



# YPCCC Marketing Plan



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# Overview

Background & Methods

Improvements

Short-Term Plan

Long-Term Plan

Questions



# BACKGROUND & METHODS

# Background and Methods

## Overall Goal:

Create a short- and long-term marketing plan to aid YPCCC in outreach to teachers across the US seeking climate change education materials

## Methods

- Divide the general market into subgroups for detailed insights
- Compare research findings to structure a well-rounded plan

## Scope

- Teachers 6<sup>th</sup>-12<sup>th</sup> grade across the US, both science and humanities
- Students in those grades

# Science

What are teachers looking for?

- Accurate and up to date information
- Ways to teach information that is factual but not distressing to the students
- Fact based scientific data

Obstacles

- Opposition from students/parents
- Difficulty finding accurate information
- Some teachers don't feel qualified to teach about climate change

Sources: Plutzer, Preston

Science Teachers

Non-Science Teachers

Rural Teachers

Suburban Teachers

Urban Teachers

# Humanities

## What are teachers looking for?

- Climate change curriculum that applies to the humanities
  - Specific curriculum for different areas of humanities
- To inspire students to consider their future careers' impact on the environment

## Obstacles

- Lack of climate change curriculum for the humanities
- Including stories of underrepresented groups in curriculum
- Teaching students to empathize with people around the world

Sources: NAEE, Teaching Climate Change in the Humanities

Science Teachers

Non-Science Teachers

Rural Teachers

Suburban Teachers

Urban Teachers

# Rural

What are teachers looking for?

- Access to materials that are free, up-to-date, easy to find, and interactive
- Ways to address opposition and skepticism in the classroom

Obstacles

- Face opposition to teaching climate change from community as a whole (students, parents, colleagues, etc.)
- Rural areas have a higher rate of poverty, underfunding, and poor internet access
- Their surrounding community is more likely to lean politically conservative and have a preexisting bias

Sources: Fall 2020 Capstone class's research

Science Teachers

Non-Science Teachers

Rural Teachers

Suburban Teachers

Urban Teachers



# Suburban

What are teachers looking for?

- Accessible, up-to-date, and credible climate change homework and education material
- Climate change material offered in different languages

Obstacles

- Influx in students coming from low-income family households
- Language barriers due to more diverse student backgrounds; teachers are unprepared
  - Misunderstandings and underestimating student abilities
- Educational inequality in different school zones

Sources: Gill, Posamentier, Hill, Mitchell, Strauss

Science Teachers

Non-Science Teachers

Rural Teachers

Suburban Teachers

Urban Teachers

# Urban

## What are teachers looking for?

- To keep students engaged and get them involved
- To show students how lessons can apply to their lives
- To get students inspired

## Obstacles

- Typically have fewer resources than suburban middle-class schools
- High Poverty High-Schools: math and science teachers are more likely to be credentialed in other areas instead
- Substandard curriculum is a common stressor
- Possible climate issue: increased risk of power outages while the lesson plan is only available online

Sources: Steinhardt, ASU, APA, Kinder Institute



# SUGGESTED IMPROVEMENTS



@YPCCC

Republicans and Democrats Differ In Their  
Primary Reasons For Supporting Renewable  
Energy

Americans' Actions to Limit and Prepare For  
Global Warming

Perceptions and correspondence of climate  
change beliefs and behavior among romantic  
couples

International Public Opinion on Climate  
Change

Shifting Republican views on climate change  
through targeted advertising

# Reorganize Your Link Tree

Links for further access to your platforms and  
valuable resources for your target market get lost.

International Public Support for Climate Action

How does the American public perceive climate disasters?

Portal for Educators

Using video to communicate the scientific consensus on climate change

Americans Increasingly Understand That Climate Change Harms Human Health

Exploring Gender Differences in the American Diet

Limiting warming to 2 C requires emissions reductions 80% above Paris Agreement targets

Shifting Views of an Ideal Society in the U.S.

