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**Ten Steps to  
Becoming a  
Climate  
Change  
Influencer**

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## Welcome!

Hello and welcome to our program! We are extremely excited to work with a network of people around the world who are passionate about making the Earth a better place. What you'll find here is a guide for suggested tools and strategies to use on social media to start growing a following by spreading information about climate change! It's possible to achieve your goals and help save the planet at the same time!

We want to show you how to effectively grow your social media follower base, so you can work toward becoming a popular influencer for climate change in your country!

# Create Social Media Accounts

## Step 1

If you have not done so already, you need to create social media accounts on these platforms for yourself or your organization. We recommend starting with Facebook, Instagram, and Twitter. You may also want to explore TikTok, LinkedIn, or YouTube if you are an advanced user. There are phone apps for each of these social media platforms if you have a phone available to you. Otherwise, you can use a computer to create an account on their websites. We want to show you how to effectively grow your social media follower base, so you can work toward becoming a popular influencer for climate change in your country!



Sign up for Facebook - <https://www.facebook.com/r.php>



Sign up for Instagram: [instagram.com/accounts/emailsignup/](https://www.instagram.com/accounts/emailsignup/)



Sign up for Twitter: <https://twitter.com/signup>



Sign up for TikTok: <https://www.tiktok.com/signup>



Sign up for LinkedIn: <https://www.linkedin.com/signup>



# Gather Content

## Step 2

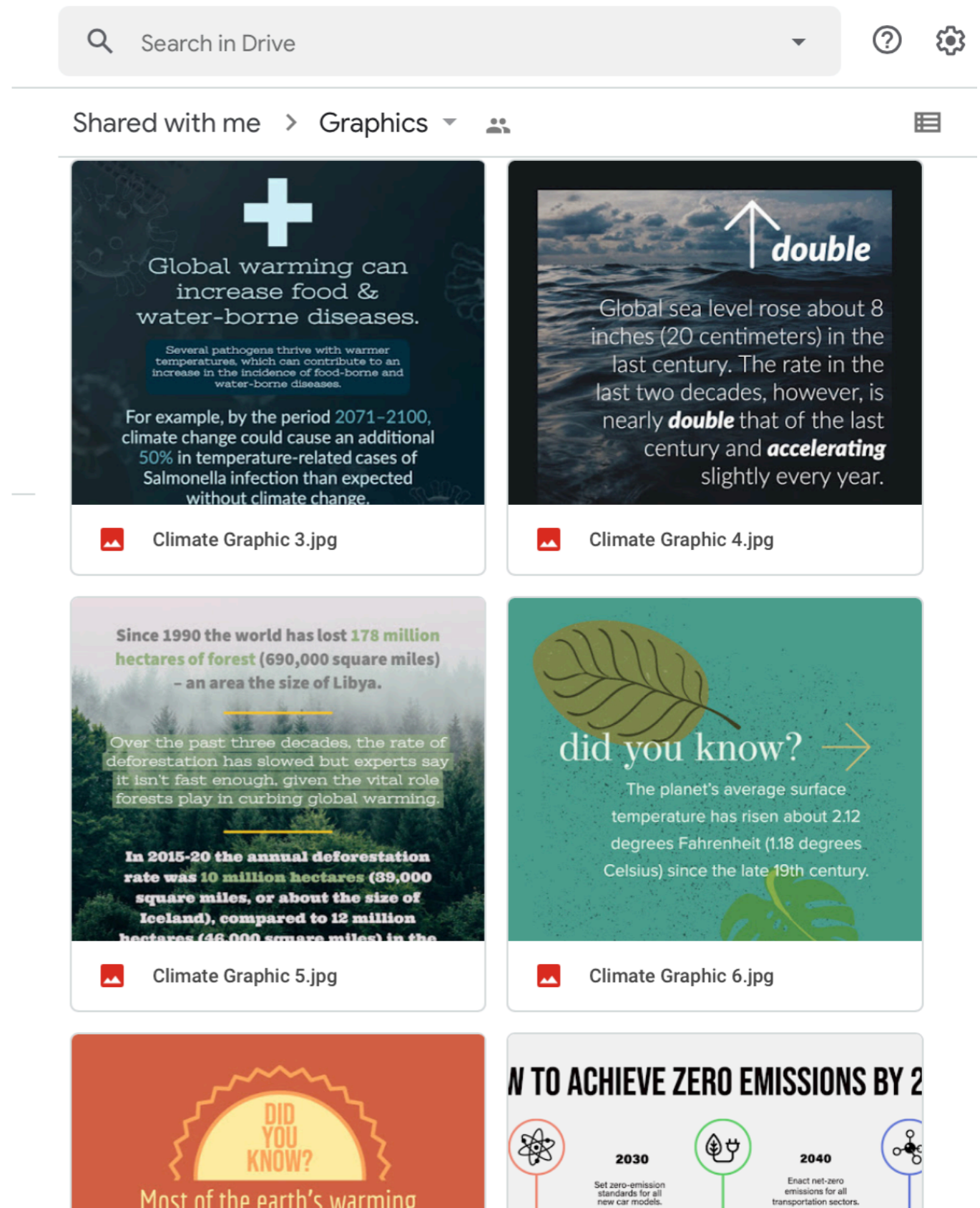
The first step in your journey is to gather and create content to share. If you make your own videos or graphics about climate change, please be sure to get the appropriate permission to use or share content that you did not originally create. This may include articles, pictures, or videos. We ask that you are mindful of a third-party's copyrights, copyrighted materials, trademark rights, or other intellectual property rights and materials.

