

Social Media Toolkit

Title: Climate change

For use during week 35, 4/27/20-5/3/20

Launch Date: 4/13/2020

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

Climate change is described as periodic modification of Earth's climate brought about as a result of changes in the atmosphere as well as interactions between the atmosphere and various other geologic, chemical, biological, and geographic factors within the Earth system. Climate change can often be confused with global warming where the latter simply refers to the warming of the earth whereas the former refers to all the weather changes associated with it. This may seem like a natural phenomenon and is to an extent; however, humans have sped up the process through the burning of oil, gas, and coal. The burning of these release something called greenhouse gases (CO₂, N₂O, H₂O). These gases are released into the earth's atmosphere and affect how the earth absorbs and distributes heat. This leads to changes in weather patterns including tornadoes, hurricanes, heavy rainfall and droughts. There is evidence for climate change, yet people deny its existence. Some even claim it is a government conspiracy. Cars, furnaces, and machines are just a few common examples of objects that release greenhouse gases.

This toolkit provides the information for public health officials to advocate for the importance of climate change and the devastating effects it can have on the future if not corrected. It will also provide information on how the public can help decrease this phenomenon.

Target audience/high-risk subsets

**Describe target audience*

**Describe high-risk or sub-populations, if appropriate*

Target audience: people who use objects and participate in activities that release greenhouse gases

Target Audience Needs/Issues/Considerations

Opposition groups may include the following:

- Large car/factory manufacturers whose products release greenhouse gases (financial)
- Areas where people lack public transportation and are highly dependent on cars
- Groups that deny the existence of climate change

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

- [NASA: California Institute for Technology](#)
- [Centers for Disease Control and Prevention](#)
- [World Health Organization](#)
- [United States Environmental Protection Agency](#)
- [National Oceanic and Atmospheric Administration](#)

References

1. Centers for Disease Control and Prevention. *Climate Change and Public Health--Health Effects--Precipitation Extremes* | CDC. https://www.cdc.gov/climateandhealth/effects/precipitation_extremes.htm Accessed April 8, 2020.
2. Facilities Management, Northwestern University. 10 Ways to Stop Global Warming: Facilities - Northwestern University. <https://www.northwestern.edu/fm/fm-staff/10-ways-to-stop-global-warming.html>. Accessed April 8, 2020.
3. Jackson ST. Climate change. Encyclopædia Britannica. <https://www.britannica.com/science/climate-change>. Published February 1, 2018. Accessed April 8, 2020.

Toolkit Content

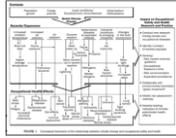
Developer(s) Affiliation(s) Title(s)	Karisma Sinha--Northeast Ohio Medical University, medical student				
Estimated time used to create	10 hours				
Date submitted	4/8/2020				
Target date for release (Monday)	4/13/2020				
Approvals (Needs at least one reviewer per column—initial appropriate column)	Reviewer	Date	Format & language (grammar)	Social media content	Public health content
	Amy Lee	4/11/2020	AL	AL	
	Mark Adams	4/13/2020	MA	MA	MA
Content recency	All messages in this toolkit were generated in April 2020 and contain up-to-date information prior to the launch date.				
Accuracy	Sources of all data are provided (all credible sources)				
Social Media Platforms Included	Platform	Ideal number	In this toolkit		
	Facebook	5	5		
	Twitter	10	10		
	Instagram	5	5		
	Hashtags (for Twitter or Instagram)	10	10		
	Video (YouTube)	Optional	0		
	Print media (e.g. press release)	Optional	0		
	Other (list): Photos Blog post ideas	Optional	0		

Approvers Information

- Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.
- Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits
- Here are the items that you are checking

Reviewer	Items for review
Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines. Also, from a credible source.
Social media content	Layout, imaging, length of posts
Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.

