



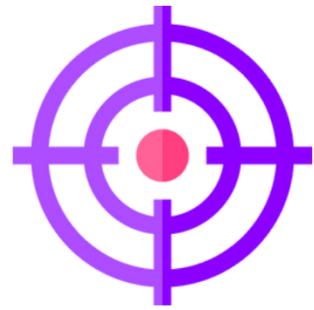
Communicating Climate Change on Digital Media

Speaking sustainability in the language of TikTok,
Reels & Memes

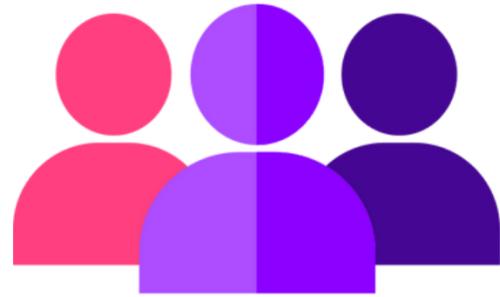
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Strategy building blocks



Goal



Audience



Medium



Content



Goal

INFORM/explain

Present factual information to explain the science and effects of climate change

ENGAGE

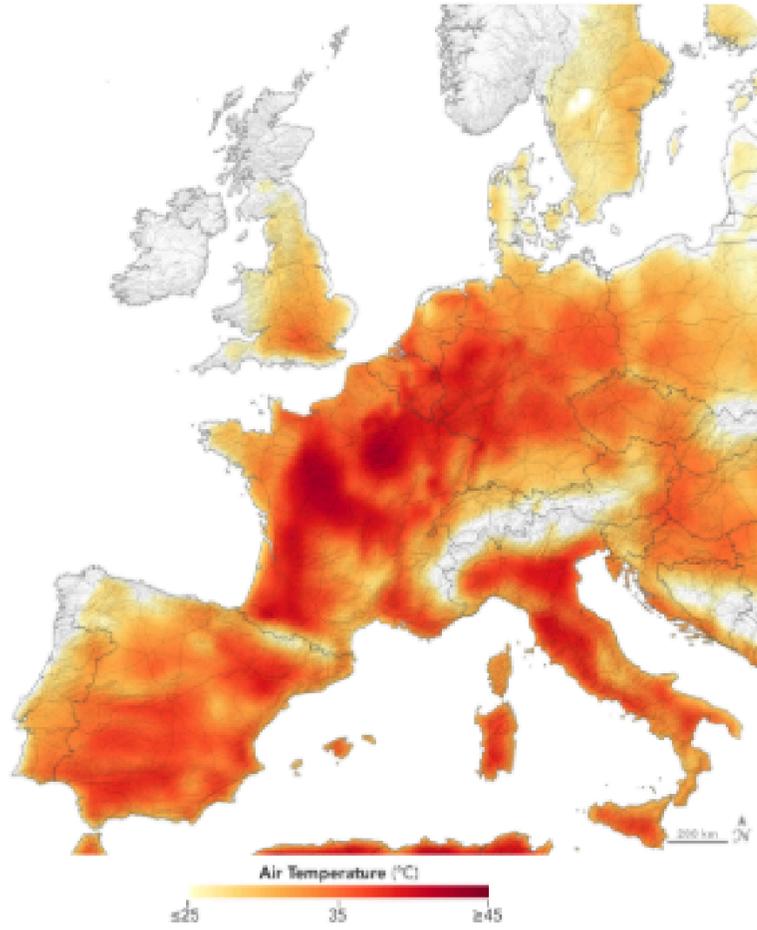
Capture attention and provoke curiosity or emotional investment