Here is a folder full of materials you can post anytime for your followers:

<https://drive.google.com/drive/folders/1F5mikNjPaM2F7t-qE8c308Nic5TKKf0f?usp=sharing>

Also visit this library of resources:

<https://globalconscience.world/resources/>



Log in with Google Drive to download graphics



# Add Hashtags to Your Post

## Step 3

Hashtags allow your posts to be seen by many more people. The place you put hashtags is in the caption for a social media post. When you add hashtags to your post, people find your content by searching for the hashtags. You are allowed to use up to 30 hashtags at a time in Facebook or Instagram posts.

**Here are a list of hashtags we recommend for your climate change posts:**

**#climatechange #environment #nature  
#sustainability #globalwarming #savetheplanet  
#climate #ecofriendly #climatecrisis #zerowaste  
#climateaction #earth #climatechangeisreal  
#gogreen #sustainable #plasticfree #green  
#climateemergency #recycle #covid  
#sustainableliving #climatejustice #pollution #eco  
#vegan #peopleswar #earthday**

# Post Consistently

## Step 4

It is important to post content on a regular basis for your followers. There are an optimal amount of posts for each type of social media platform.

Here are the best posting practices you should try to meet to make your social media pages grow consistently:



Facebook: 1 Post Per Day



Instagram: 3 Posts Per Day



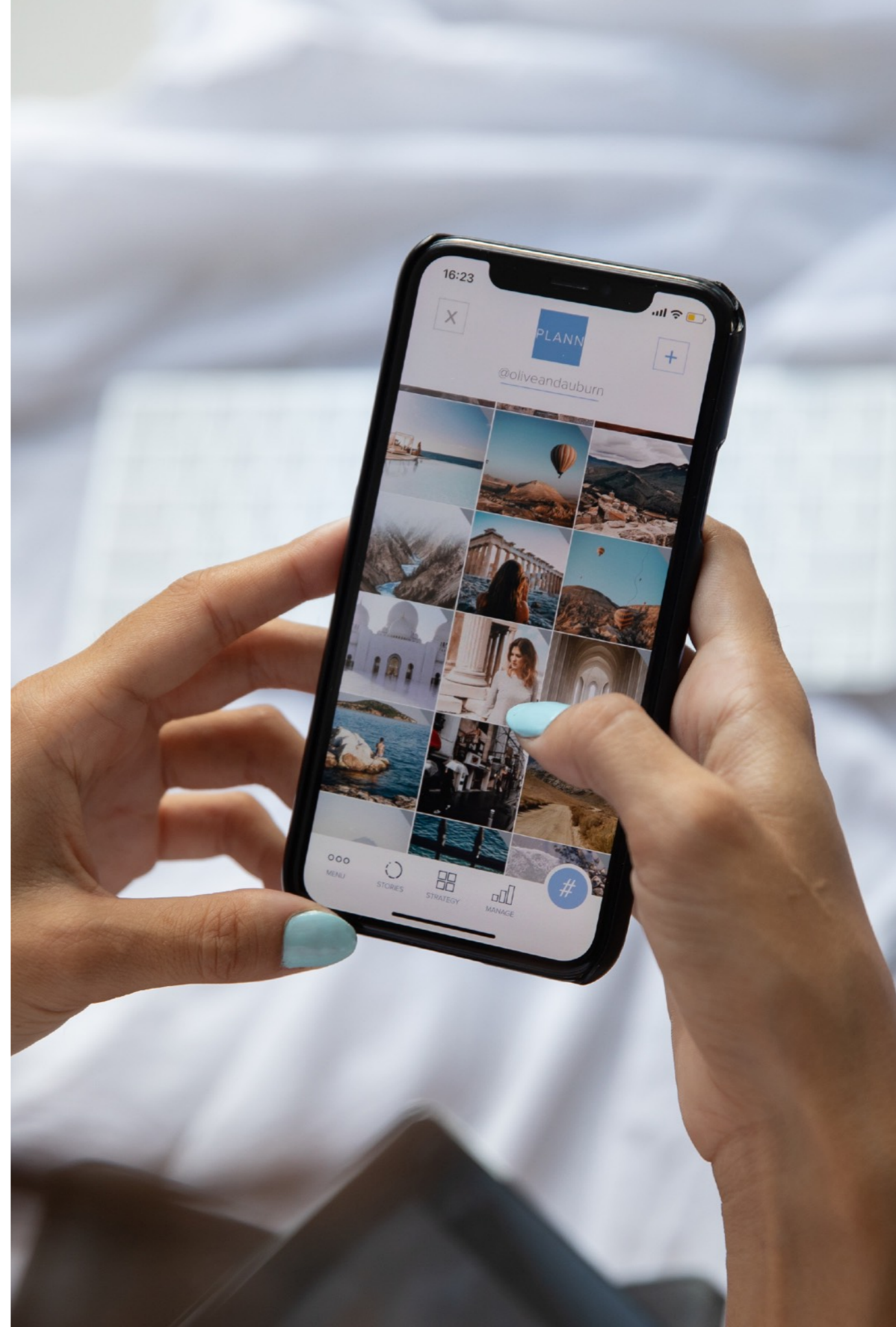
Twitter: 5 Posts Per Day



TikTok: 3 Posts Per Day



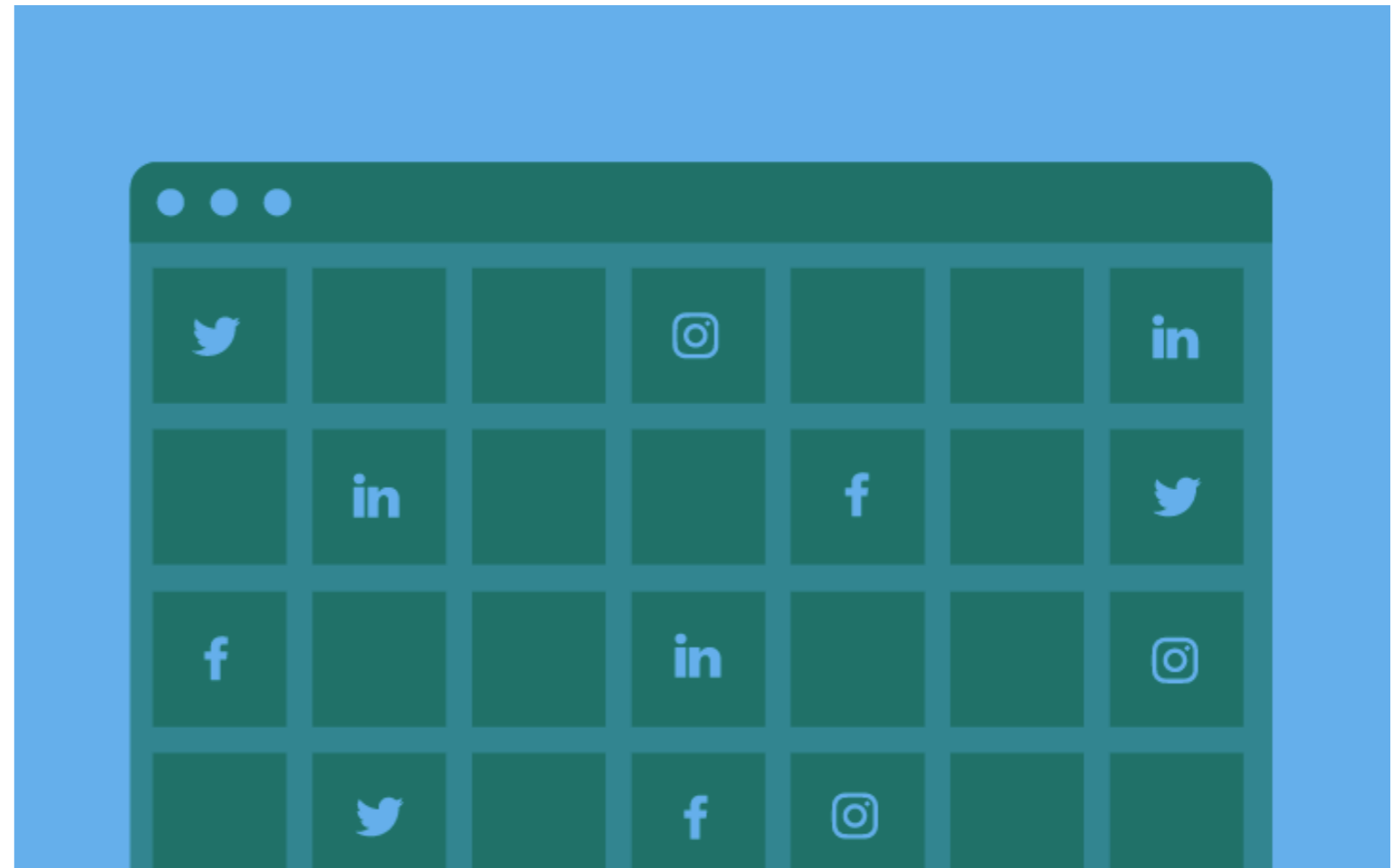
LinkedIn: 2 Posts Per Day



# Schedule Posts

## Step 5

It can be hard to keep up with posting regularly, especially when you have multiple different social media profiles. In order to make posting easier, you can schedule Facebook and Instagram posts using **Creator Studio**. A similar program exists on Twitter called **TweetDeck**. Using these programs you can schedule out posts all at once and not need to manually post as frequently. There are also alternative programs for scheduling to multiple social media platforms at once, such as **Buffer** or **Hootsuite** - but each of these offer paid plans.



