

# Like, Comment, and Subscribe: Developing Engaging Online Communication Strategies for Environmental Non-Profits



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## Background

- Environmental nonprofits are vital in combatting environmental issues.
- Nonprofits work closely with communities to create change and broadcast information to the public.
- However, nonprofits historically have struggled successfully developing their communications plans.
- For nonprofits to optimize their impact, they need to remedy their communication strategies.
- Social media plays a large part in modern marketing.

## Methods

- Conducted an interview with Mikaela Bolling, co-founder of Brilliant Marketing and expert in nonprofit communication
- Analyzed the most recent 10 Instagram (IG) posts of 25 other environmental nonprofits based in the US to look for their engagement rates, messaging tones, and if they follow social media trends
- Conducted a literature review on environmental communication
- Analyzed the effect of implementing productive communication strategies on the engagement levels of SA's Instagram (IG)

## Results Continued..

**Average Engagement Rate of 10 Most Recent Posts vs. # of Posts Following Notable Trends**

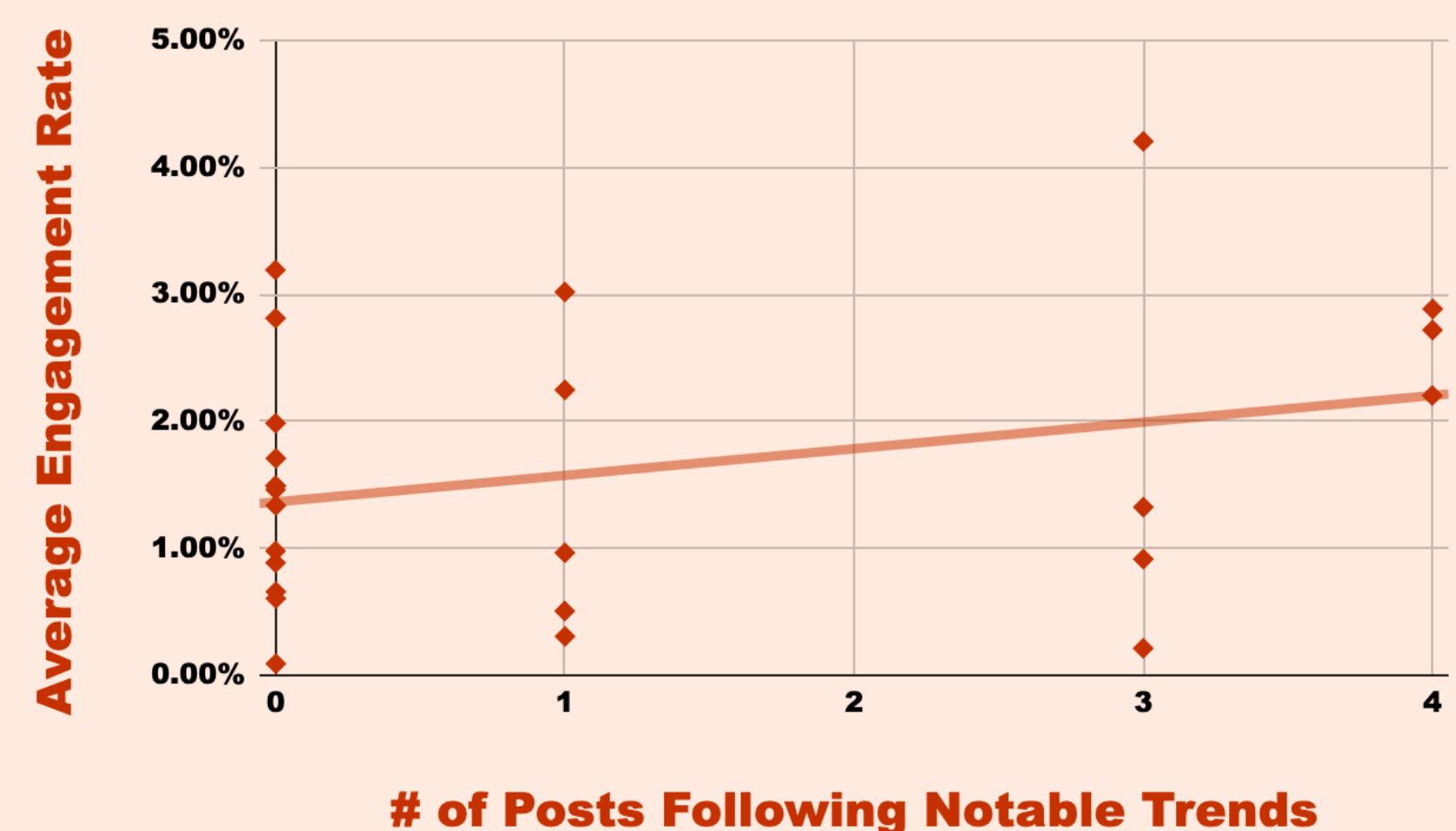


Fig. 3: Infographic depicting results from analysis of trends present on IG pages of 25 US environmental nonprofits

## Question

What methods can environmental nonprofits implement to create effective social media communication strategies?

