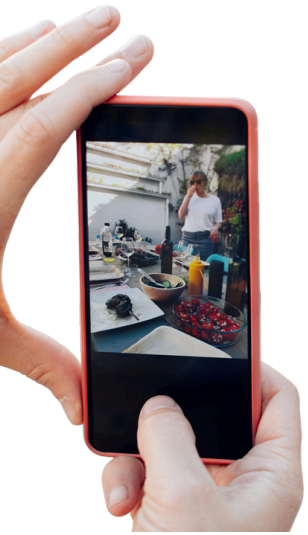
Communication(s) for Impact

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Who has a pubblic social media account?



Raise your hand up if you posted about climate, energy or justice in the last 6 months.

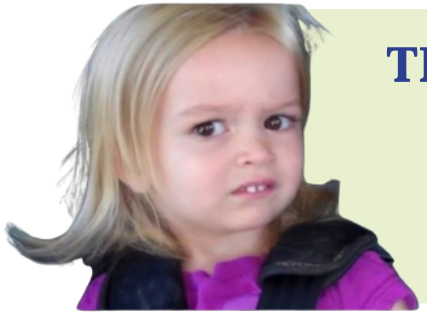
Keep it up if a stranger saw it.

Never posted about it?
Your account is public, so the potential is already there.



Just Transition

What it the problem with it?



THE PROBLEM IS THAT IT IS A RATHER SIMPLE CONCEPT EXPRESSED IN A DIFFICULT LANGUAGE ONLY FEW UNDERSTAND

If understood only by a few, the concept and process is often untrusted, and disinformation often fills the gap.

if the process is untrusted, its delivery slowes down and every year of delay costs people and the climate

Making people care

We are moving towards a more and more individualistic society: if it does not concern me or I do not see any direct impact or bother in my daily life, I do not care.

More so if it the ASK is perceived as a sacrifice.

SO HOW DO WE MAKE PEOPLE CARE?



Make it concern them.
Their streets.
Their bills.
Their jobs.
Their traditions.

Why and how would that even work?!

Because it builds trust through relatability

We tend to trust people and messages that feel like us.

A familiar, local detail signals honesty and is hard to dismiss as spin.



Trust is what gets a message heard, then believed, then acted on and spoiler alert....CREATING IMPACT

OK. But concretely...
HOW?

THE BAD NEWS

No magic formula exists. You will test, fail, adjust and test again, especially on social media.



THE GOOD NEWS

You don't start from zero. There are guidelines you can use to shape your message and give it the best chance of landing.

Some general guidelines:

RESEARCH YOUR AUDIENCE

Understand whom you want to see your story

START WITH PEOPLE

Lead with a real person or place. Let numbers support the story, not replace it.

MAKE IT LOCAL AND RELEVANT

Name the town, the job or the season people recognise, so it feels close.

SHOW WHAT IS PROTECTED

Talk about secure jobs, cleaner air and fair support, not only what must end.

Something that not many will tell you...

The digital space rewards the most psychologically sticky narrative/comms, not the most accurate data.

And that is why message shaping is fundamental in how we engineer attention without sacrificing truth.

But again, how?!

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Using Behavioural psychology in communications for impact

Four principles that shape how people respond to climate and just transition posts. Use them to shape your messages!

1 – IDENTITY PROTECTION

People listen when a message respects who they are.

EXAMPLE

✗ **Stop following outdated traditions and embrace green energy.**

✓ **Protect your community's traditions by protecting the land, fruit and harvests that keep them alive."**

2 – LOSS AVERSION + PRESENT BIAS

People care more about what they could lose today.

EXAMPLE

✗ **Act now for a greener world in 2050.**

✓ **Hotter summers threaten the fruit harvests behind your favourite local products. Protecting the climate means protecting what we love.**

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3 – SOCIAL PROOF

People look at what others do to decide what is normal.

EXAMPLE

✗ **Nobody is investing in renewable energy in our region.**

✓ **Local schools are installing solar panels to cut electricity bills and invest the savings back into education.**