Link #8

# Reorganize Your Link Tree

Links for further access to your platforms and valuable resources for your target market get lost.

# Reorganize Your Link Tree

Links for further access to your platforms and valuable resources for your target market get lost.

Link #17, 18, & 19

Source: YPCCC Instagram



@YPCCC

Yale Program on Climate Change Communi-  
cation

YPCCC on Twitter

YPCCC on Facebook

Portal for Educators

Republicans and Democrats Differ In Their  
Primary Reasons For Supporting Renewable  
Energy

Americans' Actions to Limit and Prepare For  
Global Warming

# Reorganize Your Link Tree

We suggest you move these to the top of your link tree so they're more accessible and easier to find.

Current Usernames:

YPCCC Instagram

**climate.change.communication** 

YPCCC Twitter

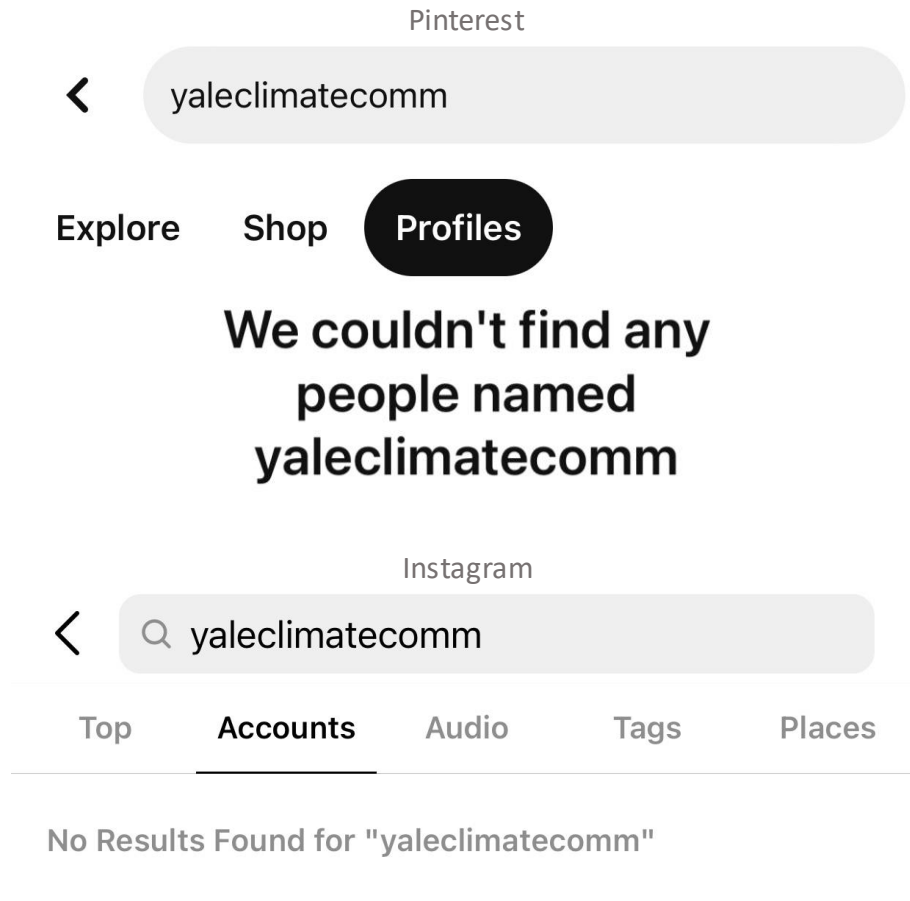
**Yale Program on Climate Change  
Communication** 

