Niño, not cloud seeding. Experts confirm this, debunking online claims.

[#ClimateChangeDenial](#) [#CloudSeeding](#) [#HistoricFloods](#) [#ElNino](#) [#ClimateChange](#)  
[#ExtremeWeather](#) [#Rainfall](#) [#Flooding](#) [#ClimateCrisis](#) [#EarthDotCom](#) [#EarthSnap](#) [#Earth](#)



EARTH.COM

**Climate change denial: Historic floods are not caused by cloud seeding**

Recent historic floods result from climate change and El Niño, not cloud seeding. Experts c...





# Group Work

In groups, come up with a concept for a series of engaging social media posts on a green topic



1. Government unveils green growth plan
2. Deforestation in Laos
3. Toxic chemicals from unexploded bombs seep slowly into soil and groundwater
4. The problems of poaching of wild animals