



Rivers Storytelling Session 5: Using Social Media

Cameron Wheatley
24.02.21



Housekeeping

- If you have a question please post it in the chat. I'll come to them at regular intervals throughout the session.
- You will receive a copy of the slides afterward

Outline

1. **WHY DO WE SHARE?**
2. **WHAT ARE YOU TRYING TO ACHIEVE?**
3. **HOW DO YOU ACHIEVE IT?**
 - Tips for effective language
 - Tips for more effective content

Knowledge to begin experimenting

Attitude to keep experimenting!

—

1. WHY DO WE SHARE?



New York Times study...

1. Self-fulfillment: To bring **valuable, enlightening and entertaining content** into the lives of people they care about. And they enjoy getting credit for doing so. “It makes me feel valuable.” Think infographics/listicles/memes
2. **To define themselves:** sharing helps people cultivate an ‘ideal’ online persona and reinforce their identity and values. “I try to share only information that will reinforce the image I’d like to present: thoughtful, reasoned, kind, interested and passionate about certain things.”
3. **Grow and nourish relationships: connect with others who share their interests.**
4. **To get the word out** about causes they believe in: #Breaking

Motivations for sharing come down to the relationships people have with each other.

How to apply this...

- 1. Focus on people's motivation to connect with each other** – not just with your cause/organisation.
- 2. Keep it simple:** the message not only has to be straightforward enough to be understood by your audience, **it has to be clear enough that those we choose to share it with will understand it.**
- 3. Embrace a sense of urgency/newness:** sharing has become the new means of information management
- 4. Impact is important:** tell people why/how sharing this content will create change (effective Calls To Action)

Offer solutions, not (just) more problems



Environment Victoria
Published by Cameron Wheatley [?] · Yesterday at 07:28 · 🌐

Hands up if you want more nature in our cities 🙌🙌🙌

Biophilic design incorporates natural materials, light, vegetation, views and other experiences of the natural world into the modern built environment ... and it is beginning to bloom 🌱



Building a 'second nature' into our cities: wildness, art and biophilic design

If the nature we desire is, in fact, its expression as untamed wildness, then we should turn to the creativity of artists as well as urban designers when...

THECONVERSATION.COM

👤 5,916 people reached Boost Post

👍 Like 💬 Comment ➦ Share

👤 Jacqui Webb, Tom Broadhurst and 293 others Top comments ▾

+ PREMIUM NEWS | Feb 21 2021

Environmental watering brings Nathalia wetland back to life

By Caitlin Cassidy



Native wetland plants nardoo, azolla, juncus, wallaby grass and spike-rush dominate the wetland in response to environmental watering

Environmental water flow reaches wetland triggering big breeding event for rare, endangered bitterns

