



Our Planet Is in Our Hands

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Public Relations

Campaigns II (PRE466)

Dec. 6, 2022

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Situational Analysis



Problem: The City Climate Task Force needed to expand their presence on social media platforms.

Situational Analysis

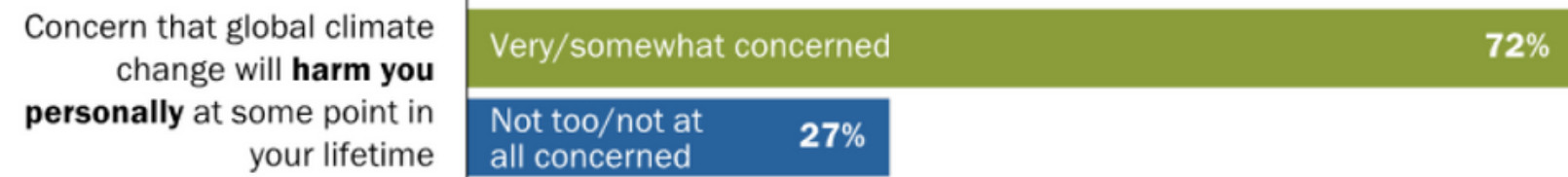
Campaign: Increase engagement and followers on Instagram and Facebook.



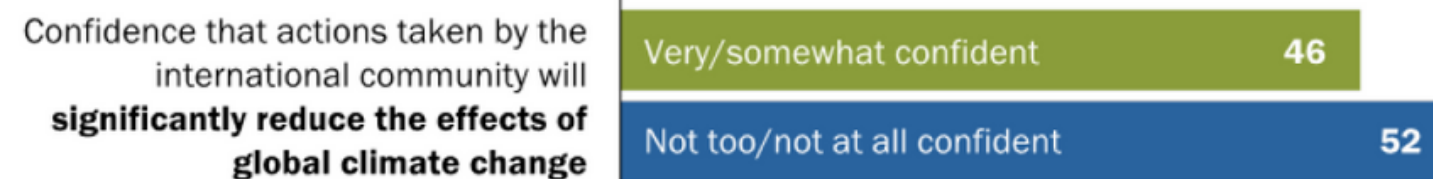
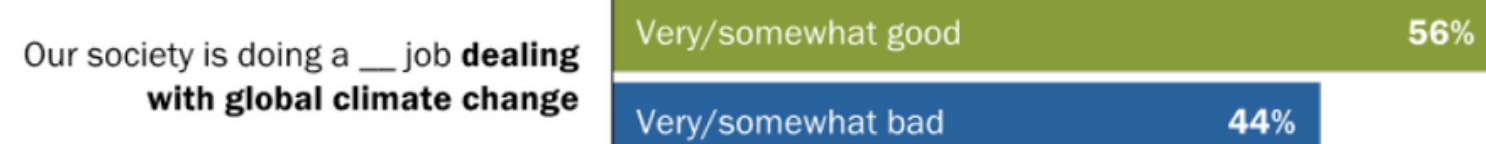
Research

People across world greatly concerned about climate change and willing to make sacrifices to address it, but there is less confidence in efforts to solve the problem

