COMMUNICATIONS
ROADMAP

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Photo: Jesse Bowser

OBJECTIVES

The aim of this document is to propose a roadmap for the Climate Tracker communications, in order to effectively convey content, new projects, and initiatives that keep improving the skills of new journalists while engaging new global audiences, informing and encouraging youngsters and targeted audiences to take climate action.

Track the climate global agenda and new community-based adaptation solutions to create awareness among audiences through content and initiatives, increasing the resilience of our audiences towards climate change effects.

Consolidate Climate Tracker as one of the main and coolest source of information of the climate change agenda.

TARGET AUDIENCES

- New journalists

- Youngsters from Asia, Europe, America, MENA

- Active environmentalists

- General public

- Decision takers

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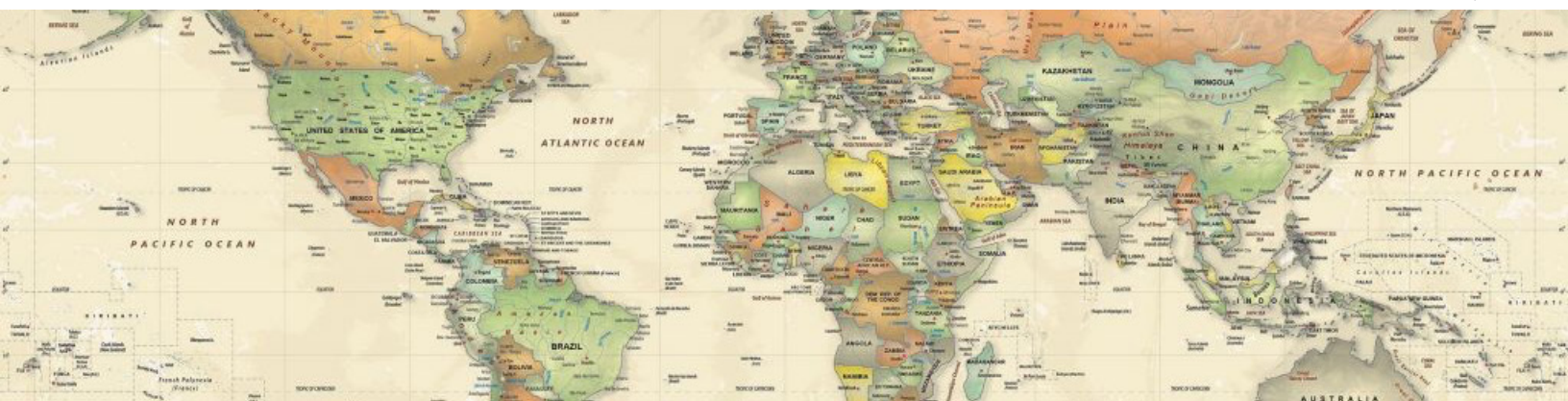
This roadmap focuses its efforts on two main lines of action: Social Media and Brand positioning.

After reviewing the website and YouTube channel, I found very valuable information that can be translated into daily – weekly facts posts and infographics for social media (Facebook, Instagram, Twitter), and short videos for all of the channels, using citizen language and powerful images to reach more audiences.

Target audiences will have specific content by geographic zone as some of them face different climate scenarios and restrictions in their freedom of expression.

For the Brand positioning, the strategy seeks to have more visibility in strategic events and links to NGOs to create synergies and collaborations that strengthen our presence in the main capitals of the world. Keeping an eye for new tendencies and emerging events.

1. SOCIAL MEDIA

As mentioned above, there is a lot of information that can be extracted from communication reports and YouTube webinars, this can feed the content of the channels for the next months. Also, world environmental day takes place in a month and a half approximately, and new events and stories will be written.

Photo: Freepik

I would like to emphasize the importance of setting a budget to buy stock images and video, to "dress" the data of the reports, they will allow us to create really cool content for Facebook and Instagram, also set a budget for some ads, as it is a very affordable way to engage with targeted followers and expand our audience, this can be specifically helpful in the MENA region where locals face restrictions in their free expression.

1.1 FACEBOOK & INSTAGRAM

Increase the production of in house content to become a stronger source of information, as many of the post are shares from other agencies.

In order to have more content as well, journalist contests could include a category of honorable mention, those articles could feed the channel while young journalist gain experience and confidence.

As for Instagram, It would be interesting to see more photographs, facts about climate change and local and global initiatives.