ABC Riverina / By Melinda Hayter

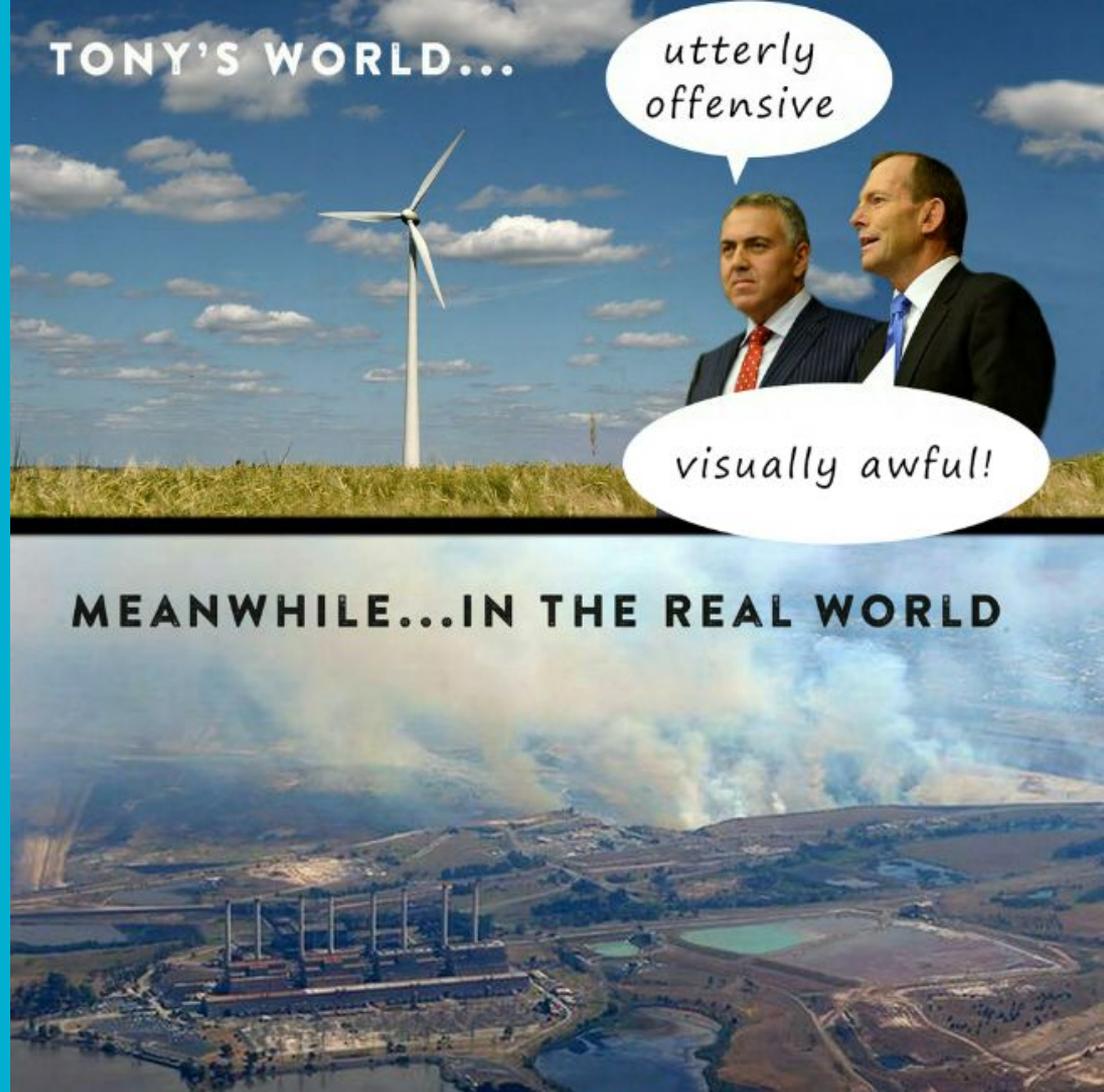
Posted Wed 13 Jan 2021 at 8:39am



An Australian little bittern chick sits with an unhatched egg in the Yanga National Park. (Supplied: Matt Herring)

One tip to rule them all... Use the media cycle!

People's political identities are a strong motivation for sharing content... Share the news, or even better, add your own spin/angle.