Personal impact of global climate change



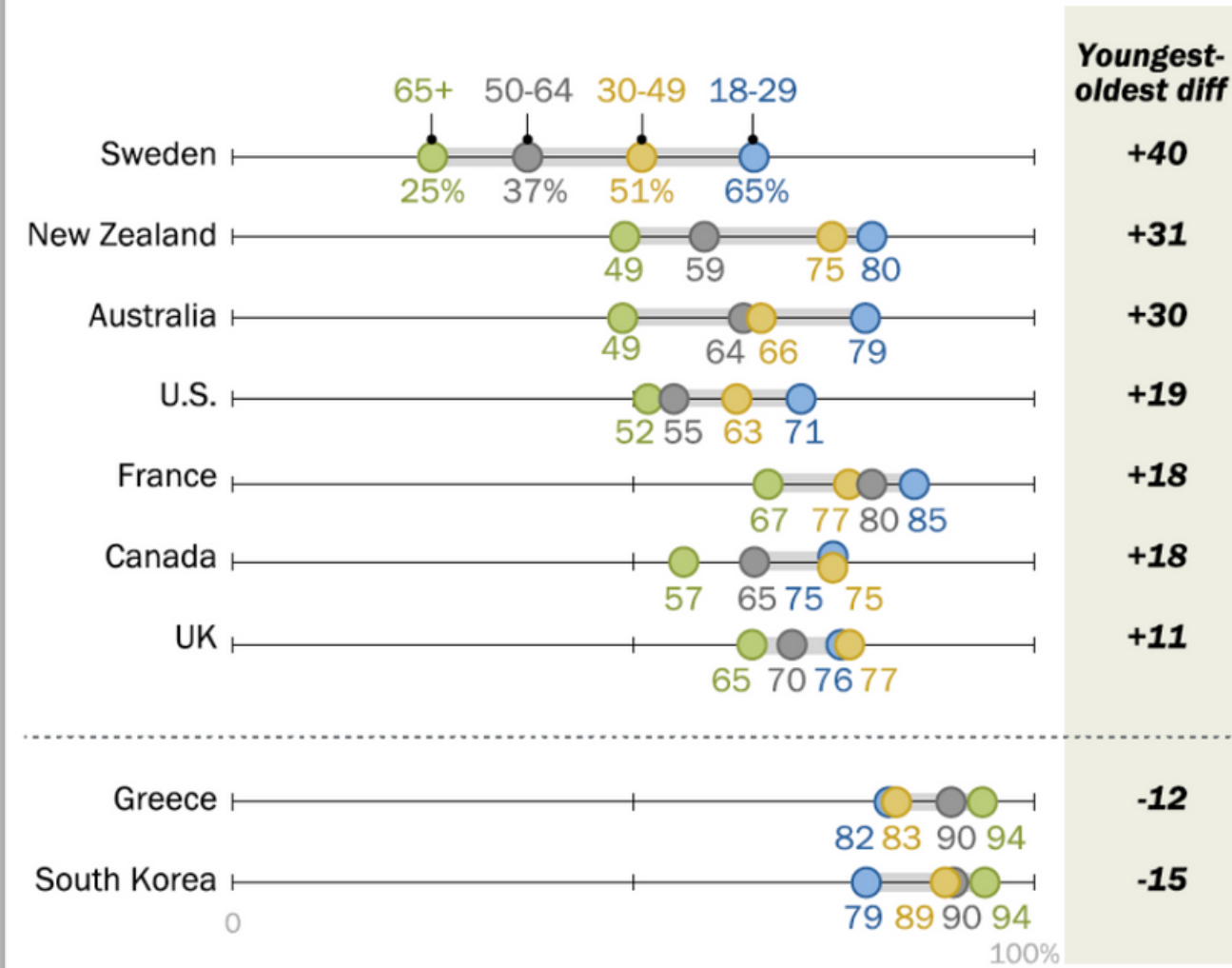
Action to address global climate change



Research

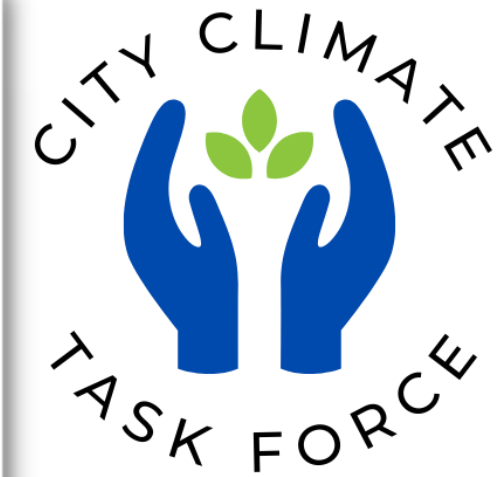
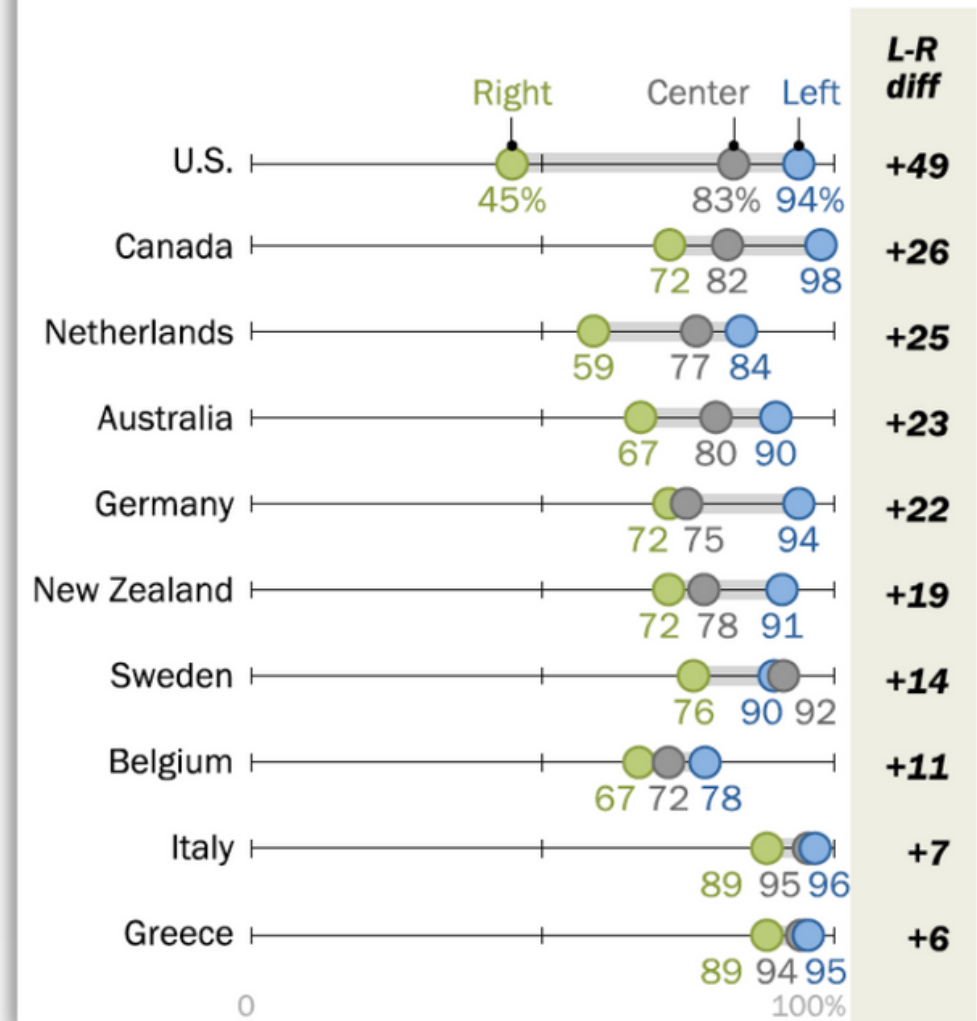
Younger adults tend to be more concerned than older counterparts that climate change will harm them