CREATE AWARENESS

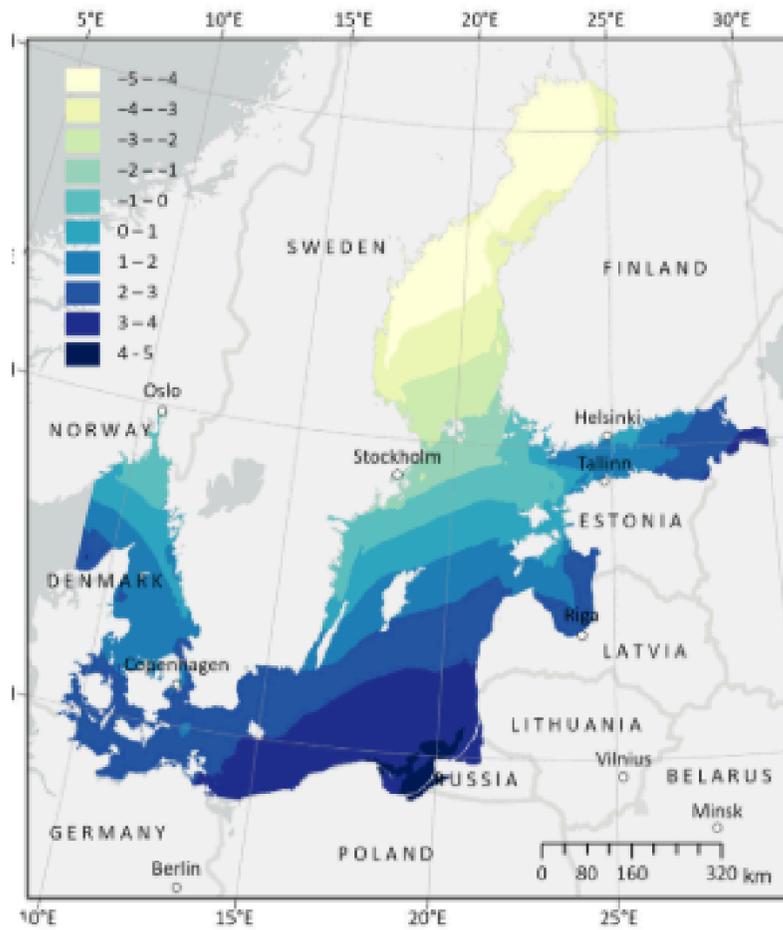
Connect the scientific reality to its impact on human lives and the planet

ADVOCATE / Motivate action

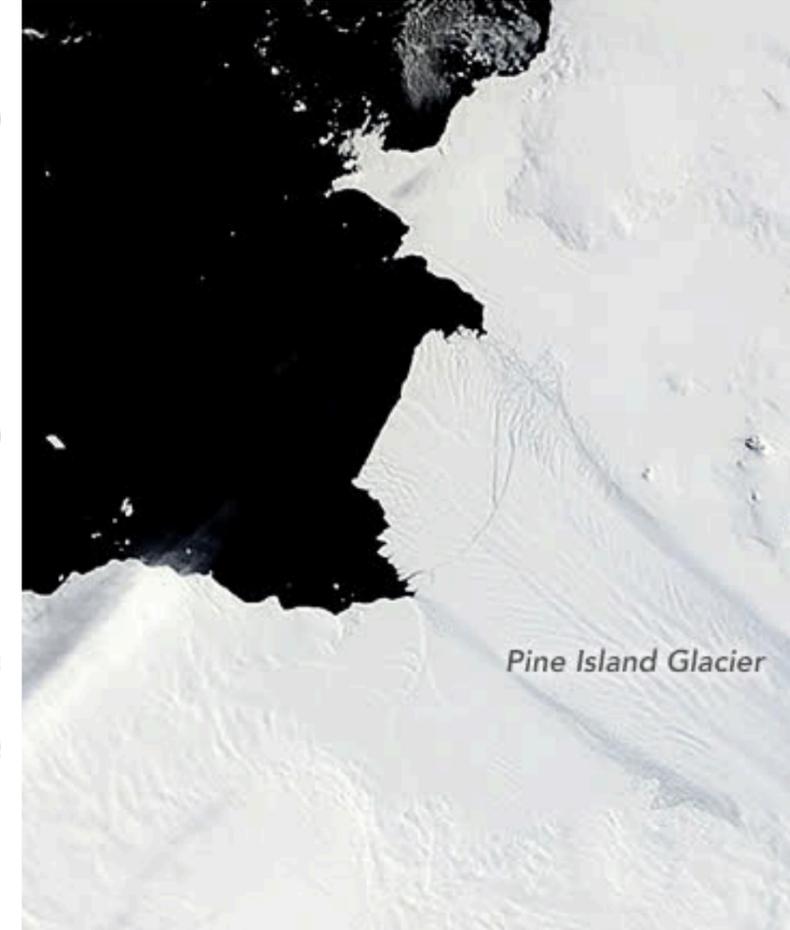
Inspire action and highlight solutions or efforts already underway



Global temperature maps



Sea level rise projections



Melting Glaciers



Air pollution imagery



ENGAGE

Capture attention and provoke curiosity or emotional investment



Before and afterwards



Juxtaposed photos



Dramatic weather events



HELLO, SIR.