Instameets are a very cool way to keep engaging audience to get likes and followers, I think art happenings could work very well specially on World Environmental Day, Water Day, Wetlands day, etc

Photo: Freepik
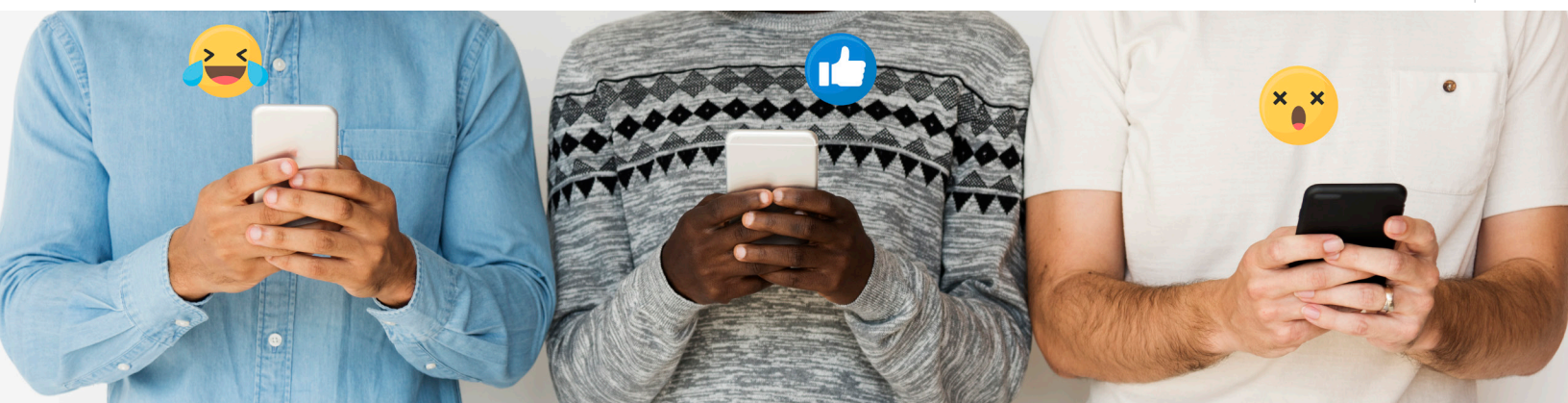
AMÉRICA

- Translate the data and facts from the communications report and webinars to Spanish and Portuguese and then into short-videos and infographics.

- Produce at least 2 short videos about the context of oil production regionally and 5 of the main oil country producers, highlighting the importance and benefits of renewable energies vs the business as usual.

- Produce 3 short videos about deforestation vs forest as carbon sinks , they can relate to mangroves, rainforest and woods.

- Produce a short video about the student movements #fridaysforfuture and their impact in youth, versions in Spanish and Portuguese.

- Produce short videos in English, Spanish and Portuguese about how human rights are affected by climate change.

- Share images of collaborators and contests.

EUROPE

- Translate the data and environmental facts of the communications report and webinars to French, Portuguese, Russian and then into short-videos and infographics.

- Produce at least 2 short videos of the status of the climate negotiations, and their versions in English, French and Russian.
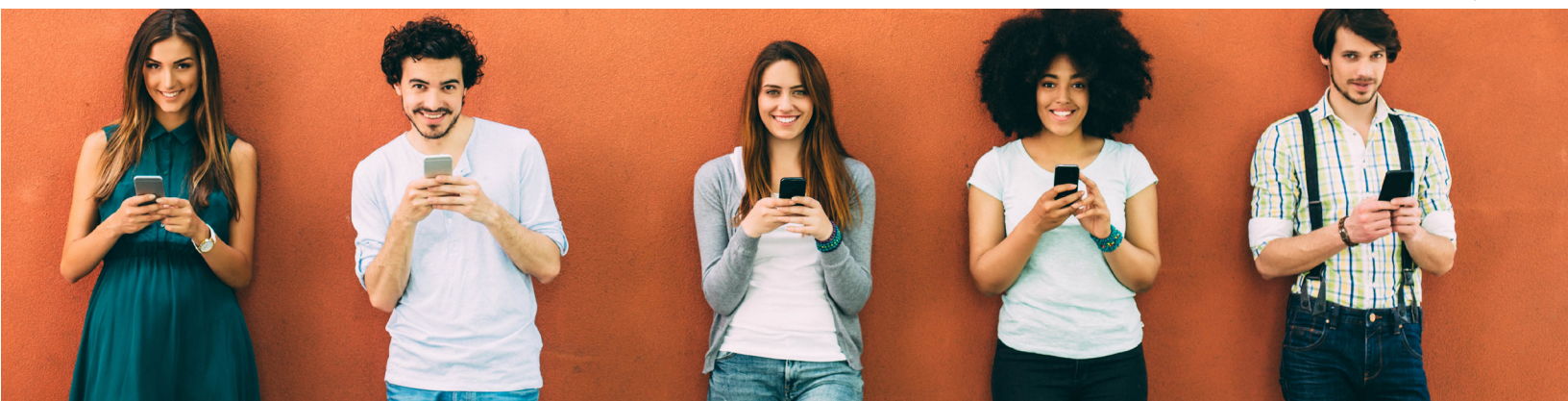
MENA

- Create short videos, and infographics with the environmental data of the report.

