Persuasive writing and use of media for environmental activism

Rule #1: the more you write, the less they read
Rule #2: start with one great sentence; that's what makes the reader to read more

Chapter communication channels

Facebook (example)
- Content: Good platform to ask users to take action, "repost" or share to their accounts. Shorter posts are preferred (100 words max). Can share up to 10 photos or videos per post. Avg video view is 10 seconds - can link to longer Youtube videos if needed (60 second videos max). Best for sharing events, actions/petitions, and news articles. Use hashtags to increase visibility.
- Visual (sizing): Horizontal 1,200 x 628 pixels (or see file size). Type: PNG (best) JPEG, BMP, GIF, TIFF
- Chapter audience: 2,437 followers. Send content to chapter director to be shared on our pages

Twitter
- Content: Good platform to ask users to "repost" or share. Best for sharing links, events, and actions/petitions. Can share up to 280 characters, 1 video or up to 4 photos per post. Use hashtags to increase visibility.
- Visual (sizing): Horizontal 1,200 x 675 pixels. Type: PNG (best) JPEG, BMP, GIF, TIFF
- Chapter audience: 978 Followers. Send content to chapter director to be shared on our pages

Instagram
- Content: Best for sharing high quality photos, graphics, or illustrations. Images should promote an event or action, encourage sharing, or inform. Use hashtags to increase visibility. Caption up to 2,200 characters, up to 10 photos or videos per post, video clips up to 60 seconds.
- Visual (sizing): Square 1,080 x 1,080 pixels. Type: PNG (best) JPEG, BMP, GIF, TIFF
- Chapter audience: 363 followers. Send content to chapter director to be shared on our pages
- Getting started with Instagram: link to tutorial on set up and basics

Youtube (example - short video featuring Desiree Grahn has 357 views)
- Content: videos up to 60 minutes, slideshow/presentations, recordings of live events. Ideal for accommodating longer videos. Longer videos can also be broken up into clips or a short preview that can be shared on Facebook, Instagram, and Twitter
- Chapter audience: 40 subscribers. Send content to chapter director to be shared on our pages
- Format: MOV, MPEG-1, MPEG-2, MPEG4, MP4, MPG, AVI, WMV
- How to create a YouTube timestamp link with a start time marker

Chapter eNewsletters
- Content: Best for reaching maximum audience of local Sierra Club supporters. Ideal for sharing event announcements, petitions/actions, press releases, videos, links, news articles
- Chapter audience: ~33,0004 subscribers
- eNews sent on second and 4th Saturday of each month
- Content due to james.eggers@sierraclub.org by Wednesday before send
- Visual (sizing): Horizontal 1,200 x 628 pixels image. Type: PNG (best) JPEG, BMP, GIF, TIFF
- You can also contact your regional group to provide content for their newsletters

Chapter Calendar event
- Contact the chair of your committee, group, or section to ask them to post a chapter event on the chapter calendar

Spotify
- Share environmentally themed songs and artist with chapter director to be added to playlist

Content length guidelines
- short (<50 words) for social media, will receive more readers
- medium (50 - 100 words) for social media, will receive fewer readers
- long (100 - 250 words), post on your webpage, then provide a web link to Chapter Director
- longer (250 - 500 words), post on your webpage, then provide a web link to Chapter Director
- extra long (>500 words), post on your webpage, then provide a web link to Chapter Director