

Effective Climate Communication Tips

Based on:
Connecting on Climate: A Guide to Effective Climate Communication

Put Yourself in Your Audience's Shoes

- ➔ Identify the values, identities, worldviews, and personal priorities of your audience and craft communication strategies accordingly.
- ➔ Think about whom your audience trusts and respects and whether these people can serve as messengers.

Channel the Power of Groups

- ➔ Weave climate change into the activities of social groups and networks, such as neighborhood associations, religious groups, clubs, or company divisions.
- ➔ Provide existing group leaders with climate change communication and engagement resources to activate the group's entire membership.

Emphasize Solutions and Benefits

- ➔ Talk about the roles that individuals, governments (local, regional, and national), businesses, and nonprofits can all play in addressing climate change.
- ➔ Describe solutions that match the decision-making authority and capacity of the audience and show people the role they can play as individuals (for example, talk about local impacts and local solutions, not national policy and local impacts).
- ➔ Highlight the personal and societal benefits that climate solutions will bring, such as improving health, jump-starting new economic opportunities, catalyzing technological innovation, and strengthening communities.

Bring Climate Impacts Close to Home

- ➔ Use messages that help people identify the locally relevant, personally experienced consequences and impacts that climate change is already causing.
- ➔ To avoid emotional numbing when communicating about the personally relevant impacts of climate change, take care to also mention solutions and actions that people can take and to focus on what impacts will occur, rather than on the exact timeline of when they will occur.
- ➔ Be aware of losses that may have come about as a result of recent climate impacts and focus on preparedness for the next event, rather than on the timing of the next event.

Connect Climate to Issues That Matter to Your Audience	➔	Choose content frames that connect to the audience's concerns and worries. Content frames describe the "who," "what," "why," and "how" of a climate change narrative and can be useful in connecting climate change to issues that matter to your audience. One common content frame is the public health implications of climate change.
	➔	Choose structure frames that make the issue relevant and meaningful to the audience. Structure frames emphasize "when," "where," and "how many" and can shape how an audience relates to a message. Popular structure frames include loss versus gain, present versus future, and local versus global.
Use Images and Stories to Make Climate Change Real	➔	Use images that depict people, groups, faces, or common household items. They are more effective and more powerful than landscapes and nature scenes.
	➔	Tell stories which can help make climate change more vivid and can help people imagine the future and solutions to climate change.
Make Climate Science Meaningful	➔	Make audience members aware of the existence of confirmation bias and encourage them to have an open mind, which can help them overcome it.
	➔	Present the same piece of information in multiple formats to help people understand unfamiliar numbers, metrics, and scales.
	➔	Pick just a few key facts about climate change to share with an audience and put those facts into a context that audience members will understand, rather than overwhelming them with too many facts.
Acknowledge Uncertainty, But Show What You Know	➔	Acknowledge the fact that there is uncertainty around elements of climate science but emphasize that uncertainty doesn't mean we shouldn't act.
	➔	Use short, simple statements to highlight what is known with great certainty about climate change—that it is happening and is caused by human activities.
Approach Skepticism Carefully	➔	Present climate-friendly behavior as the default choice. Encourage behaviors that are beneficial for the individual and the environment.
	➔	Showcase positive actions that other people are taking to address climate change, especially when these people constitute a majority in a certain area or community.
Make Behavior Change Easy	➔	Present climate-friendly behavior as the default choice which can encourage behaviors that are beneficial for the individual and the environment.
	➔	Showcase positive actions that other people are taking to address climate change, especially when these people constitute a majority in a certain area or community.
	➔	Highlight climate-friendly social norms to help motivate people to undertake their own climate-friendly behavior.