2. WHAT ARE YOU TRYING TO ACHIEVE?





Have a strategy



Define your audience

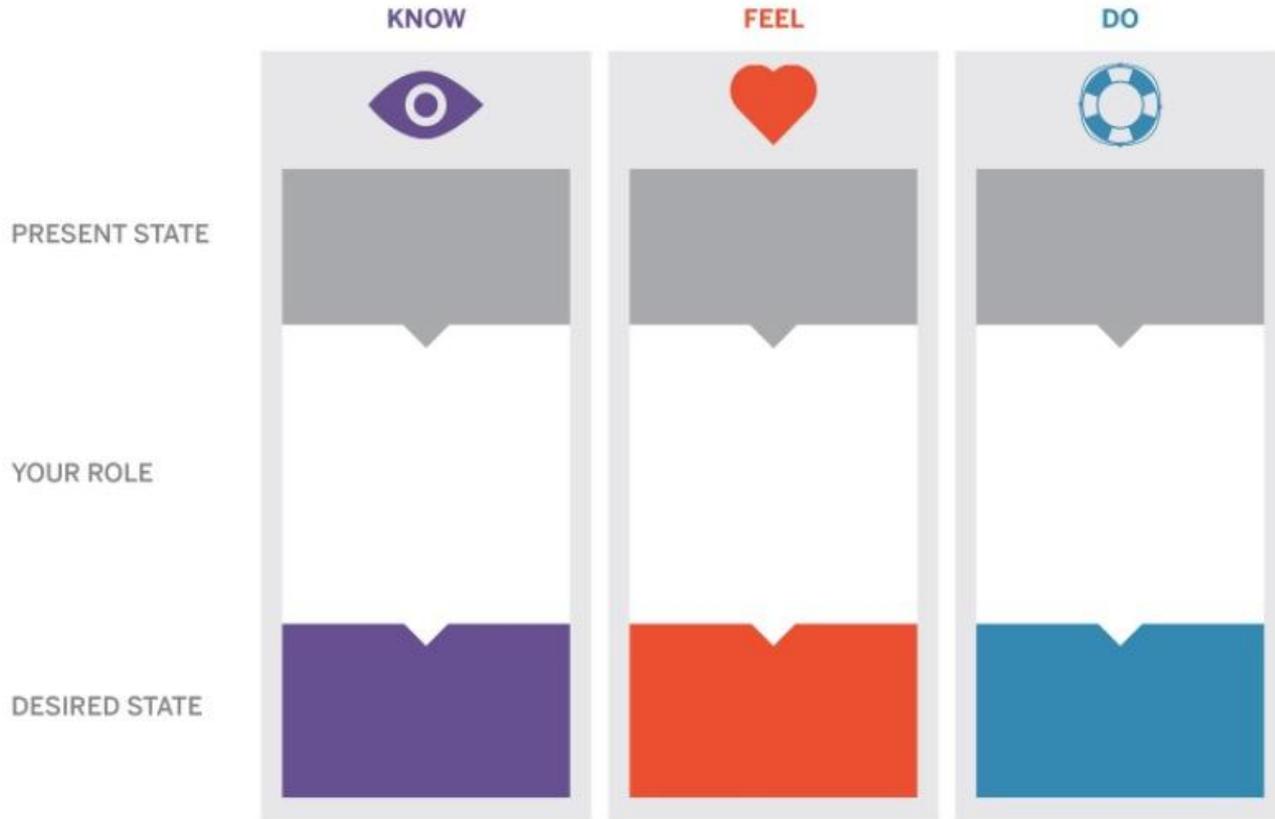
Decide what you want them to do

PLAN

- **What platforms** will you use? (and why)
- **What kind of content** will you share/create?

(Start with an educated guess & then TEST)

AUDIENCE:



Credit: Narrative Initiative & Hattaway Communications

3. HOW DO YOU ACHIEVE IT?

- Tips for **effective language**
- Tips for more effective content



Hemingway app = your own personal (and free) editor

www.hemingwayapp.com

Hemingway App makes your writing bold and clear.

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can utilize a shorter word in place of a purple one. Mouse over them for hints.

Adverbs and weakening phrases are helpfully shown in blue. Get rid of them and pick words with force, perhaps.

Phrases in green have been marked to show passive voice.

You can format your *text* with the toolbar.

Paste in something you're working on and edit away. Or, click the Write button and compose something new|



Tips for an effective call to action (CTA)



Reader Focussed ‘theory of change’

Put the reader at the centre of the story.

Tell people what to do and *explain* how their action will be effective.

For too long our local rivers and communities have been starved of water by greedy foreign agribusinesses.

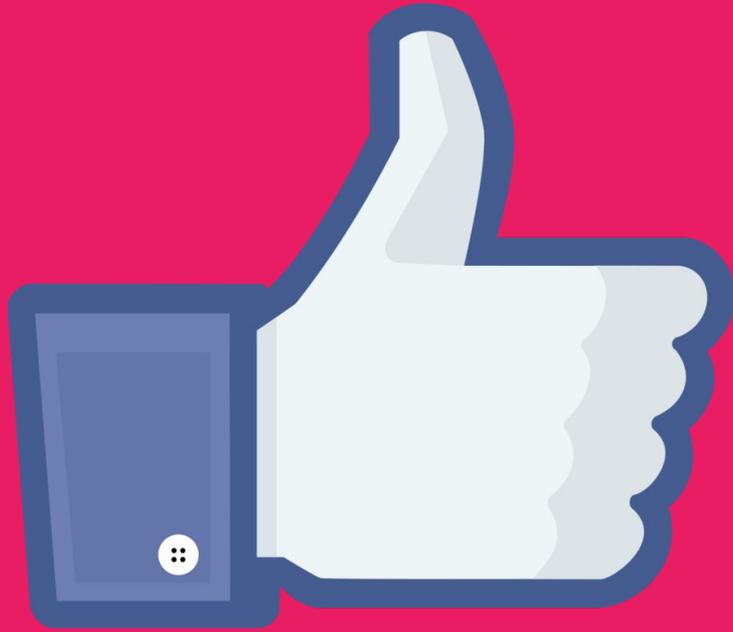
Add your name **and make sure they see the huge groundswell of support to save the Murray-Darling.**

With ministers meeting next week, **we're going personally deliver every one of your signatures to the steps of parliament.**

The problem must match the ask...



**“The river is dying,
will you sign my
petition...”**



**“We need to convince
x decision-maker to
stand up for nature...”**

**If it doesn't convince you it
won't convince anyone else.**

Hope is a strategy for change.

Five shifts for better narratives:

1

fear to
hope

2

against to
for

3

problem to
solution

4

threat to
opportunity

5

victims to
heroes

BONUS TIP Don't sell the features, sell the benefits



Don't sell the policy, sell the outcomes + benefits

E.G.



1. Support the campaign to improve **home energy efficiency**



2. Support the campaign for **lower energy bills and more comfortable homes**

BONUS TIP 'Crisistunity' - create a sense of urgency

<opportunity> “This week, low-cost supermarket Morrisons promised to pay their staff a fair wage. Last week, Lidl did the same. They’re toppling like dominoes. **</opportunity>** **<crisis>** But some supermarkets like Tesco, Sainsbury’s and Waitrose are still paying poverty wages.” **</crisis>**

A quick note on government criticism ...

The government has been bought off by the fossil fuel industry and is doing nothing about the climate crisis.