**DO YOU HAVE A MOMENT TO TALK ABOUT
CLIMATE CHANGE?**

meme-generator

Iconic wildlife



Human displacement



Agricultural impacts



Urban vulnerability



Biodiversity at risk



ADVOCACY - ACTION

Inspire action and highlight solutions or efforts already underway



Technological innovation



Youth activism



Community initiatives



Hopeful restoration



Audience

Generation z

Born 1997-2012

Platforms: TikTok, Instagram, Snapchat, YouTube

Engagement Style: Gen Z is highly vocal and likely to engage in **conversations, duets, challenges, and commentary** on sustainability, often amplifying their voice in creative ways.

Content Preferences: Prefer **short, impactful videos with strong visuals and storytelling**, often shared by relatable influencers or activists. Memes and humour are also popular formats.

Actions: Participate in viral sustainability campaigns, create their own content on green topics, and call out brands for unsustainable practices (e.g., “cancelling” brands).

Motivators: This generation prioritizes **authenticity**, seeking **transparency** from brands and wanting **direct action** against climate change and social injustices.

Generation alpha

Born 2013-2025

Platforms: TikTok, YouTube, Snapchat, Roblox

Engagement Style: Still young, their interaction is often through family-guided content or educational formats. They engage with sustainability more passively, observing **content aimed at fostering eco-awareness**.

Content Preferences: **Simple, educational videos** and games focusing on nature, recycling, and environmental protection.

Actions: Limited due to age, but they may participate in eco-friendly family initiatives or educational projects at school.

Motivators: Engagement with sustainability is shaped by what parents and teachers introduce, typically focusing on cultivating a foundational **awareness and love for nature**.



6 CLIMATE COMMUNICATION TIPS

Pair urgency
with solutions

Show clear,
doable actions

Use positive,
authentic stories

Focus on
collective action

Connect climate
to everyday values
and issues

Let young voices lead, not
lectures



Medium



TikTok



Instagram



YouTube Shorts

Length

15–60 seconds
(better under 30)

Tone

Casual, bold, peer-to-peer
Feels like “made by someone like me”

Typical formats

Before / after
Quick tips and life hacks
Reactions to claims or ads

What works

Strong hook in the first 2–3 seconds
(e.g. surprising visual, a bold statement, a quick question...)
Trends, challenges, reactions, duets
Raw, playful, sometimes messy is okay



INSTAGRAM

Show. Tell a story. Build a community

Length

7–60 seconds reels

3–5 frames carousels

Tone

Polished but relatable

Personal

Typical formats

Mini tutorials / how-tos

Lifestyle

Behind-the-scenes

What works

Clear visuals and consistent style

Short stories broken into steps

Content people want to save or share



Length

15–35 seconds

Not recommended close to 60 seconds

Tone

Calm, informative

Trust-building, not flashy

Typical formats

Myth busting

“How it works”