% who are very/somewhat concerned that global climate change will harm them personally at some point in their lifetime, among those ages ...



Ideological left is more willing to adjust lifestyle in response to climate change

% who would be willing to make a lot of/some changes to how they live and work to help reduce the effects of global climate change, among those on the ideological ...



Key Publics

1. Environmentalist groups
2. Influencers



Challenges

- Curse of Knowledge.
- Limited information being posted about the City Climate Task Force.
- Limited post variation and engagement.



Opportunities

- Room for growth.
- Highlighting current actions.
- Environmentalist groups within the community.
- “What’s-in-it-for-me” opportunity for local citizens.



Goal

To increase social media engagement and followers on Instagram and Facebook.



Objective 1



Have at least three influencers to post and share our content by Nov. 29.

Strategy 1

What: Convince influencers to post and share our content.



How: Emails, direct messages and tagging.


Appeal: Desire to be active within the community.

Tactics 1



- Contacted local influencers.
- Asked task force members to share.
- Attended task force meetings.
- Tagged influencers in posts.



Examples 1



 **City of Plattsburgh Climate Task Force**
Published by Olivia Bousquet · October 15 ·





The task force was so happy to see such a good turnout for climate conversations at the farmers market today.

Thank you to Paul Smith's biology professor Dr. Curt Stager for speaking on climate changes in the North Country, and for the surprise visit from [Matt Castelli](#) who popped in from his campaign trail.

[#cctf](#) [#climatesmart](#) [#northcountry](#) [#plattsburgh](#)



  Mayor Chris Rosenquest, Claudia Braymer and 18 others 1 Comment 16 shares


 **plattscampusg...**   

plattscampusgarden
Instagram
494 followers · 66 posts
You follow each other on Instagram
You both follow mayorchrisrosenquest and 4 others

[View profile](#)


TUE 12:14 PM

Hello! We are currently working on a social media campaign for the City Climate Task Force. I was wondering if we can share this flier with you to repost on your story and tag us!



We need your help!
Follow and like the City Climate Task Force's social media pages to get involved.
Together we can build a safe, healthy and sustainable community.

SCAN ME FOR MORE



[Thank you for your help!](#)

Seen Tuesday



Examples 1



Dear Tom Messner,

I am a student working on behalf of the Plattsburgh City Climate Task Force to help increase its social media presence.

You have made a big impact on communities in the North Country, So I wanted to see if you would be willing to follow our social media pages and share and like some of our recent content. The goal is to help the local government take action to reduce greenhouse gas emissions and adapt to a changing climate.

The task force would be very appreciative if you could do this.

Thank you in advance.

Sincerely,

Eric Azer
City Climate Task Force's Social Media Campaign



Examples 1



Results 1



Castelli shared a post from the task force's social media accounts. Jones said he would include future events in his newsletter.

Objective 2

Gain double the number of followers, adding 54 more on Instagram and 157 more on Facebook, by Nov. 29.



Strategy 2

What: Persuade local environmentalists to follow our social media pages.

How: Quarter sheets and increased posts.

Appeal: Their drive to better the environment.



Tactics 2

- Created a Linktree account.
- Followed like-minded accounts.
- Diversified posting with polls, photos and infographics.
- Created a logo.



Examples 2



We need your help!

Follow and like the City Climate Task Force's social media pages to get involved.

Together we can build a safe, healthy and sustainable community.

SCAN
ME
FOR
MORE



City Climate Task Force

Together we can build a safe, healthy and sustainable community.

