

TCI Social Media Content Guide

Welcome! We're glad you're here and we're excited to share your voice! Here is a general guide on creating content on TCI's social media platforms. If you have any questions, please reach out to creators@theclimateinitiative.org.

- Focus on **hope** and **action**. When we describe climate challenges and problems, we focus on the facts while also posing relevant solutions, actions, and ways to get involved with TCI! Familiarize yourself with our programs and resources [here for youth](#), and [here for educators](#).
- Remember your audience! We aim our content towards **youth**, ages 13-23.
- Keep things **non-partisan**. This means we cannot endorse, support, oppose, or rank any particular political candidate(s).
- Create **engaging** content
 - Use your OWN VOICE! You have important things to say! Weave a story from your own perspective.
 - Use trending songs/sounds (where copyright rules allow)
 - Encourage comments, likes, and shares!
- Center **justice** and **equity**. Climate change affects different communities in vastly different ways, and environmental racism is real and pervasive. Create content that centers these realities and encourages folks across all identities to become, and stay, involved in climate action!
- Keep **accessibility** in mind
 - Use captions and image descriptions where possible
 - Content warnings for sensitive subjects, & flashing/strobing light effects
 - Ensure music/audio does not overpower voice-overs/important content
- Attribute **credit** where credit is due. Mention other creators if you were inspired by them. Reference your sources if you are presenting facts – ESPECIALLY when there is an opportunity to direct folks to TCI-specific resources!
- Need ideas?
 - Explore our [website](#) and [social media](#) pages!
 - Covering an event? Check out our [Social Media Event Coverage Guide](#)
 - Reach out for guidance! We're here to help.