

COMMUNICATING CLIMATE CHANGE

6 Steps to Success



1 PRIORITISE CLARITY

Use simple words and terms that can be understood by all. Don't use jargon and acronyms if you can avoid them.



2 CONSIDER YOUR AUDIENCE

Your audience will not be the whole world. Break it down into distinct groups and target your messaging to each one.



3 DELIVERY METHODS

Use multiple methods! Try text, video, graphics and infographics to get your message across as everyone learns differently.



4 UPSKILL YOUR AUDIENCE

Give your audience blogs and articles to read that can inform them or let them know of training they can do. Some people want to learn and will look to you for help.



5 CALL TO ACTION

Give people a cause to get involved in. It could be small things like group cycling, community gardening or signing petitions. Offer things to help your audience feel involved and not outside the issue.



6 BE POSITIVE AND HONEST

Be optimistic and tell stories! Storytelling is a great way for people to share ideas and experiences and your campus has a range of people all of whom are impacted differently. Give them a platform and listen!

You can view our full Communicating Climate Change Guide [Here](#). If you have any questions then please get in touch with us at Scotland@EAUC.org.uk