

LEVERAGING DIGITAL TOOLS: SOCIAL MEDIA, NEWSLETTER, AND MORE

Employ engagement tools, including social media, newsletters, websites, and public engagement recommendations, that your community can use to share climate and sustainability communications messages. We showcase best practices, key performance indicators, and best examples of each tool and include a “Best Conveyed Plans” roundup of outstanding examples.

Key Takeaways

1. **Use social media to reach a variety of your community members.** By using social media channels, you can engage virtually through different media, such as infographics, photos, and videos.
2. **Create an interactive, engaging website to inform about climate and sustainability initiatives.** Your website should have a user-friendly design and seamless branding to increase engagement with content.
3. **Produce a climate and sustainability-specific newsletter.** By offering thematic newsletters, residents can stay updated on their preferred interests, such as climate and sustainability.
4. **Establish accessible and inclusive public engagement programs.** You can use virtual and in-person forms of public engagement to interact with your residents about your climate and sustainability initiatives.
5. **Follow the best practices for plans.** When creating a climate or sustainability plan, does your plan...
 - Involve communications staff throughout the process, outreach, and public engagement initiatives?
 - Prioritize people and solutions?
 - Use clear, concise, and accessible language?
 - Address underserved communities and ensure their voices are included?
 - Meet the needs of all residents (i.e., multilingual, multiple channels, and accessible)?
 - Have vision statements and guiding principles?
 - Align with the global sustainable development goals when appropriate?

Next Steps

1. **Determine the best digital tools to engage community members.** As with all communication channels, please consider the demographics of your residents and their preferences for communications. Some individuals prefer printed newsletters or in-person events to stay updated on their local government's news.
2. **Create a comprehensive project management plan.** By working with your communications staff, you can create a plan that outlines tasks, timelines, and responsibilities for the selected digital tools.
3. **Work with your communications staff to create content for your community's social media, website, newsletter, data dashboard, or public engagement programs.** Together, you and your colleagues will create engaging and informative content to engage all residents with your climate and sustainability initiatives.
4. **Identify and track key performance indicators.** With support from your communications staff, you will identify the best metrics to track the level of engagement with your digital tools and assess if you are meeting your goal.
5. **Adjust your messages and communication plans accordingly.** Depending on your key performance indicators, you may need to pivot with your messaging style and digital tool. Remember to meet your stakeholders where they are!