## Internship

- Interned with the environmental nonprofit Sustainability Ambassadors (SA) on their communications team
- Curated content for both Sustainability Ambassadors and their grant-holder, Cascade Water Alliance, (see Fig. 1)

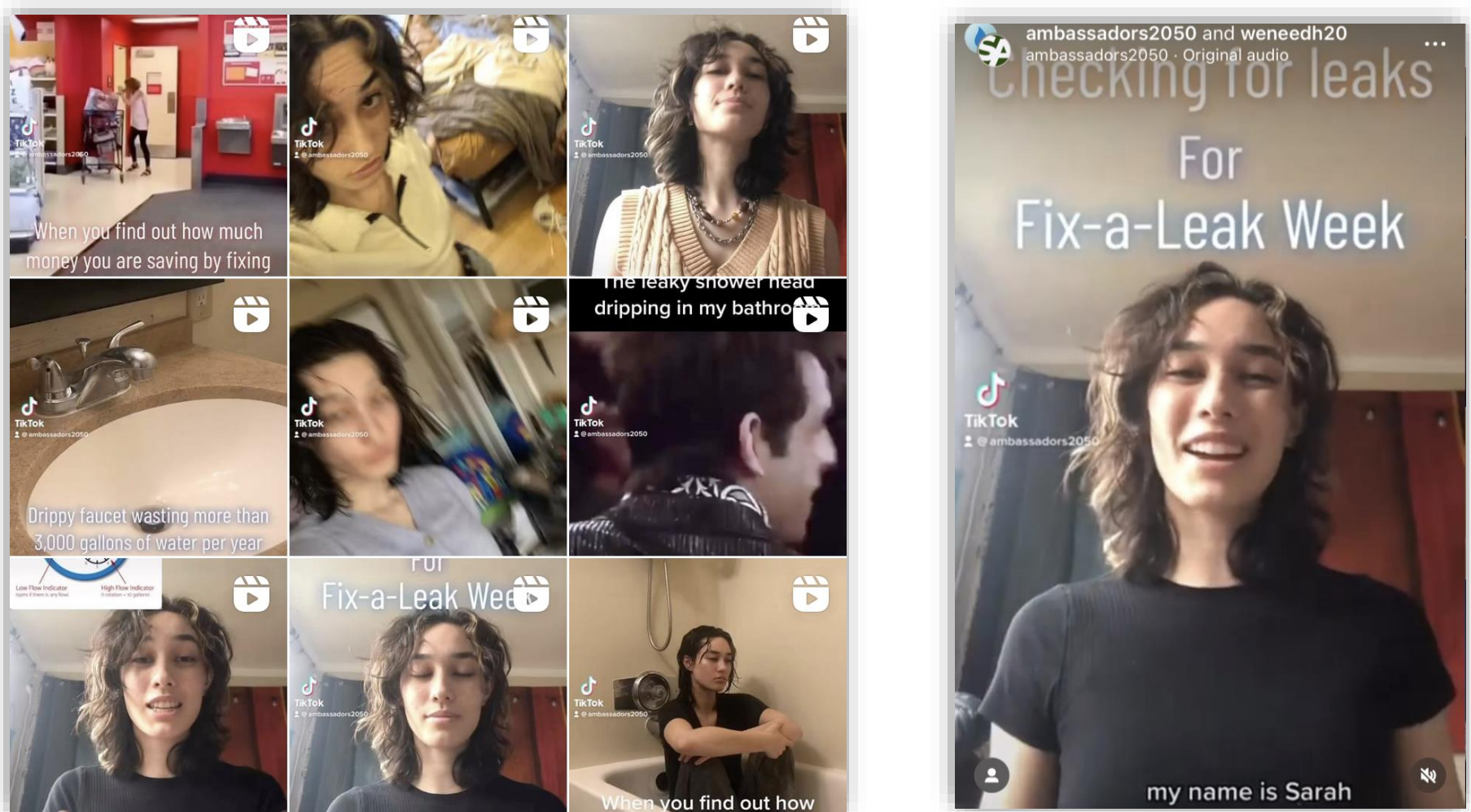


Fig. 1: Content I created during my internship with Sustainability Ambassadors, currently posted on Instagram