Facebook

Instagram

Web

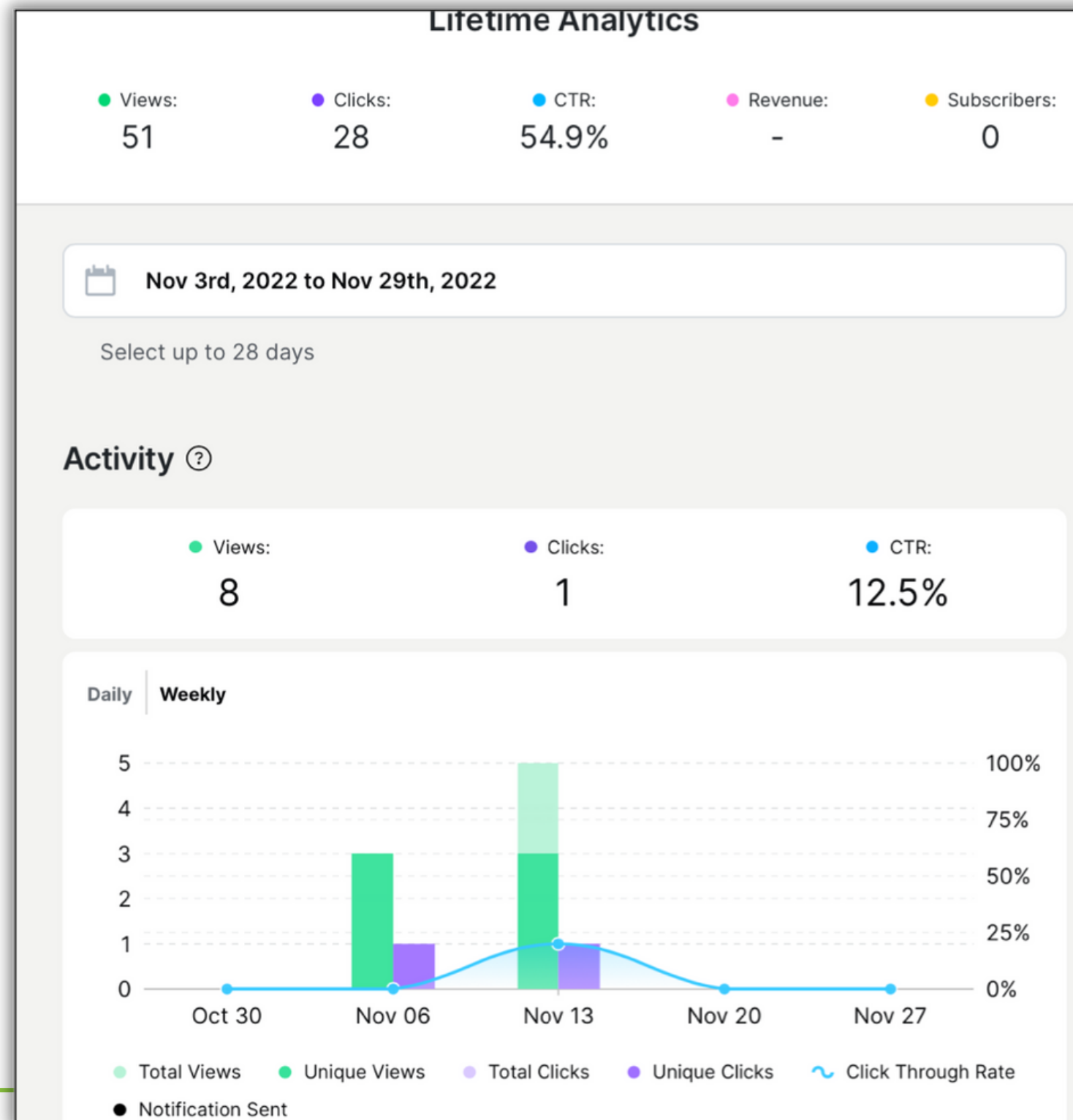
Linktree*



Examples 2

Linktree







Analytics could only be looked at from the past 28 days. This is from Nov. 3 to Nov. 29.

