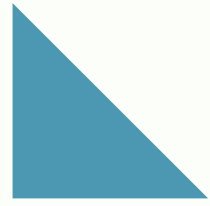


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The Climate Reality Project Report

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Hon 208



Introduction

The Climate Reality Project is a group of “diverse and passionate” individuals who are brought together and united as one to work towards a shared common goal. These individuals work collectively to educate, empower, and motivate others to take action. Through leading by example along with using various platforms, these individuals attempt to achieve the organization's missions and goals. The Climate Reality Project has a pretty standard current communication strategy. From their instagram account to their website, it's nothing too out of the ordinary. They use their instagram (@climatereality) to inform their following of current, local, and/or dire issues. Their posts consist of images that raise awareness for various issues and use this media platform to engage and educate this audience. The organization uses their website in a similar manner, but provides some additional information. Further along in this report will dive deeper into the organizations' use of Instagram and their website..

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Mission and Vision

According to the Climate Reality Project's website, it is apparent that the mission of this organization is to educate and inform the public on the timely matter of climate change issues. Based off this quote straight from the organization's web page, it is clear what the organization is directing and focusing the efforts on:

Urgent action to cut greenhouse gas emissions and speed a just transition to clean energy worldwide. Urgent action to make world leaders commit to stopping global warming through the Paris Agreement. Urgent action to end the pollution poisoning frontline communities and racist policies deepening inequality planet-wide. (Climate Reality Project, 2021).

They emphasize the importance of urgent action and highlight the importance of taking action sooner rather than later. The goal of the Climate Reality Project is to rally people to create small differences that will ultimately add together and help make a dent in the large issue of climate change. The mission is to use trainings, campaigns, and partnerships to provide people with the necessary tools and prepare them to do their part to help aid the organization in taking steps to reversing climate change in its entirety. The main aspect highlighted on the mission and goals portion of their website is urging people to take action now. The organization emphasizes the importance of action being taken now when stating their mission and goals.

Social Media Summary

This is the current situation of the Climate Reality Project Instagram:

Cleary stated in their Instagram bio, Climate Reality was founded by Al Gore. At the time of writing this report (March 2021) the Climate Reality Instagram account (@climatereality) is at 240k followers and 660 posts. The staff that runs the instagram page posts pretty consistently as there is a new post practically every 2-3 days. These posts contain information about a variety of different climate and environment justice issues. The most recent post --as of March 11, 2021-- is an infographic discussing the importance of the COVID-19 Relief Bill. In the caption there is some additional information along with a hashtag that is used to generate attention and gain engagement. The goals of Climate Reality are clearly stated in their bio and seen throughout their Instagram feed. A direct quote taken from their Instagram bio, "we're bringing the world together to stop climate change and create a healthy and prosperous future powered by clean energy.", presents their goals to anyone that stumbles across their Instagram account. Their audience seems to be a variety of people. Narrowing it into people within the "6 Americas", majority of their engagement comes from the concerned category, but the account does grasp the attention of the cautious and occasionally disengaged.

Website Summary

This is the current situation of the Climate Reality Project website:

Unlike the Climate Reality's Instagram account, the website does not have followers, so following their engagement from a third perspective is more difficult. After exploring their website, it is evident that there are many people who contribute to the site. There is a tab titled "Strategic Partnerships", which provides a list of selected organizations that work towards similar goals as the Climate Reality Project. The summary of this tab explains, "These groups include members of frontline communities, Indigenous people, and young activists." (ClimateReality, 2021).

It's apparent throughout the entirety of their website, that they are strongly encouraging and attempting to urge people to take action. This is the recurring theme throughout the website. Similarly to their Instagram, the audience once again is targeting the cautious group from the "6 Americas". The goal of pushing people to take action through the median of their website is less effective for the disengaged group as this group is less likely to be exposed to or aware of the existence of this website. Therefore, the website uses different information and means of communication than their Instagram because of the slightly altered audience.

Analysis:

Current Situation of Instagram and Website

The Climate Reality instagram account contains many positive components. They have clearly seen a decent amount of success by gaining 240k followers. Of course there are components that they could improve upon, but their general approach is a good start. They focus their efforts on their instagram to target a broader audience because it is easier to generate attention on Instagram rather than through their website.

They provide a link in their Instagram bio directly to their website, which allows people of interest to learn more about the organization. Considering they are hoping to accomplish getting more people to take action, having the link to their website, which provides direction on ways to take action is definitely a good strategic approach that will help them achieve their goal.

As mentioned before, their instagram audience can be categorized by the concerned group, but the account does grasp the attention of the cautious and occasionally disengaged. The engagement most likely comes from the concerned group, but the posts reach a broader range of people. This is where the biggest flaw of their Instagram comes into play. The instagram posts are tailored mainly to the group of people that have prior knowledge on certain climate issues. This is also a problem on the organization's website, they assume that the issues mentioned are known by everyone who is reading, which is not the case.

Suggestions:

Climate Reality Instagram

Despite the numerous positive aspects to Instagram and the website, there are a couple of things to be improved upon to utilize these means of communication and continue the growth of the organization's message.

Although they do generate a majority of engagement from people that are more knowledgeable on current climate issues, they disregard the fact that their posts do reach people with less knowledge on these topics. Their posts assume everyone knows these current climate and environmental issues, which causes people who aren't aware to lose interest as they are uninterested. If these people are not informed on the issues, they are less likely to be motivated to take action.