*Schedule your posts to make being consistent easier.*

### Creator Studio

<https://business.facebook.com/creatorstudio/>

### Buffer

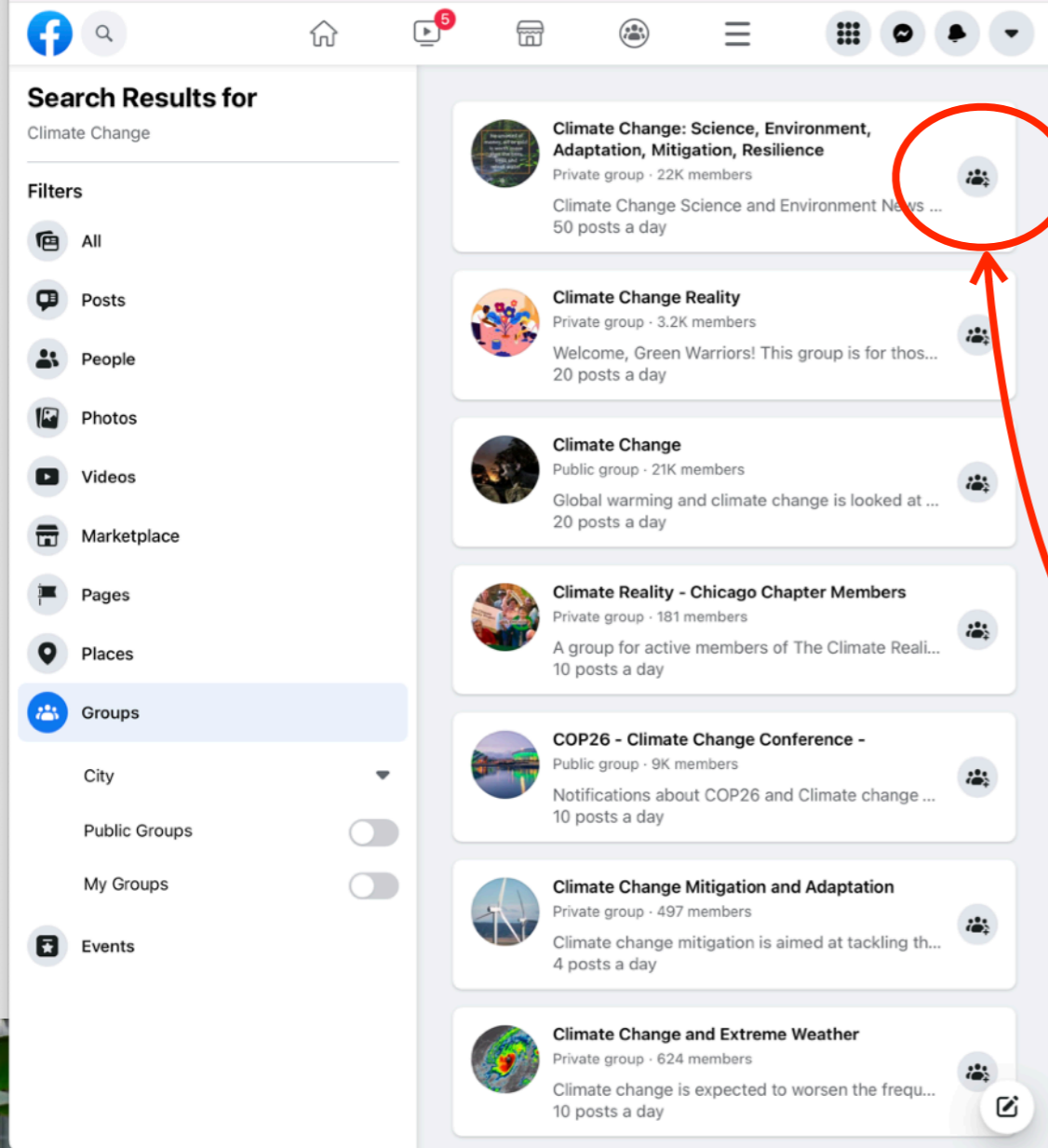
<https://buffer.com/>

### Tweet Deck

<https://tweetdeck.twitter.com/>

### Hootsuite

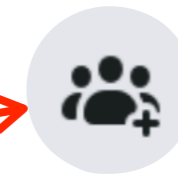
<https://www.hootsuite.com/>



# Join & Share to Facebook Groups

## Step 6

One of the best ways to increase your exposure on Facebook is to join and share to groups. To get started, search "Climate Change" on Facebook. Then, click the "Groups" filter. Begin joining climate change groups by clicking this button:



Once you have been accepted into groups, you can begin sharing posts you make to groups by clicking "share", and then clicking "more options", and then clicking "Share to a group". This is a free way to get many more people to see the posts you make. Facebook sometimes imposes limits on how many groups you can share two at one time, so be careful not to share excessively. In addition to Facebook, LinkedIn also has Group functions to explore.

Besides sharing in groups, it is important to engage with the groups you join. "Like" and "comment" on other people's posts. Become a recognized member of the group by engaging with others.