## Results

In order to develop an effective communications strategy, an environmental nonprofit should:

- Develop a clear target audience. (According to interviewee)
- Focus on curating positive messaging. (See Fig. 2)
- Adapt to trends and format shifts on their social media platforms. (See Fig. 3)

**Average Engagement Rate of 10 Most Recent Posts vs. # Posts with Positive Messaging**

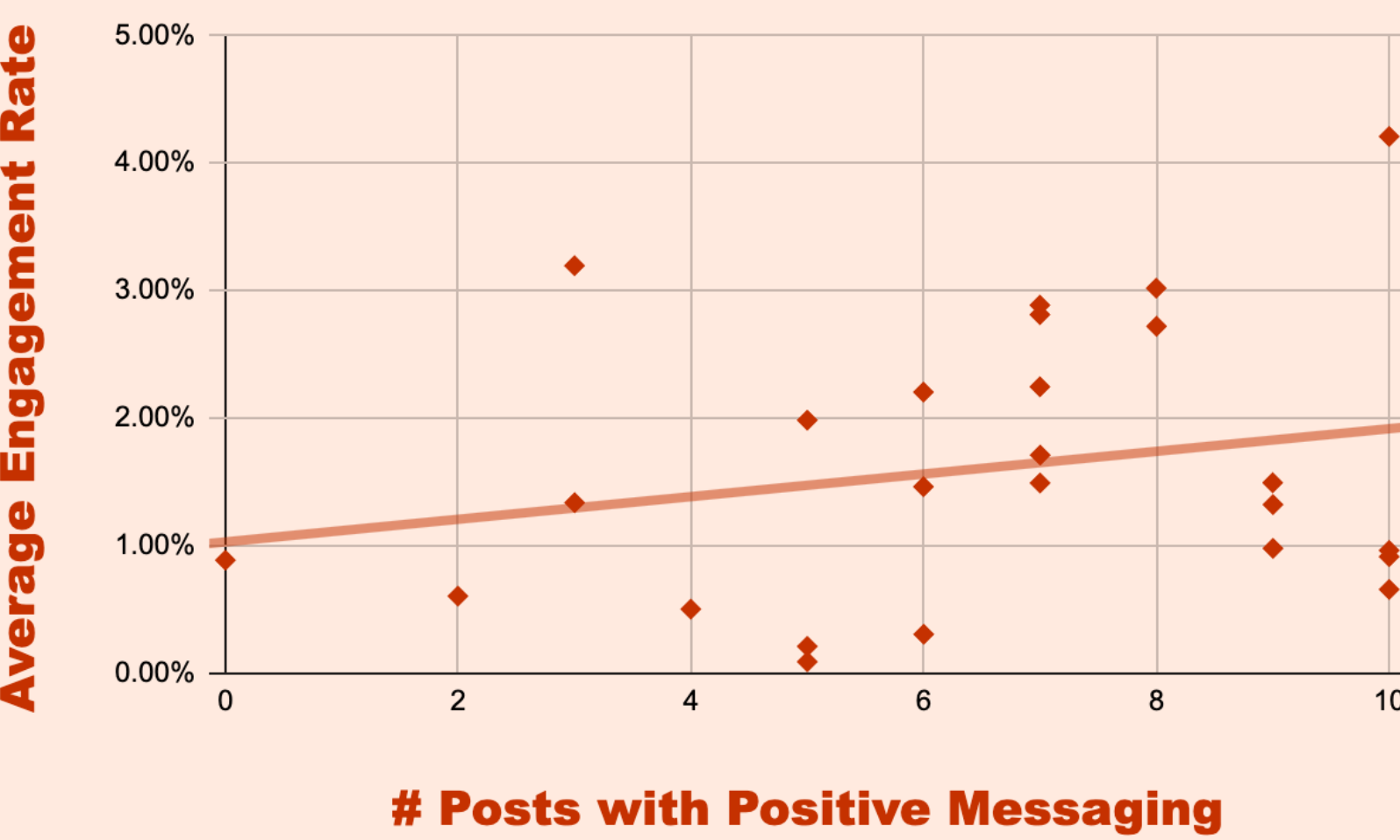


Fig. 2: Infographic depicting results from analysis of positive messaging present on IG pages of 25 US environmental nonprofits

## Implications

After the implementation of these strategies, I tracked the metrics of Sustainability Ambassadors' Instagram page (Fig. 4) and found that there was a substantial increase in engagement over time.