A specific example of this is seen under the "Our Missions" tab, the organization alludes to the Paris Agreement, but for someone who doesn't know much about climate issues, this is not something they would immediately know about. There are many sources out there, including journals, that explain the Paris Agreement. If the organization compiled information on the Paris Agreement from the journal titled, "Climate change, the Paris agreement and human rights.", then provided a brief footnote or summary of the Paris Agreement, then people would learn about the agreement and be more inclined to take action (Boyle, 2018). It would be frustrating for people wanting to help, but feeling confused by overwhelmingly new information, so a simple quick explanation of issues would be a simple and efficient solution.

Suggestions:

Climate Reality Instagram

Just like the example given above regarding the Paris Agreement, this is seen again with other terms including greenhouse gas emissions. A journal that Climate Reality can refer to called, "A review of greenhouse gas emission profiles, dynamics, and climate change mitigation efforts across the key climate change players.", could be used to not only summarize the key points of what is meant by the term "greenhouse gas emissions", but also could be used to further explain the importance as to why this is such a problematic issue (Zheng, 2019). By explaining to followers and readers what these terms mean, along with why they impact the environment help "fuel to fire" to ignite a reaction that will hopefully motivate people to take action.

One more example of this specific issue of the lack of information is regarding the term "fossil fuels". This is not the last example of terms that should be clarified for the audience, but it is most definitely a notable one. The journal titled, "The threat to climate change mitigation posed by the abundance of fossil fuels." is a well-written summary of the issues revolving around fossil fuels. The term fossil fuel is clarified and some important information relating to fossil fuels is given throughout this journal (Johnsson, Kjärstad, & Rootzén, 2018). Climate Reality could benefit with adding some of this information to their website to assist their following in learning about the issue of fossil fuels and provide some insight on ways to help combat this issue.

Suggestions:

Climate Reality Instagram and Website

Another journal that would be helpful for the organization to gather research from is titled, "Investigating the long-term impacts of climate Change communications on Individuals' attitudes and behavior" (Howell, 2012). This journal explains how the changes suggested would be beneficial to the organization. In the journal, Howell explains the behavior and attitude alters to simple changes including alternations in the way certain issues are phrased or certain keywords. These minor changes that could be incorporated throughout Climate Reality's instagram page and website could result in a positive reaction from their following.

In the short-term, Climate Reality should focus their efforts on gaining a greater following on the Instagram account. By creating posts that generate buzz and get some engagement will help their account grow. With that larger and growing following, they should be able to work towards a long-term goal. This long term goal could remain the same as what is currently published on their website: Urgent action to cut greenhouse gas emissions and speed a just transition to clean energy worldwide. Urgent action to make world leaders commit to stopping global warming through the Paris Agreement. Urgent action to end the pollution poisoning frontline communities and racist policies deepening inequality planet-wide. (Climate Reality Project, 2021).Based on their current resources, the biggest impact would come from their Instagram account. Generating a buzz around one viral post would help the organization grow substantially and get the organization's name and mission more publicly known.

Suggestions:

Climate Reality Instagram and Website

Also, the posts are all infographics on certain issues, which can be beneficial, but also providing information on quick and easy ways to take action or posts of other people taking action would be beneficial to the organization. Seeing other people lead by example would motivate other people to take action as well, which would help fulfill the organization's goal. Creating posts that are eye-catching and have a strong message would be posts that would generate more buzz, which would help the organization grow. If a post has a strong message and catches viewers attention, then they will be more likely to share the post, which would lead to more people being apparent of the existence of Climate Reality.

The goal of the Instagram account should focus on primarily capturing people's attention through posts that hopefully gain a decent amount of exposure, so then more people are led to learning about Climate Reality. From there, people will use the link in the Instagram bio and continue following the organization and learn more ways to help and take action through the website.

Suggestions:

Climate Reality Instagram and Website

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Based on their current resources, the biggest impact would come from their Instagram account. Generating a buzz around one viral post would help the organization grow substantially and get the organization's name and mission more publicly known. The more people that are exposed to posts from Climate Reality will allow more people to change their attitude and behaviors towards matters mentioned by Climate Reality. Once the organization expands their following, the elements from the "Investigating the long-term impacts of climate Change communications on Individuals' attitudes and behavior" journal --mentioned earlier--will come into play. The key component that the organization should worry about primarily is growing their following and generating more attention to the Climate Reality. From there, it is important that they keep these new followers engaged and provide them guidance in ways to help and motivation to want to take action.

Suggestions:

Climate Reality Instagram and Website

The suggestions listed above would help the organization achieve more success in growing their Instagram page and ultimately gathering people to take action, which is their overall goal. The return that Climate Reality could expect from making the changes suggested throughout this report would include broadening their audience, keeping people engaged and motivated, and having followers take action that will help work towards the overall extensive goal of helping the climate.

Overall, Climate Reality's current approach has seen some success, but with a few simple alterations suggested, their success will be much more apparent. Changing their page to better target their audience and keep their followers active will help take strides towards their goal of having more action being taken. Continuing to post new and captivating content on both their website and instagram will prevent the organization from hitting and peak or plateau. Developing and growing the organization should be the main objective in the short-term; if this is done properly, then the long-term goal of more action being taken by their following will be met.

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