



# Social Media & Sustainability Messaging

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# The Rundown:

- Social Media Challenges
- Crafting Sustainability Messages
- Q&A/Workshop

# Challenges that Social Media Presents:

- Algorithms
- Segmentation
- Always Changing





# The Algorithm

- Social media companies make money through ads and screen time
- Companies use algorithms to present content they assume you will like, **or engage with**, to keep you on their platform
- What you see on your social media feeds is not chronological
- Some posts/people you follow may not even appear on your feed if you have not interacted with their previous posts



# Segmented Audiences

- Social media algorithms cause people to live in information silos
- Beliefs become tied with facts because people are only exposed to content that supports their own views
- New information that goes against a belief has the potential to be labeled fake by the consumer or most likely is not presented to them at all
- Information silos limit our ability to reach users who are not already interested in issues of sustainability

# Social Media Is Changing Constantly

- Facebook's old motto:  
Move Fast And Break  
Things
- How people engage with  
media changes constantly
- Trends and topics change  
daily and can be exhausting  
to keep up with



# Crafting Sustainability Messages

- Make a plan
- Post content that is relatable
- Don't just post, engage



# Make A Plan

- Determine who it is you want to reach and for what purpose
- Decide what social media platforms are best for communication
- Create a schedule for future posts – consistency is essential
- Use visuals whenever possible





# Post Content that is Relatable

- Sustainability and climate change can be hard topics for people to relate to
- Before anything, think local
- Use a conversational voice with less jargon



# Don't Just Post, Engage

- Like, comment, reach out, answer questions
- Look at what other people/organizations are posting
- Search for people and pages you want to make connections with
- Use Facebook groups
- Talk to organizations and people in real life



City of Colorado Springs on all platforms: @CityofCOS

Office of Innovation and Sustainability on Facebook:  
@COSSustainability

Peak Alliance for a Sustainable Future on Facebook:  
@PeakAllianceForASustainableFuture