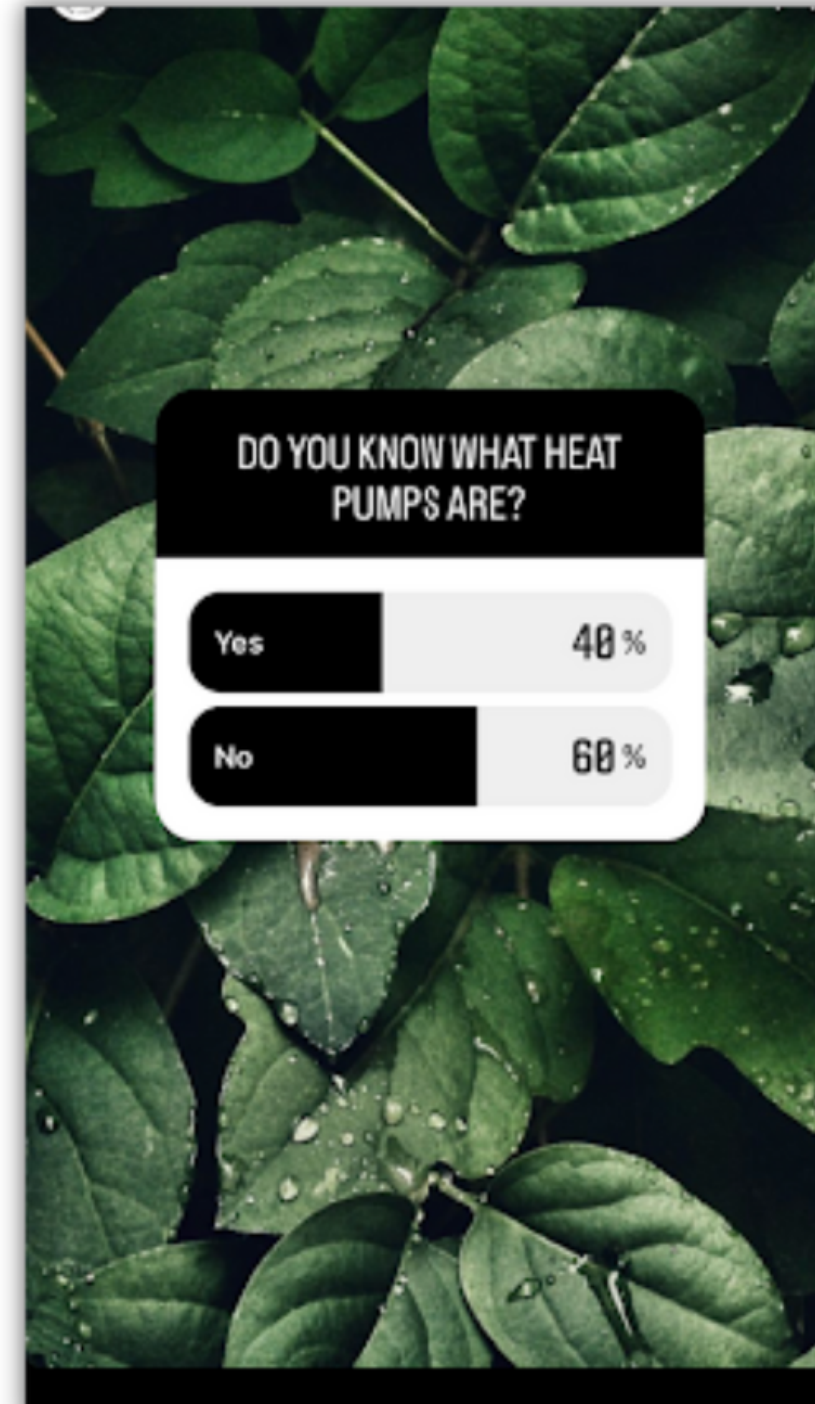


Examples 2


Following X


People Hashtags

-  **pscsustainability**
Center For Sustainability Following
-  **adirondackcoast**
The Adirondack Coast Following
-  **mattcastelliny21**
Matt Castelli Following
-  **adirondackcouncil**
Adirondack Council Following
-  **nystateparks** 
NYstateparks Following




Example 2


ALL MEETINGS ARE OPEN TO THE PUBLIC.
INFORMATIONAL
**CITY OF
PLATTSBURGH
CLIMATE TASK FORCE**
MEETING
Nov. 16, 2022
5-6:30p.m.
PLATTSBURGH PUBLIC
LIBRARY


**City Climate Task
Force Meeting**
Wednesday, Oct. 19
5-6:30p.m.
Plattsburgh Public Library

[View insights](#) [Boost post](#)

Liked by  **projecthelp_psu** and 15 others

plattcsc The City Climate Task Force will meet Wednesday, Oct. 19, from 5 to 6:30 p.m. in the Plattsburgh Public Library to discuss campaigns for better ways to... more

Results 2



Went from 54 followers on Instagram to 110 followers.

Results 2



Went from 157 followers on Facebook to 160 followers.

Objective 3

Gain double the engagement on social media platforms by looking at each platform's own analytics by Nov. 29.



Strategy 3

What: Persuade local environmentalists to follow our social media pages.

How: Quarter sheets and increased posts.

Appeal: Their drive to better the environment.



Tactics 3







- Followed like-minded accounts.
- Increased posting.
- Utilized polls and stories for interactions.
- Connected social platforms with Linktree.



Example 3

Following

People


	climatesmartsl Climate Smart SL	Following
	sunyplattsburghexp SUNY Plattsburgh EXP	Following
	dbillyjones Billy Jones	Following
	adkresearch Adirondack Research	Following
	mayorchrisrosenquest Mayor Chris Rosenquest	Following
	plattscampusgarden	Following

November 3 11:19 AM

COMPOSTABLE IS THE NEW RECYCLABLE
KENT

DO YOU COMPOST?

Yes	40%
No	60%



DO YOU KNOW WHAT HEAT PUMPS ARE?

Yes	40%
No	60%

Example 3



Heat Pumps are ...

