

# Become a climate action influencer



Ages: 13+



Time: 45 mins (part 1), depends on method used (part 2)

## Purpose:

To use social media to share your thoughts on climate change.

## Youth work outcomes:

**Outcome 1:** Young people are confident, resilient and optimistic for the future

**Outcome 2:** Young people manage personal, social and formal relationships

**Outcome 5:** Young people consider risk, make reasoned decisions and take control

**Outcome 6:** Young people express their voice and demonstrate social commitment

**Outcome 7:** Young people broaden their perspectives through new experiences and thinking

## Sustainable development goals:



## How it works:

### In person:

Smart phone/tablet, access to the Internet.

### Online:

Smart phone/tablet, access to the Internet.

### Description:

It might be useful to do the climate action [bingo activity in this toolkit](#) before this one to give you an idea of how your group currently feel about climate change. This activity is aimed at young people ready to take action on climate change.

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## Part 1

Lead a discussion on how we find information on climate change. How easy is it to find accurate and reliable information on climate change? How do different pieces of information make us feel (e.g. motivated, anxious, hopeful, confused)?

Now focus on how we can convince others to take climate action. What do they need to know? How can they be convinced? Who would be the best messenger? Think about the different messages you see about climate change and which are most and least effective. In groups, make profiles for the different types of people you want to convince. Be specific about the action you want to convince someone to do, for example changing personal behaviour, signing a petition, learning more about a climate change issue.

### Example

**Person:** My granny

**Action:** Signing a local petition about air pollution

**What would convince her?:** Learning more about the science

**The best messenger:** Scientists and grandkids

**Method:** Watching a documentary and having a chat

Share your favourite environmental activists on social media. If you don't already follow some, try searching using key hashtags like #environment, #climateemergency or #intersectionalenvironmentalism. What makes their content engaging and persuasive?

## Part 2

Thinking about the people whose actions you want to influence, and the ways you might do it, create your own social media content (post, video, meme, etc) that urges people to take climate action. Your content might share factual information, your experiences, or use humour.

### Discussion questions:

- Where do you get your information on climate change?
- What steps do you take to evaluate if the information is reliable and accurate?
- How do you feel when you see posts about climate change on social media?
- What motivates you to take action on climate change?
- What other ways, away from social media, can you think of to influence people to take climate action?

### Next steps

Put your youth work setting to the test and see if you can reduce the energy usage with the [youth club audit activity](#).

Learn some facts about climate change by playing this fun [board game](#).