= cynicism

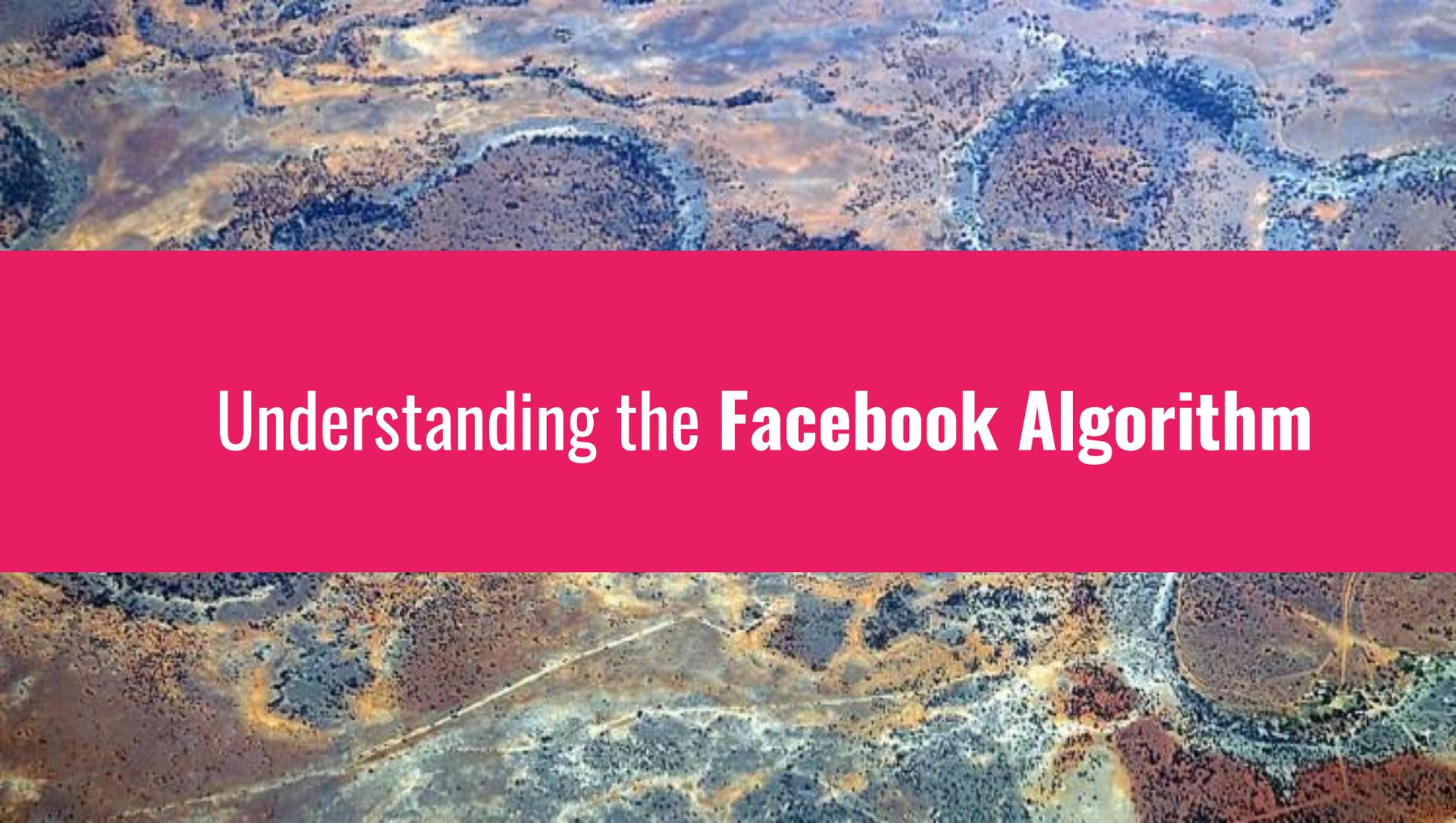
The fossil fuel industry and their lobbyists have too much power. **Our government should** listen to the majority of Australians who want a fast and fair transition to clean energy.

= hope/action

3. HOW DO YOU ACHIEVE IT?

- Tips for effective language
- Tips for more **effective content**



An aerial photograph of a rugged, mountainous landscape with a central red banner. The terrain is characterized by dark, rocky outcrops and patches of brownish-orange soil or vegetation. A prominent, light-colored path or road winds through the lower portion of the image. The red banner is a solid, vibrant color that spans the width of the image, providing a high-contrast background for the white text.

