

HOW TO BUILD A DIGITAL COMMUNICATIONS TOOLKIT FOR CLIMATE ACTION

MARCH 12, 2024

Communicating Climate Change II

2024 New Jersey Coastal & Climate Resilience Conference



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GIVE YOUR PARTNERS WHAT THEY NEED

- 
- Campaign Logos
 - Branded Graphics
 - Social Media Shares
 - Social Media Tags
 - Press Advisory/Release
 - Long form - Blog Post
 - Flyers for Print
 - Resource Links



UNDERSTANDING YOUR AUDIENCE



SCIENCE
ENGINEERING
DESIGN

BUILDING VALUES-BASED NARRATIVES

LEARN TO REMOVE YOUR PERSONAL BIAS!

Value:

Judgment of what is important in life

- Preservation of open space
- Protecting water quality of the Delaware River
- Protecting freedom of speech

Heuristic:

Personal rule that explains how people make decisions, solve problems

- fairness
- transparency
- consistency
- familiarity
- scarcity

- Anthropogenic
- Scientific
- Advocacy
- Ethics
- Sustainability
- Religious
- Environmental
- Social Justice
- Conservative
- Business
- Economic
- Resiliency

Think about who is receiving the info:

- *Why is this important?*
- *What is the big picture?*
- *Historical information?*
- *How will it make their lives better?*
- *How is it relevant to the community?*
- *How does it relate to what people value?*
- ***Is there existing opinion data that can give you insight into their position?***



