

THE POWER OF SOCIAL MEDIA

Effective use of social media in communicating science →

The social media has currently a big influence has a big influence on people, especially on young people. Through social networks we can speak with young generation and we can also talk about climate change with people around the world.

1

Target group:



2

Sources:



3

Advantages:

ACCESSIBILITY

to high end public events

TED talks

GLOBAL COVERAGE

of events. Use of various multimedia means of communication (videos, infographics, animations, photos, etc.)

The big power

4

Challenges & barriers:



DISINFORMATION

Corporate Interests opposing climate change awareness.

Overwhelming volume of information to assess and evaluate.

The controversies and the associated political polarity concerning climate change

Climate change in the Arctic

Political and economic issues

It is crucial to communicate facts surrounding climate change in a **clear and easy to comprehend way.**