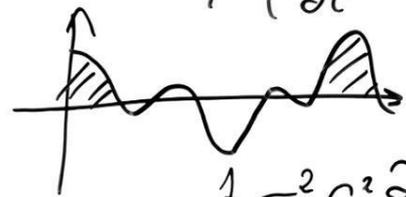
Understanding the **Facebook** Algorithm

$$f(\omega) = \int_{-\infty}^{\infty} f(x) e^{-2\pi i x \omega} dx \quad \frac{dt}{ds}$$

$$\begin{aligned} \nabla \cdot E &= 0 \\ \nabla \times E &= -\frac{1}{c} \frac{\partial H}{\partial t} \\ \nabla \cdot H &= 0 \\ \nabla \times H &= \frac{1}{c} \frac{\partial E}{\partial t} \end{aligned}$$

($i\hbar \frac{\partial}{\partial t} \Psi = H \Psi$)

$$\rho \left(\frac{\partial v}{\partial t} + v \cdot \nabla v \right) = -\nabla p + \nabla \cdot T + f$$



$$H = -\sum p(x) \ln p(x)$$

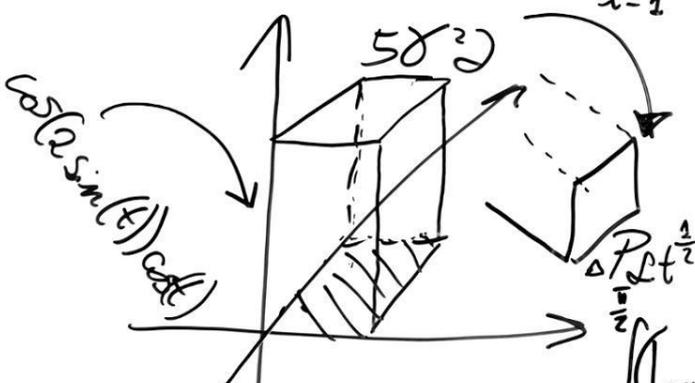
$$\begin{aligned} &+ \sum_{i=1}^n \frac{q_i}{2} M_i^M + c_s \frac{D}{Q} + c_o D + \\ &+ \frac{Q(p-D)}{2p} M^M + F_o N + \\ &+ F_o N + \sum_{i=1}^n D_i w_i d_i \left(\frac{1+d_i}{F_x} \right) \end{aligned}$$

$$\frac{1}{2} G^2 S^2 \frac{\partial^2 V}{\partial S^2} + r S \frac{\partial V}{\partial S} + \frac{\partial V}{\partial t}$$



$$TC(Q, q_i, m_i) = \sum_{i=1}^n \left[\frac{D_i}{m_i} \dots \right]$$

$$\frac{q_i H_i^V}{2} \left(m_i \left(1 - \frac{D_i}{P_i} \right) - 1 + 2 \frac{D_i}{P_i} \right)] +$$



$$\begin{bmatrix} \frac{d \Delta p(s, \phi)}{d \phi} \\ \frac{d \Delta M(s, \phi)}{d \phi} \end{bmatrix} = \begin{bmatrix} \beta & -\beta \\ -\beta & 0 \end{bmatrix} \begin{bmatrix} \Delta p(s, \phi) \\ \Delta M(s, \phi) \end{bmatrix}$$

$$\int_0^{\pi/2} (\cos \sin x)^2 dx = \int_0^{\pi/2} (\cos^2 x)^2 dx = \frac{\pi}{2} \left\{ \frac{\pi^2}{12} + (\ln 2)^2 \right\}$$

**What content
gets seen by the
most people?**

- 1. Live Video**
- 2. Video**
- 3. Images**
- 4. Links**
- 5. Text**
- 6. Events**

Think mobile first!

(Use Facebook's 'creative hub')

Environment Victoria
Published by Cameron Wheatley [?] · ★ Favourites · 4 February · 🌐

The Andrews government is deciding Victoria's climate targets right now. Let's show them you want action!

As global momentum for action grows, now is not the time for half-measures. The safest limit of global heating is 1.5 degrees, which means cutting pollution by at least 75% by 2030.

With good leadership we can embrace solutions, protect our living planet and leave behind polluting fuels. Get the detail and sign our 22,000 strong petition here >> envict.org/vic_targets

Dan Andrews Lily D'Ambrosio MP

Environment Victoria
Published by Cameron Wheatley [?] · ★ Favourites · 4 February · 🌐

The Andrews government is deciding Victoria's climate targets right now. Let's show them you want action! ...see more

I support
STRONG Victorian climate targets

We can create thousands of good, sustainable jobs

And do our part to protect our living planet

That means cutting pollution by at least 75% by 2030.

Environment Victoria

Comments > Likes



So ... ask (easy to answer) questions!

EVENTS?

1. Don't just post the link to the event
2. Post regularly to the event page



EVENTS?

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EVENTS?

1. Don't just post the link to the event
2. **Post regularly to the event page**

SUNDAY, 22 JANUARY 2017 FROM 16:00 UTC+11-20:30 UTC+11

Call of The Kimberley - A Fundraiser to

The Wilderness Society Victoria Campaign Centre 353-355 King

About

Discussion



Add a Post

RECENT ACTIVITY



Jack Quigley is with **Jaxon Barnes** and **33 others**.