WORD CHOICE MATTERS

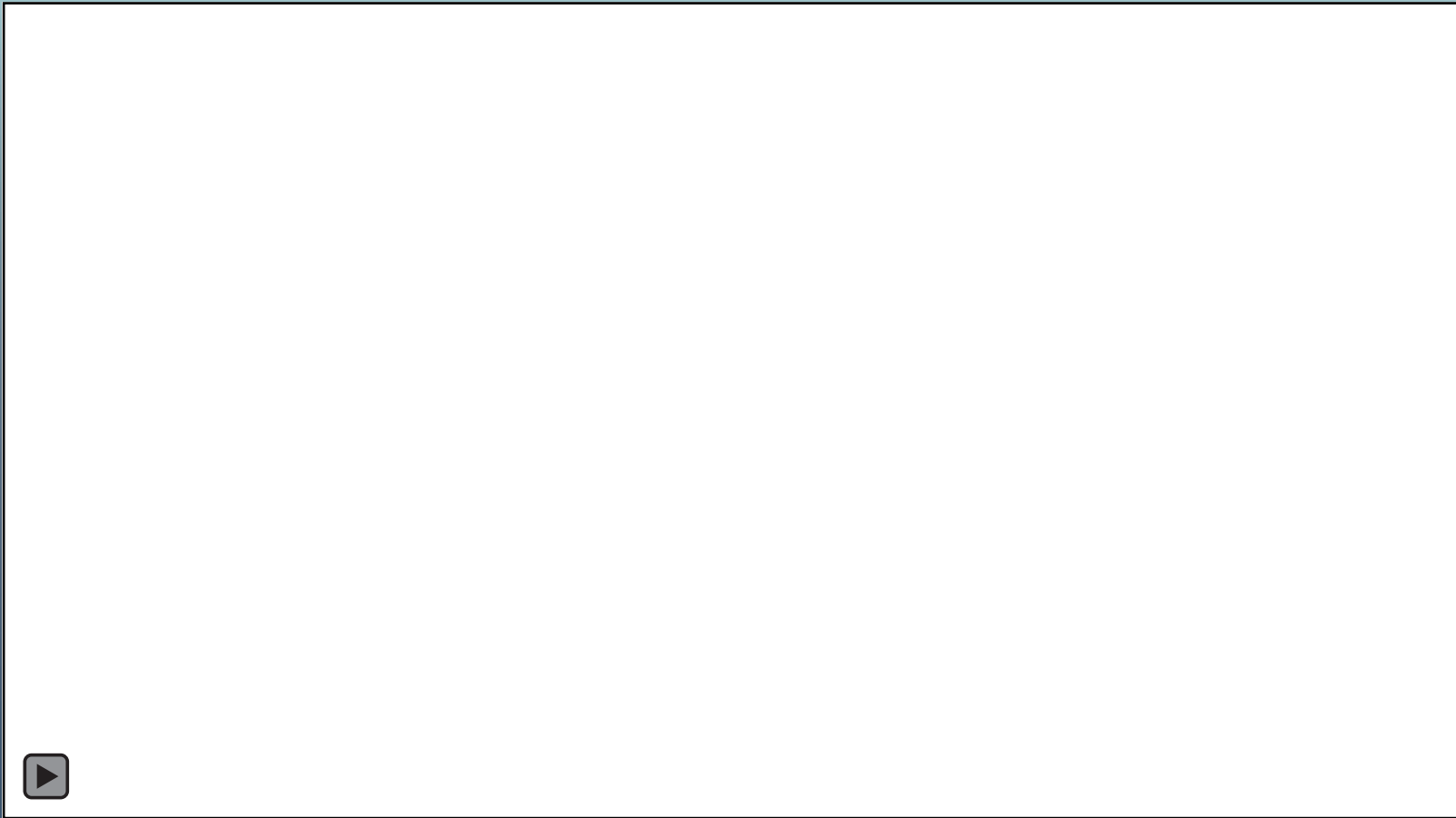


WRITING NARRATIVES

<u>SCIENCE</u>	<u>MEDIA</u>	<u>POLICY</u>	<u>BUSINESS</u>	<u>COMMUNITY</u>
Accurate	Dramatic	Realistic	Actionable	Archetypal
Qualifying	Engaging	Speaks to Need	Speaks to Revenue	Circumscribing
Highlight Uncertainty	Highlight Certainty	Highlight Risk	Highlight Benefit	Highlight Certainty
Cautious	Certain	Careful	Candid	Anthemic
Build Case for Further Research	Build Audience and Interest	Build Constituency	Build Business Case	Build Following
Objective	Persuasive	Popular	Visionary	Persuasive
Generate Understanding	Generate Ratings	Generate Momentum	Generate Shareholder Interest	Generate Action
Steer Clear of Policy	Commit to a Conclusion	Commit to Policy Recommendations	Build Science-Based Business Scenarios	Community Ethos



Source: Paul Lussier, M2U Media/ Yale University



SCIENCE
ENGINEERING
DESIGN

bit.ly/yaleclimate

PRINCETONHYDRO.COM



CREATING CONTENT

CAMPAIGN BRANDING

#CLIMATETHANKS



#CLIMATETHANKS



#CLIMATETHANKS



#CLIMATETHANKS



- Universal branding that all organizations can use
- Create a logo
 - ◆ PNG file w/ transparent background

SOCIAL MEDIA

- Write sample **SOCIAL SHARES**
- **TAG** key accounts
- Create a **HASHTAG**
- Tell a **STORY**
- Create a **CONVERSATION**
- Use **FREE** resources
- Include **MEMES** and **GIFS**



Schuylkill River Water Quality Project StoryMap Release

Sample Social Media Shares

Twitter tags:

@schuylkillriver
@SchuylkillCtr
@Berksnature
@BartramsGarden
@StroudCenter
@PrincetonHydro

Instagram tags:

@schuylkill_river_greenways
@schuylkillcenter
@Berksnature
@BartramsGarden
@StroudCenter
@Princeton_Hydro

Facebook tags:

@SchuylkillRiverGreenways
@schuylkillcenter
@BerksNature
@BartramsGarden
@StroudCenter
@PrincetonHydro

Sample Social Media Shares

JUST RELEASED: Today, we're launching an interactive Schuylkill River StoryMap, which documents the results of our year-long study to document the ecological status of the Schuylkill River. Check it out: bit.ly/schuylkillriver

What is the ecological status of the Schuylkill River? What are the local perceptions? Our interactive Schuylkill River StoryMap aims to showcase the results of our year-long study. Take a look: bit.ly/schuylkillriver