By utilizing these three methods, other environmental nonprofits can create effective communications strategies and institute more sustainable change.

**Post Engagement After Implementing Communication Strategies**

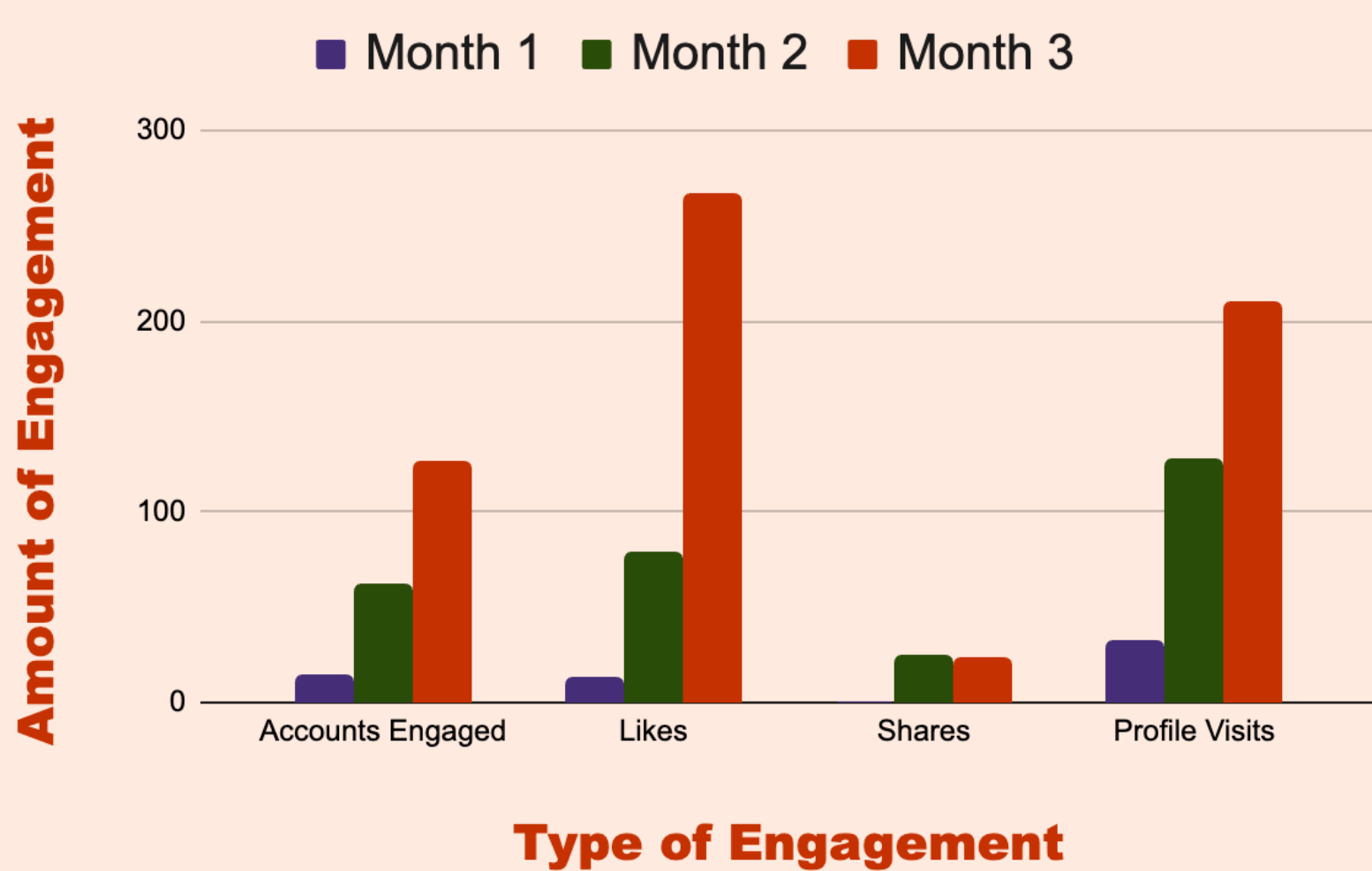


Fig. 4: Infographic depicting results from analysis of SA's IG page after the implementation of new communication strategies

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