24 January 2017 · 🌐

This incredible portrait of Micklo Corpus has been generously created, and donated by the super talented [Andrew Bourke](#) (Sirum1).

For the next 7 days, this original artwork is on ebay for you to take home with all funds going to make Western Australia frack free.

Please join us in thanking [Andrew Bourke](#) (Sirum1) for his incredible support by making a bid and supporting Micklo.



**Everyone can make
an effective graphic**

The Canva logo is centered on a light gray background that has a white, folded-paper effect. Two teal-colored triangular shapes are positioned on the left and right sides, pointing towards the center. The word "Canva" is written in a white, cursive script font inside a teal circle.

Canva

Function > Form



Super ugly
... BUT

Function > Form

It was more
effective
than this >>

FREE energy efficiency webinars

- Keep your house cosy • reduce energy bills •
- help cut climate pollution •



EVENTS FOR
HOME OWNERS
AND RENTERS!

environment
victoria

renew.



TENANTS VICTORIA



**Negative space =
readability**

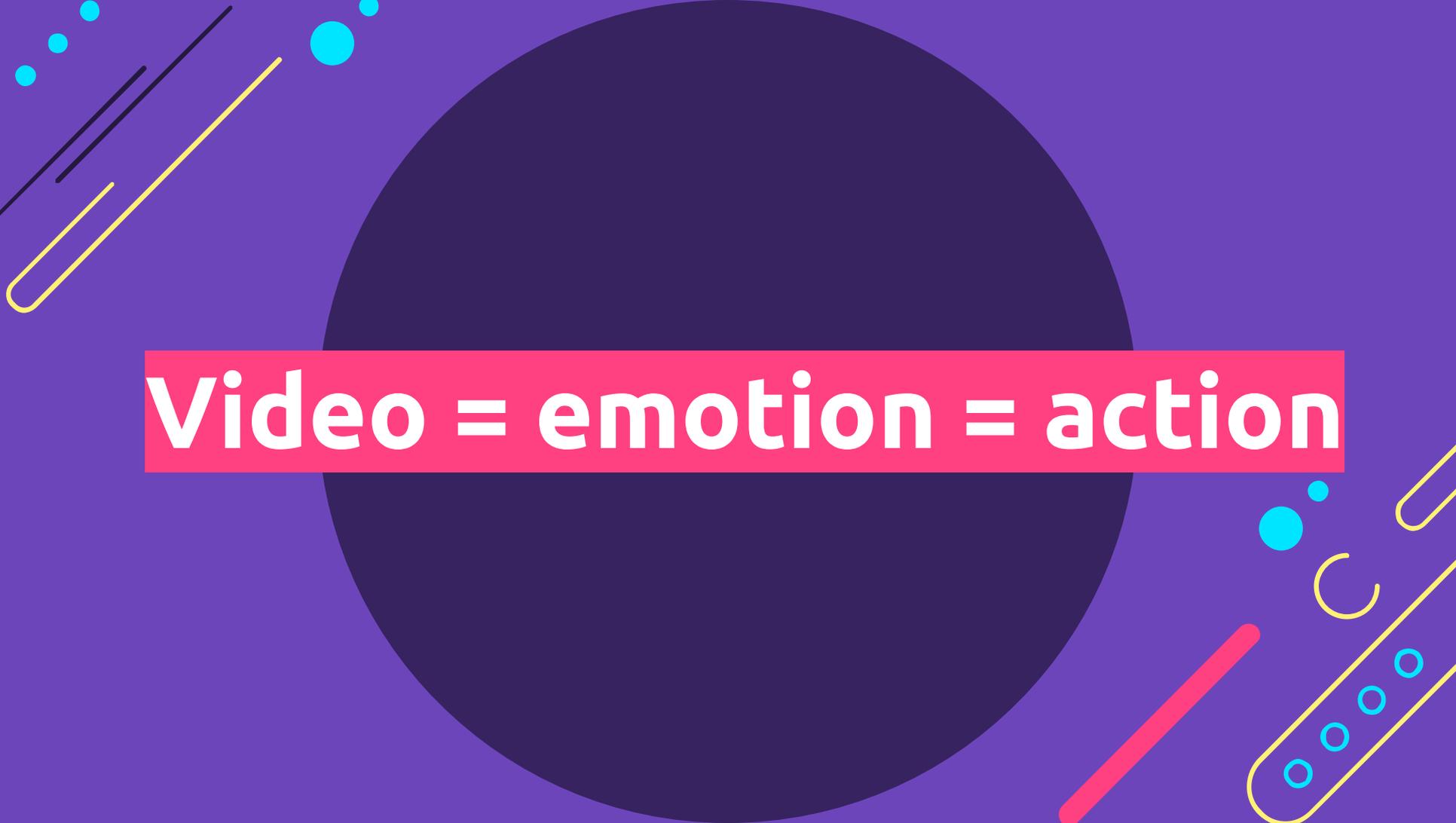
Learning a bit about design? This is what happens when you make everything huge and don't leave any negative space, it becomes more difficult to read than if it was actually smaller. It can be better to add some white space

Learning a bit about design?