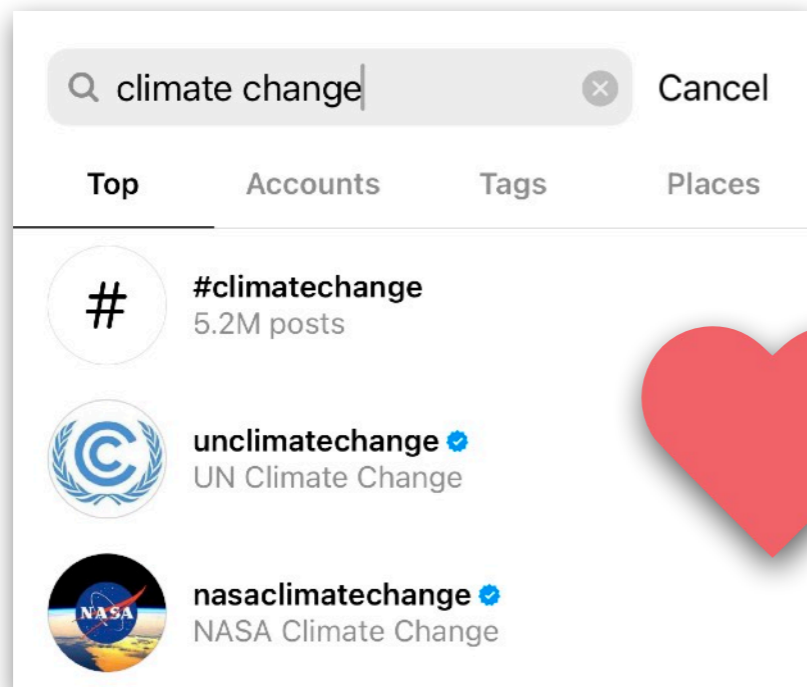


# Interact with Others

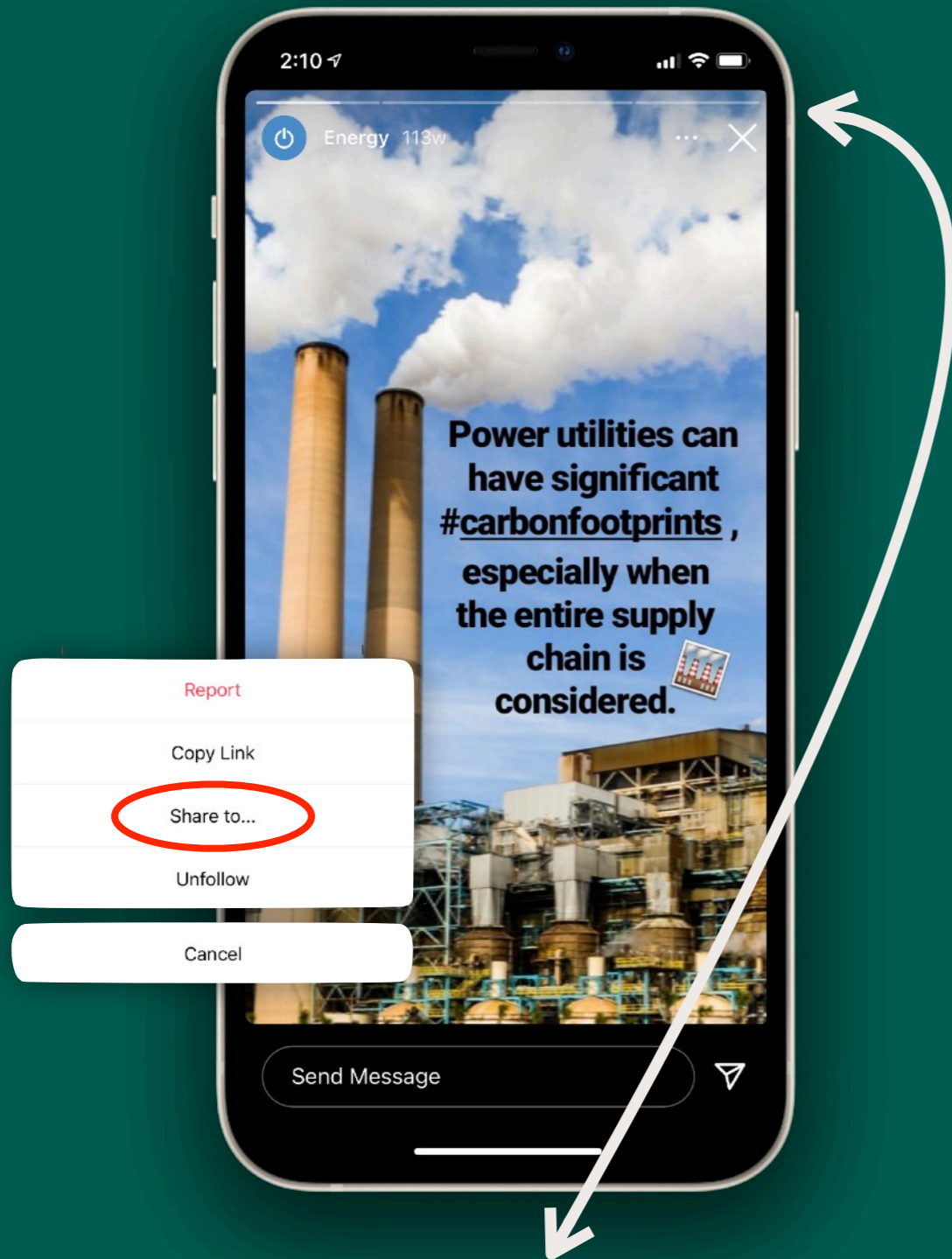
## Step 7

Engaging with other people's content is another way to bring attention to your social media pages. When you comment on someone else's posts, people who see your comment may look at your page. We recommend liking, commenting, and sharing other people's climate change posts every day to show you are an active member of the online community. Please remember to get the appropriate permission when using a third party's content, which may include but not be limited to articles, videos, and pictures.

To interact with posts on Instagram, simply search "Climate Change" or some similar topic that you are interested in.



# Share Stories



Click the ... to Share

# Share Stories

## Step 8

Most social media channels have a built in “story” feature. The story feature allows you to make temporary posts that stay active for only 24 hours. You can share your own posts as stories, or you can share other people’s posts as stories.

We recommend sharing stories on Facebook, Instagram, and Twitter multiple times every day. To share a story from your phone on facebook, click the “Create Story” button at the top of your facebook page. Please remember to get the appropriate permission when using a third party’s content, which may include but not be limited to articles, videos, and pictures.

# Follow Other Pages

## Step 9

Following other relevant social media pages can be very advantageous for an influencer. We recommend following a new climate change page on Instagram and Facebook every day. You can learn what others are doing to post about climate change. You can see new posts on a regular basis that you can share as stories or re-posts. There is also a chance the people you follow will follow your page in return.

# Show Your Face

## Step 10

People are interested in seeing who you are & learning about you!

Putting your face out to the world shows people you are serious about your organization and helps them make a personal connection to your work. People are also more likely to engage with videos or photos of a real person.

We recommend making videos of yourself talking about Climate Change or websites like [GlobalConscience.World](https://www.globalconscience.world/).