FACEBOOK

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://www.cdc.gov/climateandhealth/effects/default.htm	Impact of climate change on Human health	4/4/2020	Source: Centers for Disease Control and Prevention
Facebook 2		https://www.cdc.gov/climateandhealth/BRACE.htm	Building Resilience against Climate Effects	4/4/2020	Source: Centers for Disease Control and Prevention
Facebook 3		https://www.cdc.gov/climateandhealth/crsci_grantees.htm	Climate-Ready States & Cities Initiative Grantees	4/4/2020	Source: Centers for Disease Control and Prevention
Facebook 4		https://blogs.cdc.gov/niosh-science-blog/2014/09/22/climate-change/	Relationship between climate change and occupational safety and health	4/5/2020	Source: Centers for Disease Control and Prevention
Facebook 5		https://www.who.int/globalchange/summary/en/	Variations in Earth's average surface temperatures, over the past 20,000 years	4/5/2020	Source: World Health Organization

TWEETS

Twitter best practices

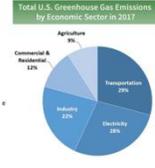
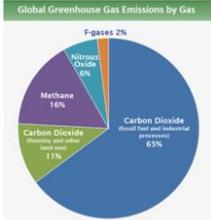
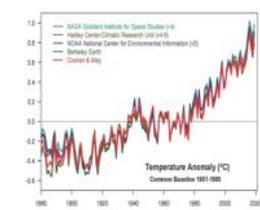
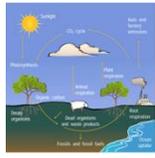
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Outside workers are affected by Global Warming head on!! #stopclimatechange https://blogs.cdc.gov/niosh-science-blog/2014/09/22/climate-change/
Tweet 2	You can help #stopclimatechange by replacing one regular light bulb with a compact fluorescent light bulb. This will save 150 pounds of carbon dioxide a year #lessCO2 #lessclimatechange https://www.northwestern.edu/fm/fm-staff/10-ways-to-stop-global-warming.html
Tweet 3	The beauty of #nature may go away if we don't stop climate change now!!!
Tweet 4	Join @CDCenviornment in highlighting the importance of stopping #globalwarming.
Tweet 5	#plantatree and absorb one ton of CO2 over its lifetime
Tweet 6	Walk more! Bike more! Being more active and driving less cars will save pounds of CO2 #exercise #beactive #stopclimatechange
Tweet 7	#recycle half your household waste and save 2,400 lbs. of CO2 a year!! #stopclimatechange
Tweet 8	Stop climate change now and #savetheplanet!!!
Tweet 9	Do not let people fool you #climatechangeisreal!!!
Tweet 10	Turn off your electric devices when you are not using them and save thousands of lbs of CO2 a year!!! #lessCO2 #thebetter. Stop #climatechange https://www.northwestern.edu/fm/fm-staff/10-ways-to-stop-global-warming.html

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.epa.gov/ghgemissions/sources-greenhouse-gas-emissions	Total U.S. Greenhouse Gas Emissions by Economic Sector in 2017	4/7/2020	Source: United States Environmental Protection agency
Instagram 2		https://www.epa.gov/ghgemissions/global-greenhouse-gas-emissions-data	Global Greenhouse emission by Gas	4/7/2020	Source: The Intergovernmental Panel on Climate Change
Instagram 3		https://climate.nasa.gov/scientific-consensus/	Temperature data showing rapid warming in the past few decades, the latest data going up to 2019.	4/7/2020	Source: Centers for Disease Control and Prevention
Instagram 4		https://www.climate.gov/news-features/understanding-climate/carbon-dioxide-earths-hottest-topic-just-warming	The carbon atom is an essential building block of all living organisms. Carbon constantly moves through all living things, as well as through the oceans, atmosphere, and Earth's crust. For example, carbon moves from air to vegetation through photosynthesis. Decaying plant tissue adds carbon to soils, and soil organisms digest and release carbon dioxide back into the atmosphere	4/7/2020	Source: National Oceanic and Atmospheric Administration
Instagram 5		https://climate.nasa.gov/effects/	The potential future effects of global climate change include more frequent wildfires, longer periods of drought in some regions and an increase in the number, duration and intensity of tropical storms.	4/7/2020	Photo source: Centers for Disease Control and Prevention

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#StopClimateChange
Hashtag 2	#ClimateChangeisReal
Hashtag 3	#ClimateChange
Hashtag 4	#GlobalWarming
Hashtag 5	#saveourplanet
Hashtag 6	#plantatree
drHashtag 7	#nature
Hashtag 8	#environment
Hashtag 9	#beactive
Hashtag 10	#lessCO2