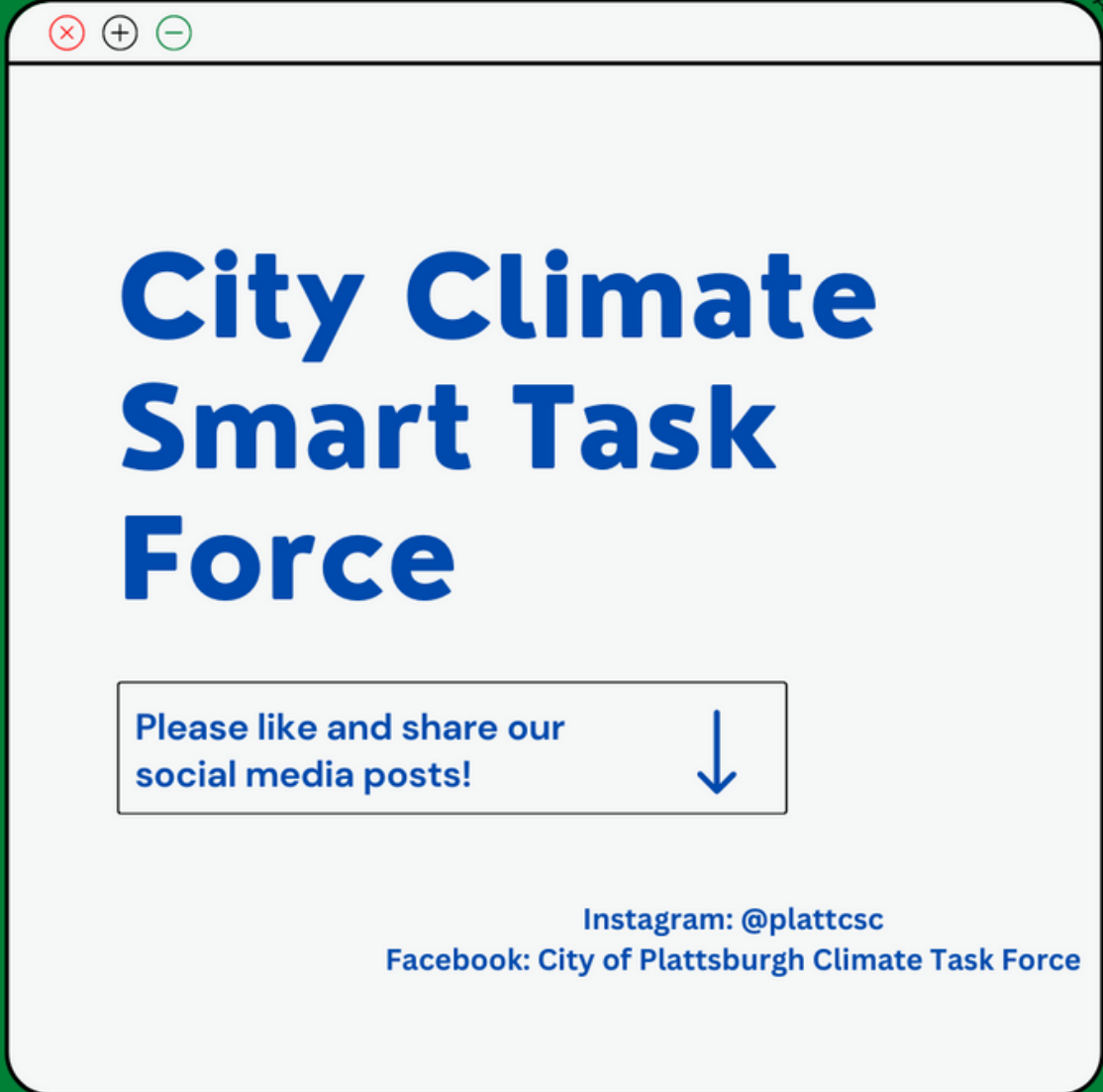
- ✓ **Environmentally friendly and do not burn fossil fuel.**
- ✓ **Adaptable to temperature, providing at-home heating and cooling.**
- ✓ **Money savers, typically costing less than oil, propane or electric.**



What are heat pumps?

A heat pump is a device that can heat a building by transferring thermal energy from the outside using the refrigeration cycle. Many heat pumps can also operate in the opposite direction, cooling the building by removing heat from the enclosed space and pushing it outside.