Facts in under 30 seconds

What works

Edutainment and micro-learning

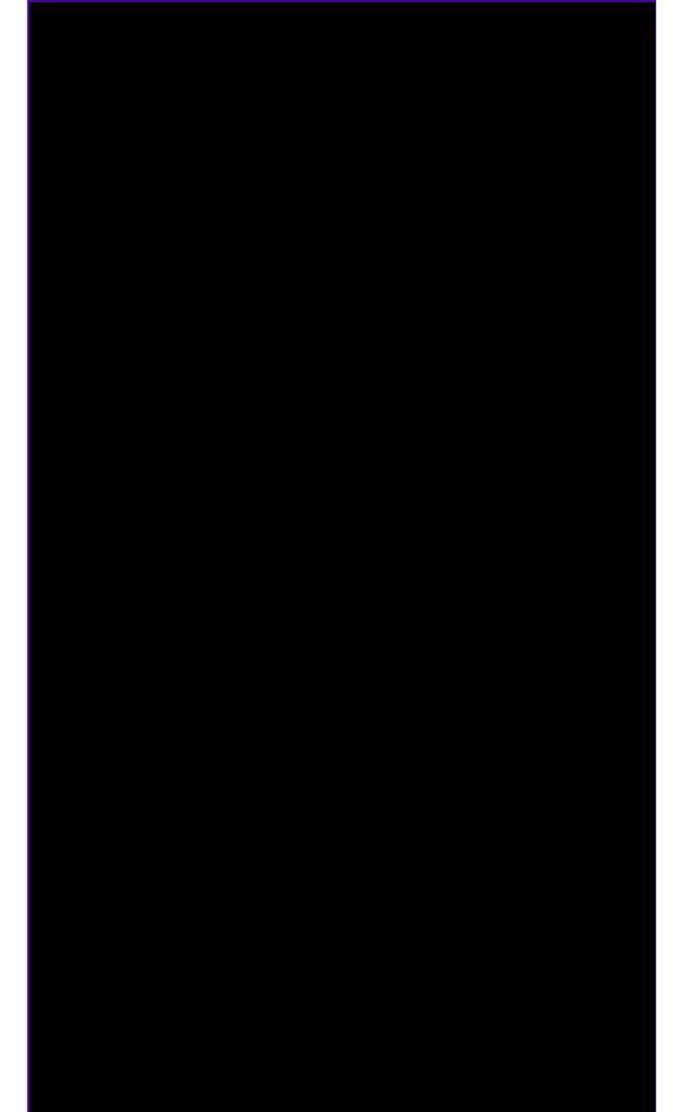
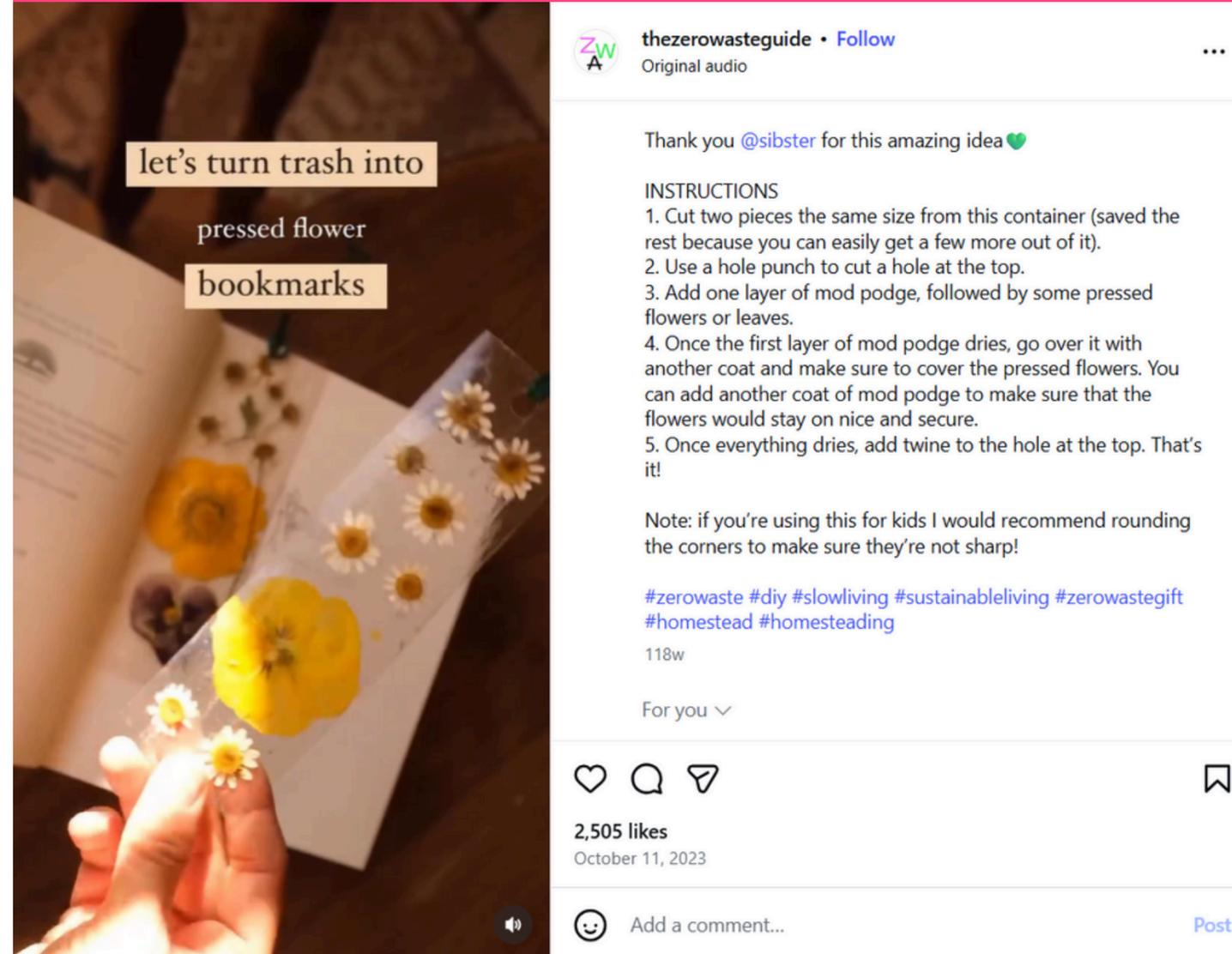
Clear idea or question upfront