This is what happens when you make everything a bit smaller and leave some negative space, it becomes easier to read than if it was actually bigger. So it can be better to add some white space.

A video is worth 1.8 million words





Video = emotion = action



**Video =
authenticity**

H  **OOK**

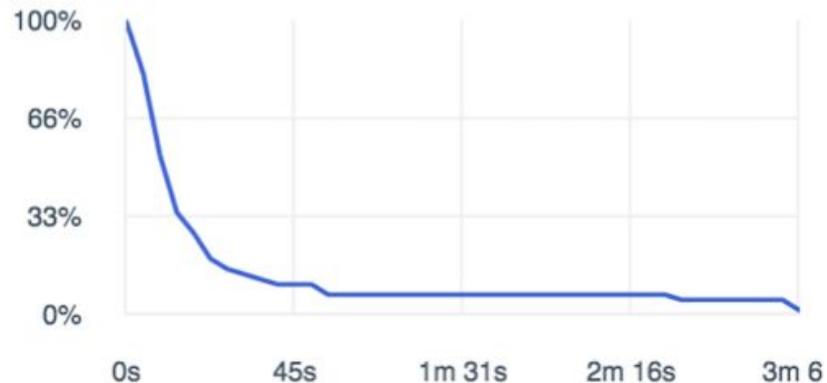
← Video Average Watch Ti... ▾

0:27

3:06 Video - 14% Average Percent Watched



Audience Retention



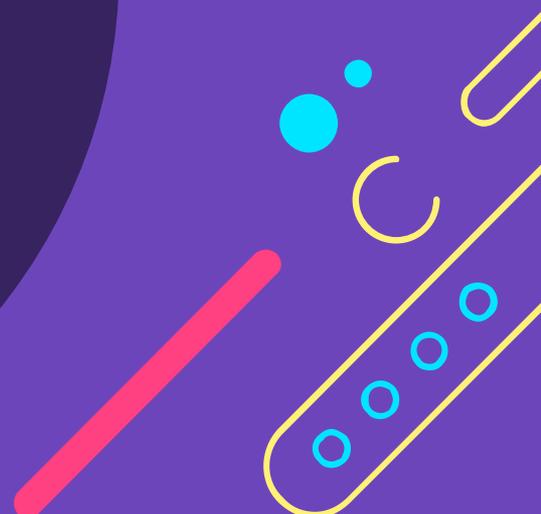
Auto-Played  97%

Clicked-to-Play  2%



Have your call to action as early as possible

*Don't always start at the beginning ...
Use a dramatic moment at the
beginning to create a curiosity gap
and loop back to fill in the details.*



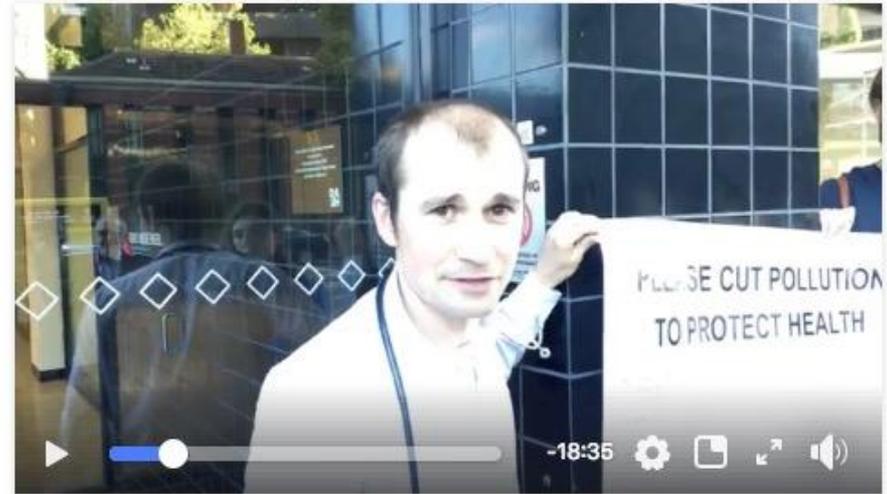
GO LIVE!!!



Environment Victoria was live.