Examples 3



City Climate Smart Task Force

Please like and share our social media posts! ↓

Instagram: @plattcsc
Facebook: City of Plattsburgh Climate Task Force

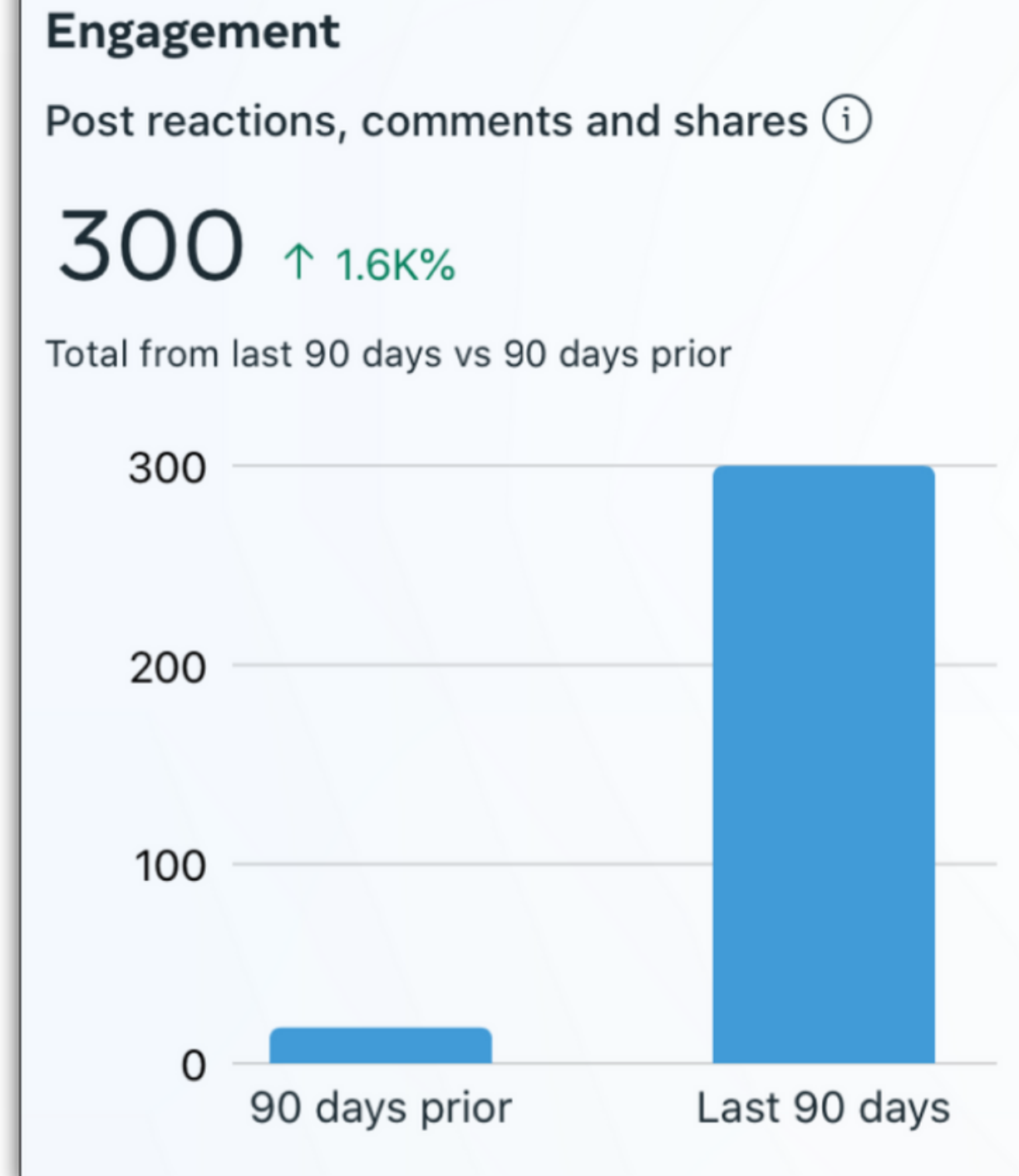
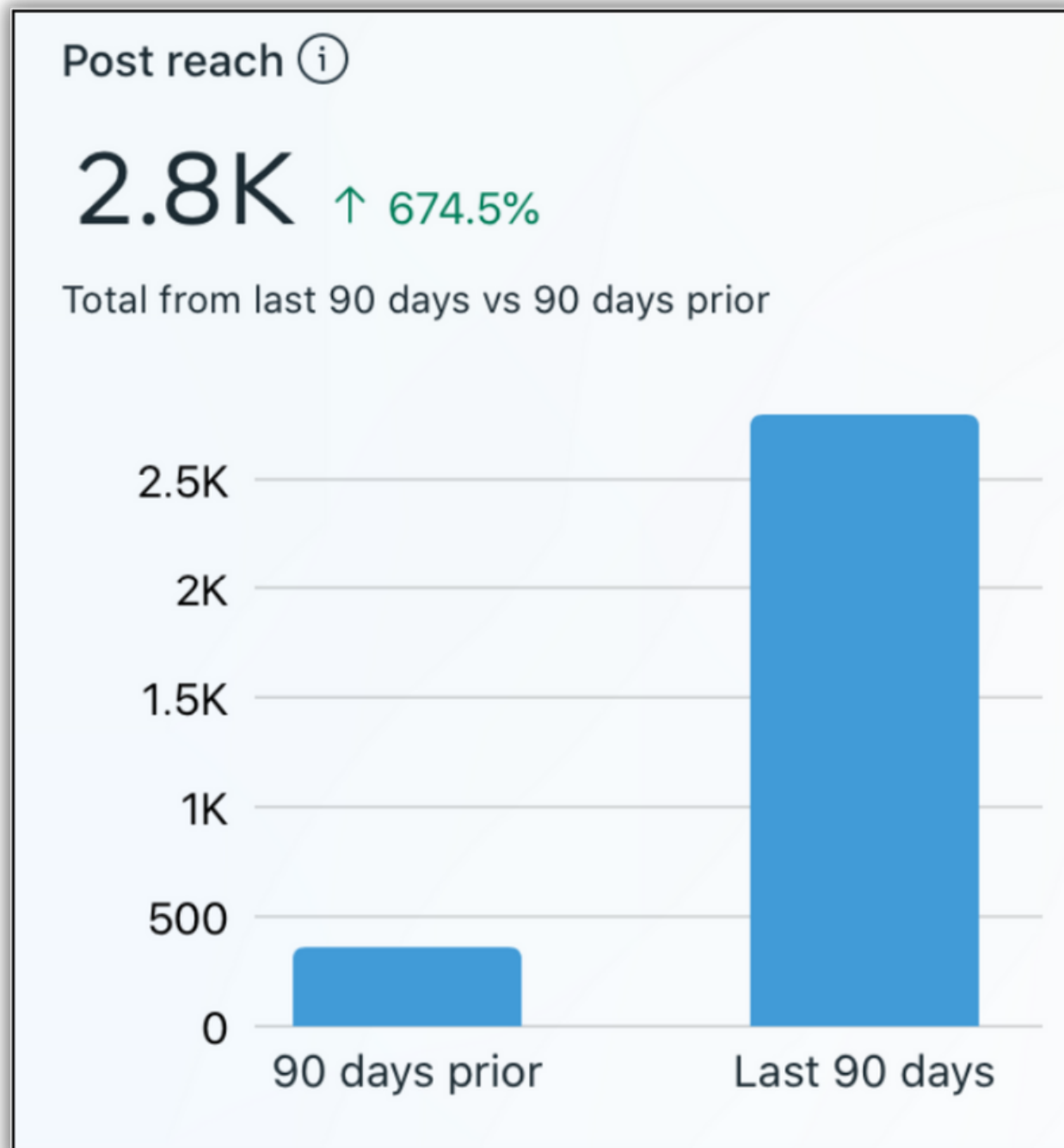


What is it dedicated too?