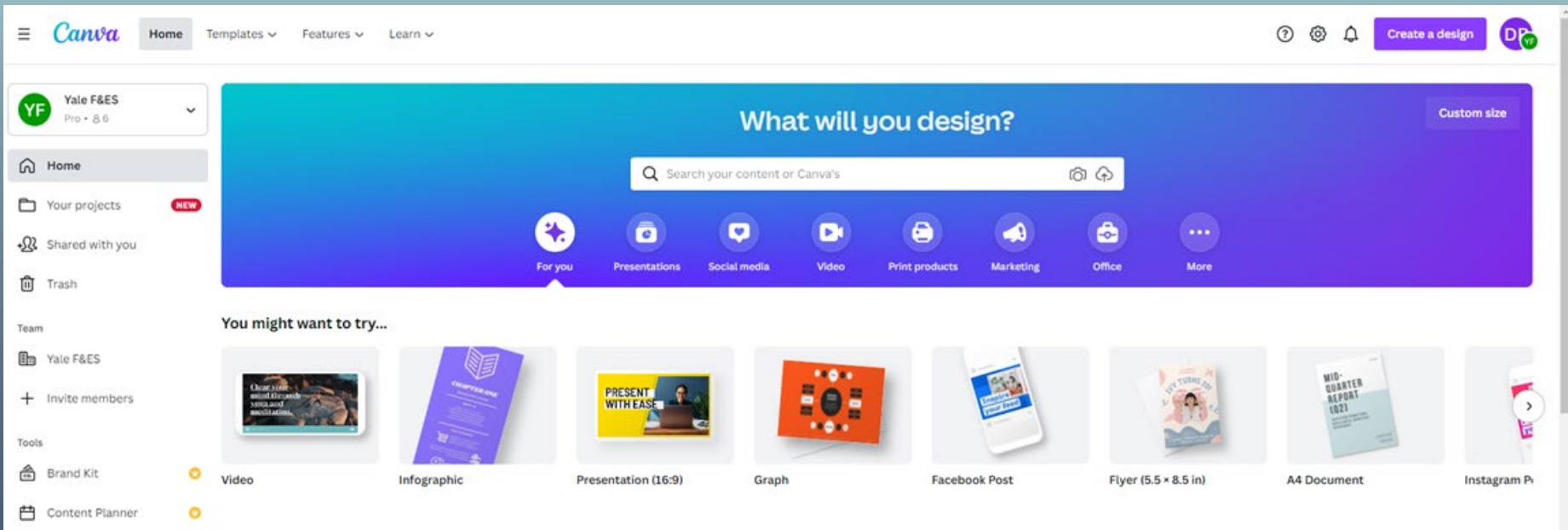
It's #RiversMonth in Pennsylvania, and we're celebrating with the launch of the Schuylkill River StoryMap, which documents the results of our year-long study to document the ecological status of the Schuylkill River. Check it out: bit.ly/schuylkillriver



Source: NASA



Source: Reuters/Romeo Ranoco




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PRESS ADVISORY & RELEASE


- Increase the reach and visibility of your outreach campaign
- Disseminate the facts
- Advertise for upcoming events
- Include quotes from partners
- Sync Release Date w/ Partners



****PRESS ADVISORY****



Deal Lake
COMMISSION



FLOATING WETLAND ISLANDS TO BE INSTALLED IN TWO LAKES IN ASBURY PARK BY DEAL LAKE COMMISSION & VOLUNTEERS

To prevent harmful algal blooms from forming in Sunset Lake and Wesley Lake in Asbury Park, dozens of volunteers will help install 12 floating wetland islands in the lakes

WHO: Deal Lake Commission, Princeton Hydro, dozens of volunteers

WHAT: Installation of floating wetland islands in Wesley & Sunset Lakes

WHERE: Wesley Lake Drive
Next to The Carousel Building
Asbury Park, NJ 07712

WHEN: Wednesday June 16th at 10:00 AM (press event)