Published by Cat Marianne [?] · 8 March at 08:59 · 🌐

Live: Health professionals are calling on Victoria's Environment Protection Authority to put stricter limits on pollution from coal power stations. ❤️ react if you ❤️ community action to fight pollution and climate change! Healthy Futures



👤 11,163 people reached

Boost Post

Watch it here >> <http://bit.ly/2FAqrtC>



Going LIVE

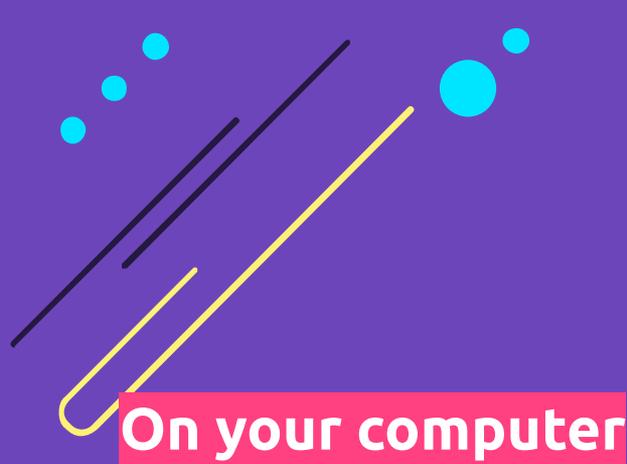
- **Longer is often better** (Many people won't tune in right from the beginning)
- Make sure to re introduce yourself, the issue, and what is going on regularly.
- **Have a plan**, but don't read (use bullet points)
- Talk to the viewers directly
- Once you start the live feed it will not rotate, can end up with sideways video.
- **Ask people to comment** on the video and respond in real time
- **Have a call to action in the text** (and ask viewers to do it)
- Have someone else hold the phone/camera



Some FREE

and good video tools





On your computer

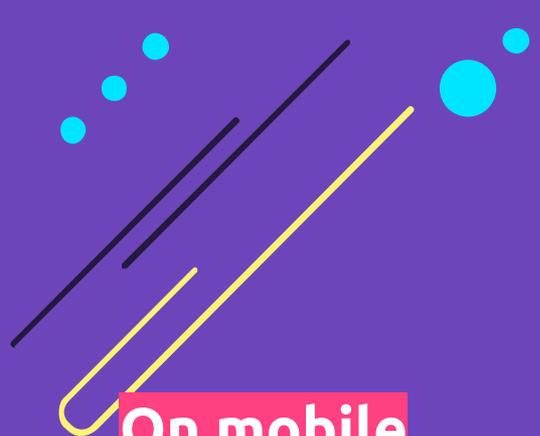
- Layer audio and add voice-over tracks and sound effects
- More options to customise
- Add more professional looking transitions



iMovie



www.openshot.org



On mobile

- Fast
- Easily add text titles and overlays
- Free audio tracks built in
- Low-fi can help convey authenticity
- No need to transfer large files between devices



Quik
(Android)



Splice
(iPhone)



Adobe Clip
(both)

**2. When people comment make
sure you respond.**



Trolls?



When you green morons figure a way of dealing with sulphur hexafluoride which is 23000 times more potent as a green gas than CO_2 I will support you. Well you don't know what SF_6 is? You better find out. Wind and Solar don't turn into ovens, dishwashers, lights heaters and hot water without it. Stop the stupidity study the science.

Should we eliminate use of fossil fuels...DAMNED sure we should but we need to do it with brains not green politics



Much appreciate your professionalism and diplomacy to avoid defensive rhetoric.

We need all hands on deck to avoid catastrophe on multiple fronts.

If I can help other than \$\$ let me know. I still have a full VIT registration and a past life as the owner of a biotech business

Take care

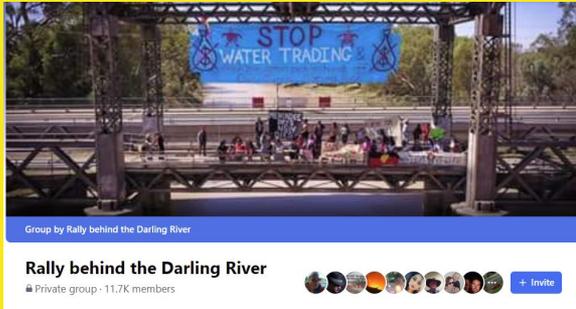


IF you choose to engage

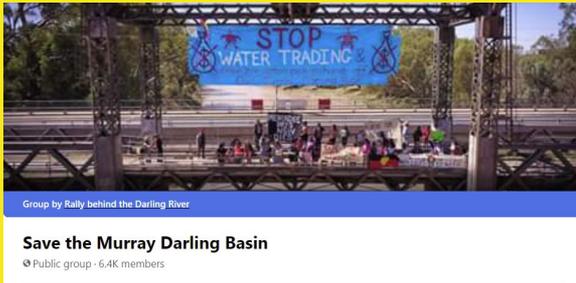
- **Take a few deep breaths**
- **Don't assume they have bad intent**
- **Try to work out the common ground**, or the values behind what they are saying
- **Validate (agree with) their values/concern** but challenge their conclusion.

ASK FOR HELP ...

www.facebook.com/groups/watershedallianceau



www.facebook.com/groups/825625577556191/



www.facebook.com/groups/1721128147938770

Thanks

c.wheatley@environmentvictoria.org.au