

Environmental Policy Communications:

Social media, Press, and Outreach to the Public



Why do we need to communicate to the public?

- Increases Trust and Accountability
- Increases Citizen Engagement
- Increases Legitimacy
- Increases Efficiency and Effectiveness
- Builds Public Support
- Encourages Innovation and Problem Solving
- Empowers Communities



Building Power and the Power of Organizing

The power of organizing a community **is not only** about addressing problems but also about building a sense of shared purpose, social cohesion, and the ability to envision and **work toward a better future.**

Community organizing empowers people to shape their own destinies and create positive change in their neighborhoods and beyond.



Policy Communications and Organizing



Organized Communities are better at:

- Collective Action
- Problem-Solving
- Democratic Engagement
- Crisis Response
- Collective Voice and Advocacy
- Environmental Stewardship
- Resource Mobilization
- Health and Wellness
- Youth Development
- Community Safety

○ And More!

Best Forms of Communication

Digital Engagement-

- Posting to Social Media
 - Instagram
 - Tik Tok
 - Twitter (“X”)
 - Facebook
- Utilizing a Website
- Email Newsletters

Public Space Engagement-

- Speaking at public Meetings and Town Halls
- Tabling at community events

Media Relations-

- Letters to the Editor in newspapers
- Opinion articles in newspapers
- Articles in local publications
- Radio and Television interviews
- News Conferences



Digital Engagement

Ways to establish easy communication with the public



Social Media Presence is **CRUCIAL!**

- Can serve the **same purpose** as a website
- Take advantage of Youtube Videos or individuals that can teach you how to use various platforms
- Make a goal to have a presence on at least **ONE** platform
- Frequent posting is important
- Make sure to follow key state agencies, NGOs, and other leaders in the environmental space to uplift their posts

Websites are super easy!

- Wix, Squarespace, and others are great to help build your site

Establish Email Lists and Newsletters

Public Space Engagement

Make yourself available to your
community



**Participate in your local community events and
make your environmental commission known!**

Host public meetings

- Promote meetings online and with signs in your municipality
- Make your meetings accessible with virtual meetings or recordings of the meetings
- Host “town hall” style events for large issues facing the community

Community Presence

- Table at community events
- Create sustainable or green events in your municipality
- Create green team or sustainability teams for the public
- Establish scholarships for local youth looking to grow professionally in the environmental space

Media Relations

Easy ways to be heard in your community



Utilizing media to advance your cause and communicate with the public!

- Publish Letters to the Editor and Opinion pieces in your local newspapers
- Op-Eds around 600 words or less
- LTE's around 300 words or less
- **This can help explain what the commission is doing and educate about important policies, ordinances, or issues pertaining to the community**

Promote your environmental commission meetings and community events in local publications

- Utilize your **Local "Patch"** pages and other local media outlets that allow you to advertise events or meetings

Some Organizing Tactics to Consider

- Door to Door Canvassing
- Text Banking local community members
- Phone Banking local community members
- Holding listening sessions to hear the public's environmental concerns
- Holding educational sessions to teach the public about crucial issues facing the community



Thank you, any questions?

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