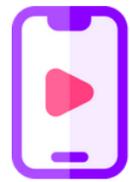
Simple explanations

One concept per video



EXAMPLES





PLATFORM RECAP

Aspect	TikTok	Instagram	YouTube shorts
Main logic	Trends, energy, participation	Visual identity, community	Understanding, explanation
Hook style	Immediate, emotional, surprising	Clear and visually appealing	Search-friendly question or fact
Tone	Casual, bold, playful	Polished but relatable	Informative, calm
Best for	Challenges, actions, reactions	Stories, lifestyle	Explain-in-short, myth busting
Pacing	Very fast, dynamic	Medium, visually clean	Slower, structured
Call to action	“Duet this if you agree” / “Comment your tip”	“Save for later” / “Follow for more”	“Watch the full video”/“Subscribe”
What makes people stay	“This is fun / relatable”	“This looks good / feels close”	“I’m learning something”
Captions	Short, punchy, keyword-rich	Longer, descriptive, storytelling	Clear, use of search terms/keywords
Audio	Use trending sounds (creatively)	Trending or original audio	Clear voiceover; music only if it fits



Content - Story

1 State the problem (Hook)

What is happening?

Littering takes a second, but it sends a message that the place doesn't matter, so people treat it worse and the damage keeps spreading.

2 Core message

Why does it matter (to them)?

When we stop caring for a place, we stop caring for the environment too.

3 Call to action

What can they do?

If there's no bin, keep it with you until you find one. Better yet, pick up one extra piece when you can.

 **EXAMPLE 1**

State the problem



Core message



Call to action



 **EXAMPLE 2**



All together

REDUCE PLASTIC CAMPAIGN

Goal: Motivate Action

Audience: Gen Z

Platform: TikTok



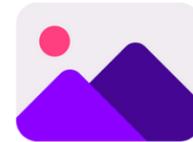
Rationale

Generation Z responds to interactive, digital learning experiences. Gamifying sustainability concepts can make plastic reduction fun and engaging for this young audience, sparking early interest in eco-friendly behaviours.



Core message

Change the World, One Less Plastic Bottle at a Time



Content

A TikTok trend featuring short clips of students creatively reusing or avoiding plastic in their daily routines, paired with catchy music. Each video ends with facts about plastic pollution and the impact of collective action.



Call to Action

Create your own #PlasticFreeFuture video showing how you reduce plastic. Tag us for a chance to be featured and win a sustainability kit!



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Links to the exercises

Hannah, 15, Instagram

Amina, 14, YouTube Shorts

Matthijs, 17, TikTok