

NGOs, social groups and networks for youth green activism



- Topics:**
- Effective communication for environmental advocacy
 - Social media platforms and their roles in raising awareness
 - Creating engaging content (e.g., posts, videos, stories)
 - Activism campaign planning

- Pedagogical objectives**
- Develop skills to use social media as a tool for raising awareness and mobilising support.
 - Encourage creativity in content creation for impactful campaigns.
 - Empower participants to understand and engage with diverse audiences.
 - Foster collaboration and teamwork in online advocacy.



- Necessary materials**
- Smartphones, tablets, or laptops with internet access
 - Examples of successful social media campaigns (e.g., Greta Thunberg's posts, WWF campaigns)
 - Canva or similar graphic design tools for content creation
 - Projector or smartboard for demonstrations
 - Pre-printed worksheets for campaign planning
 - A list of trending hashtags and social media challenges related to environmental issues



- Educational methods**
- Interactive presentations and case studies
 - Practical, hands-on workshops for content creation
 - Group brainstorming and role-playing scenarios
 - Peer review and collaborative critique of social media ideas

Activity description

1 Introduction to communication and social media (15 minutes)

- Present an overview of major social media platforms (e.g., Instagram, TikTok, Twitter, Facebook) and their strengths for advocacy.
- Share examples of successful campaigns and climate activist (e.g., #FridaysForFuture, #ClimateAction) and discuss what made them impactful.

Tip: Start with a discussion: "Why is communication important for activism?"



Age: 15+



Max. 20
participants



115 minutes

2 Crafting an engaging message (20 minutes)

- Teach the "Rule of 3 Cs": Clear, Concise, and Compelling messages.
- Discuss the importance of knowing your audience and tailoring messages accordingly.
- Teach the "**Golden Circle**", a concept developed by Simon Sinek, a leadership expert and author, and is highly relevant to media communication. It focuses on understanding and communicating a message effectively by asking three key questions:
 1. **Why?** – Why does your organisation or project exist? What is your purpose or cause? This is the core belief or mission that drives your efforts.
 2. **How?** – How do you do what you do? This explains the process or values that guide your actions and help fulfill your purpose.
 3. **What?** – What do you offer? This refers to the product, service, or output you provide to the audience.
- The Golden Circle emphasises starting with "Why" because people are more likely to connect emotionally with the purpose behind the actions, rather than just the product itself. This approach is powerful in media communication because it builds trust and emotional resonance, which are crucial for audience engagement.

Tip: Explore more about Simon Sinek's Golden Circle and how it applies to communication on his official website or in his TED Talk: [Simon Sinek - Start with Why | TED Talk](#)

3 Hands-On content creation workshop (45 minutes)

- Divide participants into small groups.
- Before diving into content creation, each group should craft a key message using the **Golden Circle** framework.
- Provide a list of example of an environmental issues or allow groups to brainstorm their own.

Here are some suggestions:

- Reducing plastic use
- Planting trees or reforestation
- Promoting sustainable fashion
- Saving water and reducing waste
- Protecting pollinators (bees, butterflies)
- Promoting clean energy

Each group develops advocacy content based on their key message:

- **Social media post:** Participants create an image and caption that captures the core message using powerful visuals and concise language.
- **15–30 second video or reel:** Participants should make a short, engaging video that tells a story or highlights a call to action keeping it dynamic and relatable for social media platforms.
- **Propose a hashtag:** Creating a catchy, unique hashtag that represents the campaign encourages others to join the movement.
- **Call to Action:** Ending with a clear call to action encourages viewers to get involved.

Tip: Use tools like **Canva** to design posts and edit visuals.

Personal stories and real-world examples make content more relatable.

4 Presentations and feedback (30 minutes)

- Groups present their content to the entire class.
- Facilitators and peers provide constructive feedback based on clarity, creativity, and audience appeal.
- Discuss how to improve engagement (e.g., using polls, challenges, and interactive content).
- Encourage participants to join some already active campaigns.

Tip: Plan posts with tools like **Buffer** or **Hootsuite**, engage followers through comments and DMs, collaborate with influencers or like-minded organisation, and track analytics to refine your strategy.

5 Challenge participants to launch a mini-campaign on social media (5 min)

- Each participant shares a social media post about an environmental action they've taken, using the group-created hashtag.
- Participants monitor likes, comments, and shares over the next few days to evaluate the campaign's reach and impact.
- Encourage participants to compare results and discuss what content was most engaging or effective.

Tip: Suggest posting at different times and using eye-catching visuals to increase engagement.

To go further

- ✚ **Greta Thunberg**, a leading voice in the fight against climate change, uses her platform to share important messages about environmental activism, sustainability, and social justice. Follow her on Instagram to stay informed about her latest initiatives, thoughts, and actions to inspire global change. Check out [Greta Thunberg's Instagram](#).
- ✚ **Leah Thomas**, also known as Green Girl Leah, is an advocate for environmental justice, sustainability, and inclusivity in the fight against climate change. Her Instagram is a hub for insightful content that educates and empowers individuals to take action for a more sustainable future. Follow her journey, check out her Instagram [here](#).

Sources and additional resources

- World Wildlife Fund (WWF). (n.d.). [WWF Instagram](#).
- World Wildlife Fund (WWF). (n.d.). [World Wildlife Fund Official Website](#).
- Greenpeace. (n.d.). [Greenpeace International](#).



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