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**We hope you are able to use these tips to get started in the world of online social media influencing.**



# Other Important Things to Note

## Educate yourself about climate change!

If your goal is to build a social media presence using climate change as your niche, you need to be very knowledgeable and well-informed about that subject! We recommend visiting [GlobalConscience.World](https://www.globalconscience.world) to begin or enhance your climate change education and exploration. [GlobalConscience.World](https://www.globalconscience.world) shares educational resources, links to research & articles about Global warming and climate change, as well as interviews we conduct with experts from around the world.

## Connect with Nonprofits!

We recommend connecting with nonprofit climate change initiatives, like [GlobalConscience.World](https://www.globalconscience.world), working to spread environmental awareness. They can provide free graphics and resources, and are seeking partners and ambassadors. You can also share their content anytime as posts or stories!

Facebook: <https://www.facebook.com/GlobalConscience.World>

Linkedin: <https://www.linkedin.com/showcase/globalconscience-world>

Instagram: <https://www.instagram.com/globalconscience.world/>

Twitter: <https://twitter.com/GCworldnews>

Tik Tok: <https://www.tiktok.com/@globalconscience>

## Making a Website or Blog:

Making a website blog is a little bit more difficult and expensive than creating your own social media pages. If you are a writer or blogger who likes to create or report on stories, then a blog might be a great option for you. If you have started to build a following, you may choose to build a website or blog.

Here are some places you can get started to buy or build your own website:

<https://domains.google/> (Buying a website)

<https://www.wix.com/> (Building a website)

<https://www.blogger.com/> (Building a Blog/Website)

## Join Climate Change Pods:

There are telegram groups for Instagram Creators called “Pods.” Be on the lookout for climate change pods to join if you would like to take advanced measures to improve your social media presence as an influencer.



**Thank you!**