3 – PREBUNKING

Teach people how to recognise misleading messages before they encounter them

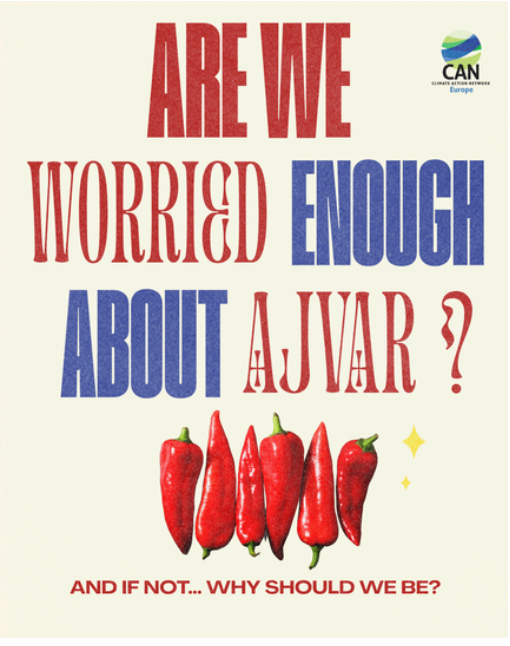
EXAMPLE

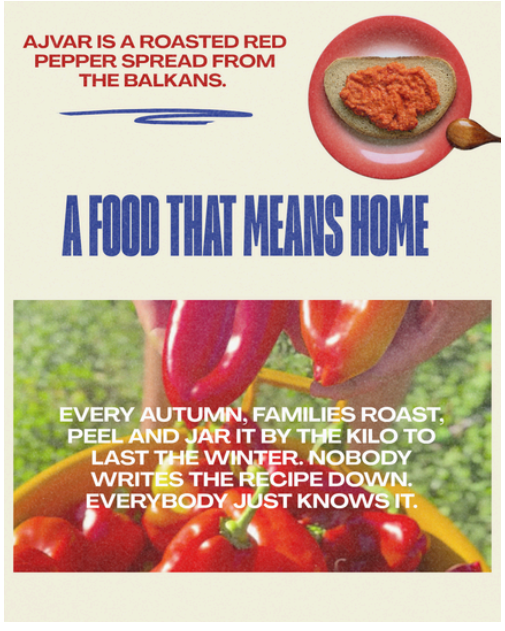
✗ **It's false that renewable energy always causes blackouts.**

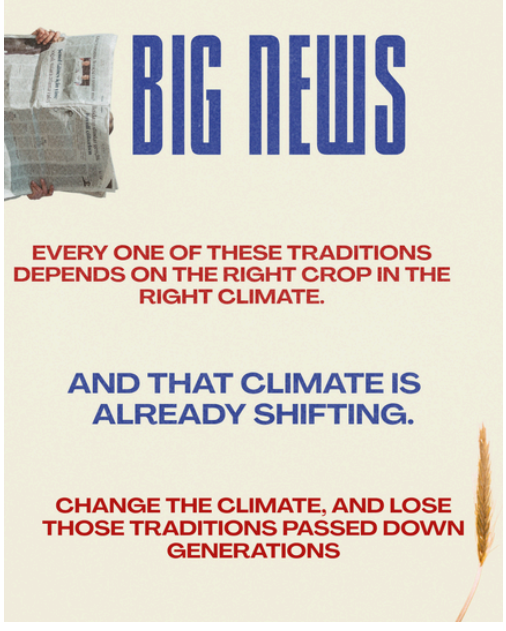
✓ **Watch out for claims that blame every blackout on renewable energy. Ask: What caused the outage? What evidence supports the claim?**

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Some examples from CAN Europe work on SM









WHAT WE DID HERE: **Our audience in this case is from the Balkans, so we took a traditional food (ajvar), and applied the following B.P. principles in shaping the message**

Identity: **Framed ajvar as a tradition worth protecting.**
Loss aversion: **Showed how climate change threatens harvests and family rituals.**
Social proof (as CTA): **Invited audiences to share their own comfort foods.**

And how do I know if my communication(s) are generating impact?

Impact is extremely difficult to measure.
So you probably won't know for sure. And that's OK.

But social media give us some helpful metrics that can help in figuring out whether our communication landed well.

REACH: Did I reach people?
Check: Reach, impressions, audience demographics.
Ask: Am I reaching the people I want to reach, or just my usual followers?

RESONANCE: Did the message land?
Check: Shares, saves, comments, watch time.
Ask: Are people sharing it because it matters to them?
Are they discussing the message, not just reacting to the visuals?

And how do I know if my communication(s) are generating impact?

ACTION:Did it prompt a response?
Check: Link clicks, profile visits, sign-ups, direct messages.
Ask: Did anyone take the next step I wanted them to take?

RESONANCE: Did the message land?
Check: Shares, saves, comments, watch time.
Ask: Are people sharing it because it matters to them?
Are they discussing the message, not just reacting to the visuals?

LEARNING: What should I do differently?
Check: Compare posts with different messages, formats and audiences.
Ask: Which content performed best against its objective, and what can I learn from it?

AMPLIFICATION: Did my message travel beyond my account?
Check: Reposts, mentions, tags, shares and other accounts reusing your content or key messages.
Ask: Did someone find the message valuable enough to pass it on, adapt it or use it to reach their own audience?

YOUR TURN

PICK A MESSAGE

A. "Just Transition ensures an equitable shift to a low-carbon economy."
B. "Phasing out fossil fuels by 2040 is necessary to stay within 1.5°C."
C. "Renewable energy deployment must be accelerated across the region."

THINK OF ONE PERSON

Picture one real person you'd like to understand this message.
Not "the public", just one person: a neighbour, a relative, a colleague.

THINK ABOUT

One detail they would recognise: a street, a food, a job or a season.
One thing they care about: their bills, their kids, their job, their garden, their traditions.

REWRITE/ADAPT THE MESSAGE

Write it the way you would say it to that person using the details making the message relatable

QUESTIONS?

Want to collaborate?
Send us an email to communicate for impact together!

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