- Create 2 short videos about community based solutions when facing food security and water scarcity and pay for their viralization.

- Create 2 short-videos about the importance of adapting and response to climate change effects in MENA region and pay for their viralization.

- Share images of collaborators.

SOUTH ASIA

- Create short videos, and infographics with the data from the report.

- A video about the importance of mangroves of Bangladesh vs coal industry, versions in English and Bangla language.

- Short video about deforestation vs conservation of landscapes as carbon sinks.

- A video about forest conservation in Bhutan.

- A video about Maldives and how climate change will affect tourism.

- Share photographs of collaborators.

Photo: Freepik

1.2 TWITTER

Translate reports into facts and infographics, and then to local languages according geographic zone, more languages equals more followers.

Sharing your own content strengthens the organization as a source of information and increase followers, even if those articles were published before.

Graphics in Twitter look very nice but very journalist oriented, there are other audiences you can engage if you want to impact globally.

Create monthly hashtags, and share content about that topic, for example: #ClimateChangeMatters and that month it can be all about awareness about the social, economic, and environmental importance and so on.

1.3 YOUTUBE

With the increase of short video production, content of YouTube will be more diverse and attractive, engaging new audiences, and more shares, reaching more people around the world.

Somebody could transmit occasionally short live videos (3–5 min and from other channels too) covering from selected conferences, international & local events, it can be a quick way to deliver news, letting people know what's going on with fresh information, also wearing the official t–shirt in a nice spot can help to promote the organization in many ways.

Photo: Freepik

1.4 VERIFICATION METHOD

- Increase in the number of communication materials (videos, infographics, images, pictures, facts).

- Increase in the number of likes, followers, @mentions, website clicks.

- After the publication of the content we will be able to analyze which topics are more liked and shared by audience, identifying the language barriers, location, age, etc.., and also analyze social events or external detonators that could influence the publication.

- Increase the numbers of participants in contests as a result of the increase of shares and followers.

2. BRAND POSITIONING

It is important to create a brand manual to describe the handling of the brand and typography, to help us align graphics and define brand personalities, to promote new values for a changing society that faces the effects of climate change.

It is recommended to use the same typographies in the flyers in Spanish and English as it is notorious the difference between the typography treatment and the quality of the design

In order to keep standing out and increase the global exposure, it is important to keep mingling with universities, research centers, youth leaders, students, NGO's, and different initiatives according to the principles of the organization.

THE NEXT GENERATION OF CLIMATE JOURNALISTS

TRACKING CLIMATE CHANGE AROUND THE WORLD

This can be achieved by having presence in environmental happenings, film festivals, music concerts, conferences, student events such as the #StrikeforClimate, those are open forums for captive audience, and as an organization we want to be recognized, remembered and liked by our selected audiences.

For example, a workshop within Universities, research centers and civil society in South Asia, where there are climate change concepts that are being difficult to translate, so this workshop could help to build that gap, communication is always evolving, we have to find new ways to express new concepts easing the society to find community-based sustainability solutions.

Another way to build brand and participate in environmental events, is giving away cool (paper) stickers with environmental messages, people love stickers, and they continue to inform during its useful life.

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2.1 VERIFICATION METHOD

- Increase in the number of collaborations and partnerships in projects.

- Increase in the number of followers, likes and shares after the collaboration.

- Increase in the public relations within members of the local and global community.

- Be recognized and remembered by universities, institutions, research centers and general audience.

CONCLUSION

This roadmap is a new collaboration attempt, it will be necessary to discuss other aspects such as workloads, budget and collaborators to set a work schedule, and continue with the quality already set in the work you have done so far.

Fortunately, climate change is getting more and more media exposure, environmental awareness is on the mainstream and becoming a pillar of new paradigm. I consider important to inform audiences with facts and examples of good practices, fear has been the engine of change for humanity, and as we go through the transition, a new time line opens full of alternatives.

It's a long way in for this roadmap. Thank you once again for your consideration.

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