

My Earth Social

Environmental Education and Activism

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The Campaign:

My Earth Social will aim to educate consumers about the environment. The purpose of the campaign would be to teach people in plain terms about the issues facing our environment, what can be done about it, and how to make change through individual action. Focusing on the easy lifestyle changes that can help create a greener world, we would aim to show our audience that while the problems seem too big, there are still things that can be done to help. The audience for this campaign would mainly be college-age people with a passion for the environment. Seeing as the market for sustainable goods is filled with misinformation and expensive options, one of the goals of this campaign is to promote less expensive greener alternatives to common products. Our audience would specifically be individuals that are looking for realistic ways to make budget-friendly sustainable changes in their everyday lives. With this audience and these goals in mind, this campaign aims to create a community of people with which to communicate about environmental issues. This community would work together to open up more discussions about environmental issues and their potential solutions. The My Earth Social Campaign is meant to create a social platform to bring together people who care about the environment and want to do what they can to protect it.

Primary Platform:

The main platform for this campaign will be Twitter because of our target demographic. Hoping to appeal to college-age students and older, Twitter will act as our main platform for sharing content and linking posts to our website. We are aware that the college-age generation we are aiming to reach is less likely to read articles, so we plan to present bite-sized information that will increase interaction with our research and information as compared to blog posts. The goal of using Twitter will be to post condensed content that can easily be retweeted and shared for mass communication with our audience and potential readers. Planning to post when we produce articles and new content, we hope to spread the word about our posts and spark conversations on all of our platforms. The metrics we will measure are the likes, retweets, and views on our account and our site based on the posts we link. The main benefit of using Twitter is the simplicity of posting and sharing content with a large community of people, and seeing as our main goal is to create a community of people that are passionate about the environment, we feel that using Twitter as our primary platform would give our campaign the best results.

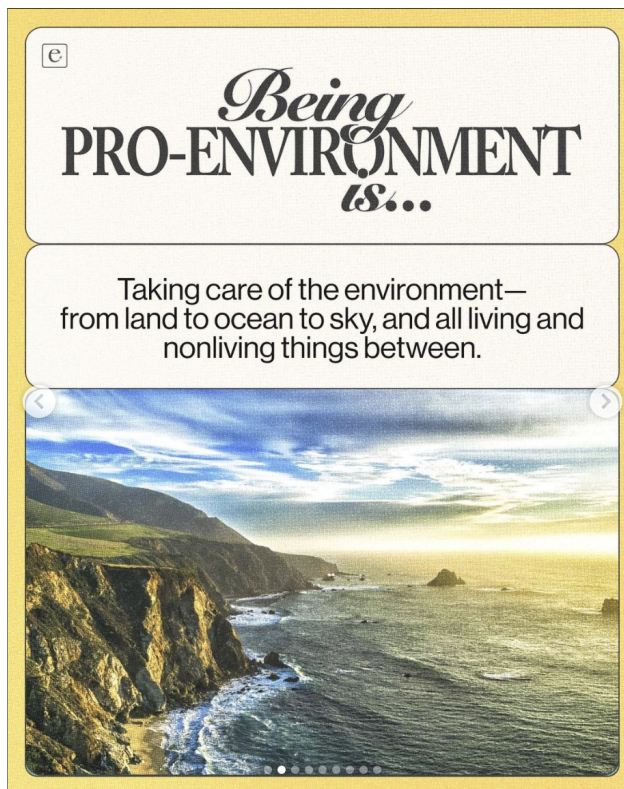
Secondary Platform:

The secondary platform for the My Earth Social campaign will be Instagram. Based on our target audience of young adults and our goals to create a community, we plan to use Instagram to grow our brand. Seeing as the platform focuses on sharing images, we will use photography that aligns with our posts to intrigue users and

hopefully persuade them to check out the articles on our website. Using real images of natural events and environmental issues, we hope to share content that not only shows the reality of the issues our environment is facing but also the beauty in our solutions. Our goal for Instagram is to create an aesthetic based on a passion for making change through sustainability in hopes of attracting the right audience. The prospected outcome would be to grow our audience and create a cohesive look and feel for our brand. We feel that the benefits of Instagram as a platform directly align with our values and goals for the company.

Secondary Platform Examples:

1. Post made by *Environment by Impact* at <https://www.instagram.com/environment/>



This post is a great way to educate users while also giving hope to the environmental movement. The image and text are meant to spark the audience's interest in being "Pro-Environment" and cause viewers to do further research to join the cause. This is an example of how My Earth Social could use photography to inspire users while also persuading them to do more research and visit the website to learn more.

2. Post made by *LiveKindly* at <https://www.instagram.com/livekindly/>



This post is an example of curating content from other platforms. For the My Earth Social campaign, the main social media platform will be Twitter, so this is one way

in which we could use remediation to our advantage when creating cohesive content across all of our platforms. This is a great example of how our campaign can educate our audience about current events and the positive strides being made every day.

3. Post made by *FSUSustainableCampus* at

<https://www.instagram.com/fsusustainable/>



This post is more in-line with the campaign's target audience of college-age students. Providing tips and alternatives for sustainable living is one of the main goals for My Earth Social and this is a great example of how we could do that in an aesthetic and easily-digestible way. Using Instagram to link to our website, we could make posts

similar to this to bring users to the site for more information and education about sustainable living and ways to support the environmental movement.

Plan for Secondary Platform:

The purpose of using Instagram is not only to share content but to educate, inspire, motivate, and create a community of people that are passionate about the environment. One of the ideas we have for starting this campaign is a well-designed image that speaks plainly about the issues our environment is currently facing. This would work to somewhat shock the audience and spark their interest in what can be done in response to these issues. Following the basic guidelines of the example posts above, the next few posts would then explain the nature of the situation and what is necessary to make beneficial changes. In a way, the posts would act as a larger storyline that begins with the conflict and proceeds to explain the solutions and the possible outcomes and resolutions. The main goal of a campaign like this is to show users that they are the characters in the story, they are the ones that can make a difference, no matter how small.

Conclusion:

The purpose of My Earth Social is to make people aware of what is going on in our environment and to start necessary conversations about the reality of the issues we face. The goals of the social media campaign are to spread awareness and bring together people who are passionate about the environment by giving

them a space to communicate about solutions that can be made. With the use of Twitter as our primary platform, we hope to expand our community through educational posts and the sharing of important content. Then with the help of our secondary platform, Instagram, we plan to use imagery and aesthetics to garner a brand that is not only educational but also respectable and inspirational. With the use of analytics and trends, we plan to use the benefits of each of these platforms to our advantage. In the end, we hope that this campaign will spread awareness about our business, but more importantly, educate people about our wonderful planet and the issues harming our environment.

Sites:

- <https://www.instagram.com/environment/>
- <https://www.instagram.com/livekindly/>
- <https://www.instagram.com/fsusustainable/>