

Community Energy England Social Media Guide

Social media is one of the most important campaigning tools we have - it's great for finding other like-minded people, reaching beyond your usual audience and, most importantly, it's free! If you are not using social media you will end up limiting your audience and reducing your influence.

Twitter



Twitter is the best platform for reaching a big audience - the retweet function allows for a far wider reach than your follower base, and whenever someone likes your post it will come up in their followers' feeds. The most important thing is the text. It has to be snappy as it's limited to 280 characters per post. If you need more space than this, you can always write a thread.

Pictures are also great on Twitter as they draw a lot more attention to a post. Think about what you're trying to get across - if it's an opinion then it might be best suited to text, but if it's an event, or a project or shiny new piece of equipment then a photo will go a long way. The best format is a landscape image of roughly 2:1 dimensions.

Think about how often you're posting. If you're sharing articles 30 times a day, you might find yourself muted or unfollowed. But if you don't post for a few months, you will miss out on the opportunity to spread the word of community energy and your project.

Using polls, questions and hopping in on public conversations is a great way to engage with people and reach beyond your circles. Be inventive with it, and look at what other organisations are doing. You can also retweet others, but if you can "Retweet with Comment" this will add more interest for your followers!

Use Hashtags! This will help push beyond your circles by jumping in on trends. Also using tags draws things to people's attention - they're far more likely to see it and retweet you. Also, tag people, and always tag us @Comm1nrg and that way we can retweet you!

Facebook



Facebook is the biggest social media platform, so it has its advantages! One advantage it has over Twitter is that there's no limit on However, without paid promotion it can be hard to cut through the noise. There are a few things to make sure you do so that you can get the most out of your page.

First, make sure you have completed all the info on your profile - this sounds basic but having a good profile picture, name and relevant info will be really useful to people. Things like adding a location will help people find you. Also, make sure you set yourself up as a page rather than as a person.

Think about setting up a group - these are a good way to keep people engaged, sharing updates on the project and relevant local information. It can help foster the community feeling beyond the work you do together.

Facebook's best function is Events. Use these in conjunction with other hosting sites for ticketing, but it will help your event reach a wider audience. When people click "going" or "interested" this pops up in the News Feeds of their Friends, and can start a chain reaction.



Instagram is really one for the artistic amongst you - any amateur photographers out there? Instagram is great for sharing photos and is best when highly curated - just remember to crop your photo into a square and have a play around with the best filters. But it can be tricky to reach beyond your followers and build your account. The easiest way to do this is to follow relevant people who are going to want to follow you back.

Take advantage of stories and reels. Stories are great as you can tag people in them. This means they are likely to add you to their stories, helping you reach a bigger audience. A really useful function of Instagram is Highlights. This allows you to save and collect stories to appear on your profile. These could be from a particular event (Climate Write-In) or could be a series of infographics ("who we are" or "how our turbine works"). Reels are new and operate a bit like TikToks - they are short videos that will pop up in other people's feeds, even if they don't follow you.



TikTok is the latest social media site to break through, and is now the best way to reach out to a younger audience. Gen Z are passionate about the environment and are a key demographic to get involved in projects, so any chance to spread the word to them should be taken. But people of all ages are now active on the platform.

It's a video-based platform, with people sharing clips of up to 1 minute. It used to be all about lip-syncing and dancing, but now educational videos are a big part of the appeal. Just make sure to have some good background music and let your projects do the talking. You can increase your followers through using hashtags, following other people and jumping on trends.

Social Media During COP

Hashtags

Use the official campaign hashtags! More will come along, but currently some good ones to use are: #OneStepGreener #COP26 #Communityenergy

Tags

Think about good people and accounts to tag (as ever, please tag us so we can see what you're up to and amplify you!) Some good accounts on Twitter might be: @COP26, @AlokSharma_RDG, @AllegraCOP26, @Comm1nrg (us!).

Presidential Programme

During COP, have a think about what you should be tweeting about and why. Is there a particular hashtag or theme circulating? Is there a big news story that you have an opinion on? It always helps to prepare draft tweets in advance, and the [Presidency Programme](#) is a good place to start!

October 31st

November 1st - 2nd

3rd

4th

5th

6th

7th

8th

9th

10th

11th

12th

Procedural opening of negotiations

World Leaders Summit

Finance

Energy

Youth and Public Empowerment

Nature

-

Adaptation, Loss and Damage

Gender / Science and Innovation

Transport

Cities, Regions and Built Environment

Closure of Negotiations

Here's an example of a tweet you might put out:

 **Uxbridge Solar Together**
@UXsolarTogether

Today's theme at #COP26 is Youth and Public Empowerment. We are community run and have brought together people of all ages and backgrounds to provide renewable energy and retrofits to the community.

#Communityenergy needs to be at the forefront of climate action!

@comm1nrg

Any questions? Please contact Henry at h.bettley@communityenergyengland.org - we'd love to hear from you!