City of Plattsburgh leaders are working toward:

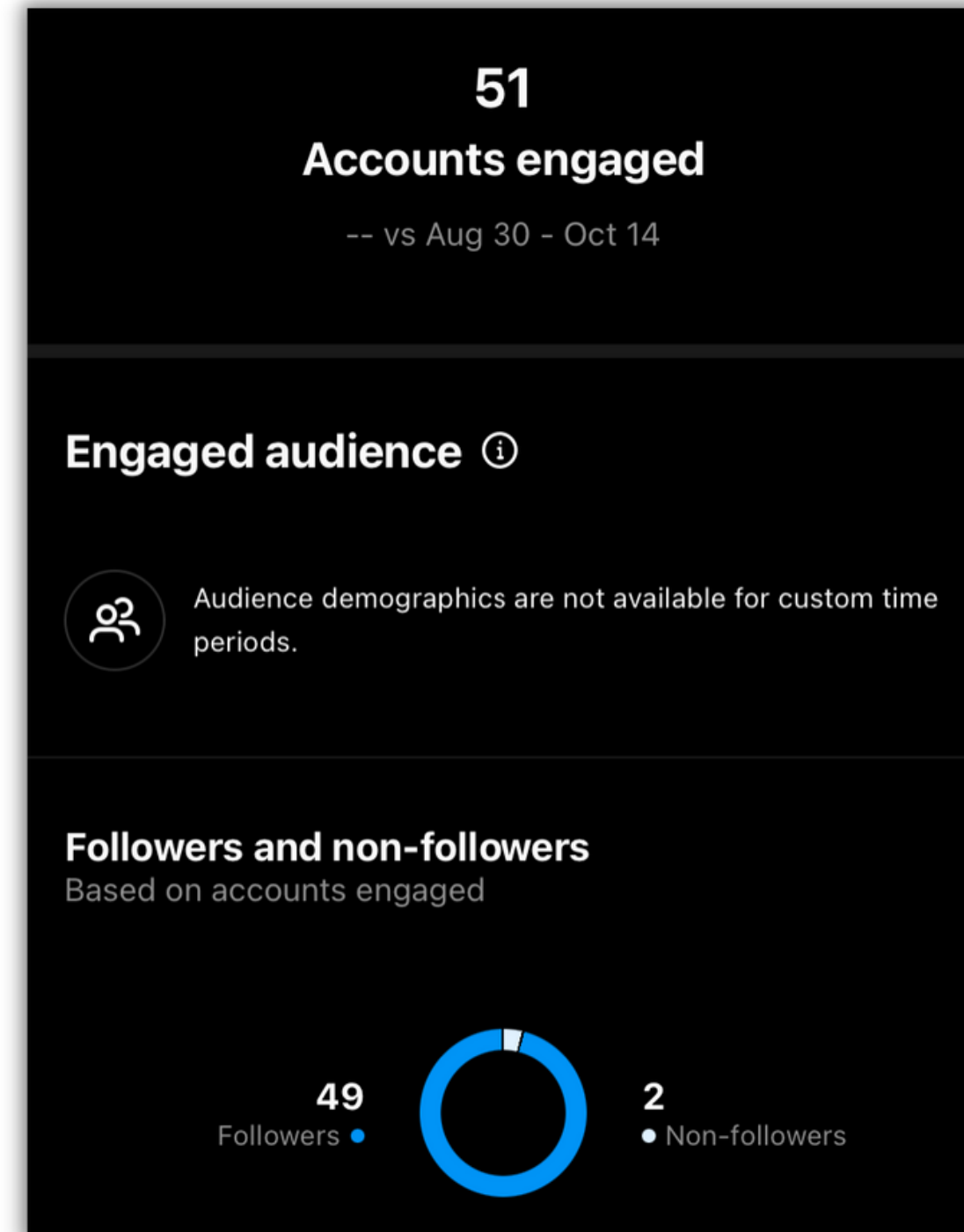
- Reducing greenhouse gas emissions.
- Saving taxpayer dollars.
- Increasing energy security and reliability.
- Building resiliency to climate change impacts.
- Advancing community goals for public health and safety.
- Supporting a green innovation economy.

Results 3 - Facebook



Results 3 - Instagram

Post Interactions	180
vs Aug 30 - Oct 14	--
Likes	147
Comments	5
Saves	2
Shares	10



Evaluation

- Utilize downtown Plattsburgh.
- Boost posts.
- Capture people.
- Highlight events and goals.
- Post regularly.





Thank you!