ASBURY PARK, NEW JERSEY — The Deal Lake Commission, in partnership with their lake consultant Princeton Hydro, is organizing dozens of volunteers to help install 12 floating wetland islands in Sunset Lake and Wesley Lake to help combat harmful algal blooms (HABs). **The press event will be held on Wednesday June 16, 2021 at 10 AM at Wesley Lake, located at Wesley Lake Drive, next to The Carousel Building in Asbury Park, NJ 07712.**

Floating wetland islands (FWI) are a low-cost, sustainable solution for lake management, as they naturally uptake excess phosphorus and nitrogen and improve water quality. These excess nutrients accumulate in stormwater runoff and enter the waterbody during rain events, which could fuel algae growth. In fact, one pound of phosphorus can produce 1,100 lbs of algae each year, and each 250-square foot island can remove 10 lbs of

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NEW JERSEY STORMWATER RETROFIT BEST MANAGEMENT PRACTICES GUIDE RELEASED

New Jersey Future and Princeton Hydro publish new resource to aid local governments, nonprofits, developers, and property owners in retrofitting stormwater infrastructure and integrating green infrastructure solutions

TRENTON, NEW JERSEY — New Jersey Future, in partnership with Princeton Hydro, just launched the New Jersey Stormwater Retrofit Best Management Practices (BMP) Guide. This comprehensive resource stands as a pivotal tool to aid local and county governments, nonprofits, developers, and property owners in retrofitting stormwater infrastructure and integrating sustainable green infrastructure solutions.

"As climate change is exacerbating flooding across the Garden State, it is imperative that we update our existing stormwater infrastructure to both handle the increased quantity of stormwater and filter out pollutants," said Dana Patterson, Director of Marketing and Communications for Princeton Hydro, who helped design the guide and oversee its creation. "This comprehensive stormwater retrofit guide is a treasure trove of insights, strategies, and practical guidance aimed at empowering communities to retrofit outdated stormwater features in order to improve water quality and reduce flooding in their neighborhoods."

Historically, stormwater management measures, often seen in the form of detention basins in residential developments, shopping centers, and corporate complexes, have been designed to control peak flow (i.e., the maximum flow of water during a storm event) and do not necessarily provide a water quality improvement benefit. A stormwater retrofit aims to modify the existing drainage system to further improve stormwater control and treatment practices. Retrofits can reduce runoff volume, filter out pollutants, increase groundwater recharge, and help mimic pre-development hydrology.

"The majority of New Jersey's stormwater management systems were designed and implemented before the MS4 permitting program was created in 2004 and before the NJ Stormwater Management Rule required green infrastructure," said Lindsay Sigmund, Program Manager for New Jersey Future. "New Jersey Future believes that green

TRANSLATE YOUR CONTENT





Search in Drive



+ New

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Activity

Workspaces

My Drive

Shared drives

Shared with me

Recent

Starred

Spam

Trash

My Drive > Schuylkill River Water Q...

Type

People

Modified

Name	Owner	Last modified	File size
Flyers for Print	me	Oct 1, 2020 me	—
Social Media Graphics	me	Sep 29, 2020 me	—
Community Scientist Guide.pdf	me	Oct 9, 2020 me	2 MB
Press Release - October 5, 2020	me	Oct 9, 2020 me	—
Sample Social Media Shares	me	Oct 5, 2020 me	—



CAMPAIGN PARTNERS

GET ORGANIZED!

- Who are your **CORE PARTNERS**?
- Who are your **ALLY ORGANIZATIONS**?
- Who do you want to reach and who has relationships with those constituents?

CREATE A SPREADSHEET

- ★ Name of Org , POCs, Email of POC
- ★ Targeted Distribution Methods
- ★ Dates / Notes of Outreach to Them

- Statewide enviro orgs
- Local watershed groups
- Faith-based groups
- Elected officials
- Outdoor recreation orgs (Fishing, Boating, Hiking)
- Professional Societies (NJ-AWRA, NJAFM)
- Schools / Academic Clubs
- Businesses
- Reporters



CREATE A COMMUNICATION PLAN

- Pick a “Go Live” date
- Communicate expectations for release of information
- Share the link to the toolkit
- Send out same press release to maximize coverage
- Schedule a social media

THUNDERCLAP



QUESTIONS?



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THANK
YOU!

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