@YaleClimateComm

# Consistent Usernames

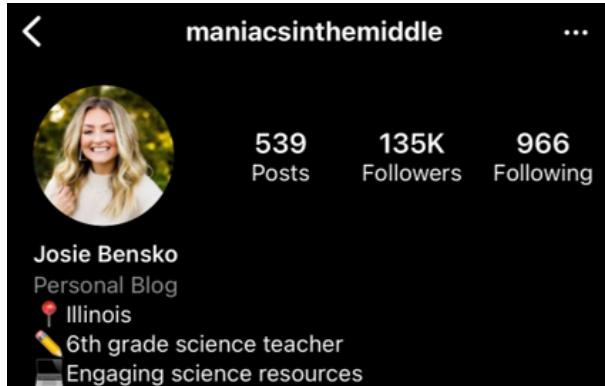
Change usernames across platforms to match; more recognizable and easier to find





# Consistent Usernames

Suggestion: @YaleClimateComm (to match twitter)



# Teacher Influencers

- Follow teacher influencers on Instagram and other platforms
- [Influencer List](#)



# SHORT TERM



# Scheduling & General Plans

- Prioritize organic growth in the short-term
- Don't target specific subgroups until you're able to assess analytics
- Have themed posts for holidays/certain times of year (outside of a regular posting schedule)
  - [Calendar suggestions](#)
- Think about all devices, no matter the platform



@INSTAGRAMFORBUSINESS



@CREATORS

# Social Media Design Trends

- Stay consistent with current branding, just elevate
- Play into trending graphics and design trends
- Create visual and message differentiators
  - Not too many at once
- Communicate through audience's lens
- Follow Instagram and Facebook business (including educator hub) to stay up to date on industry and social trends

# Design Trends: Reach Teachers

Logo

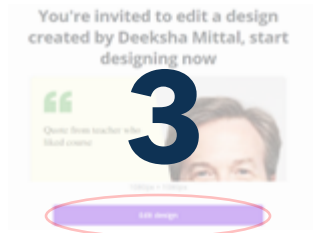
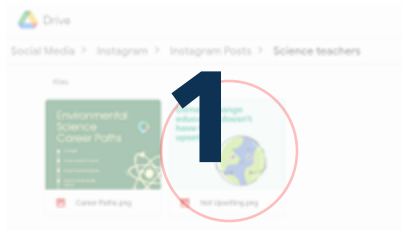


Colors and animation

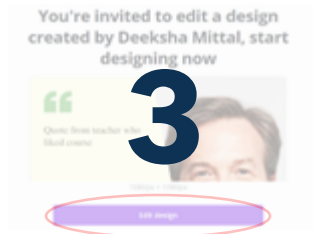
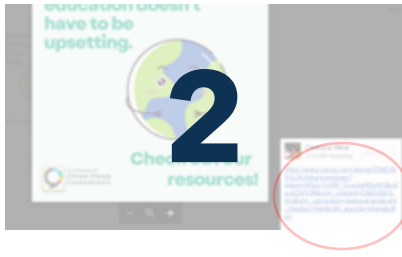
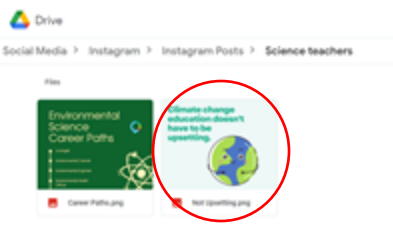


Simple but animated



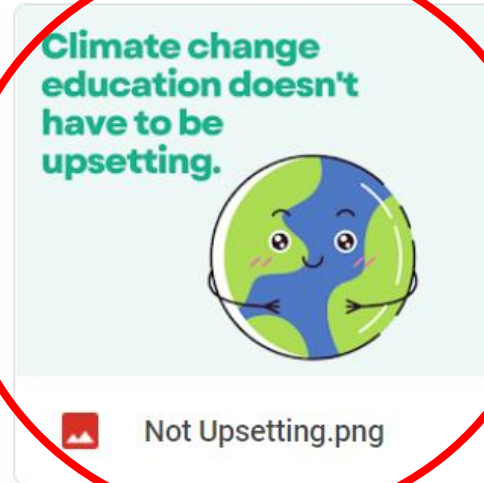


# How To: Edit Premade Content

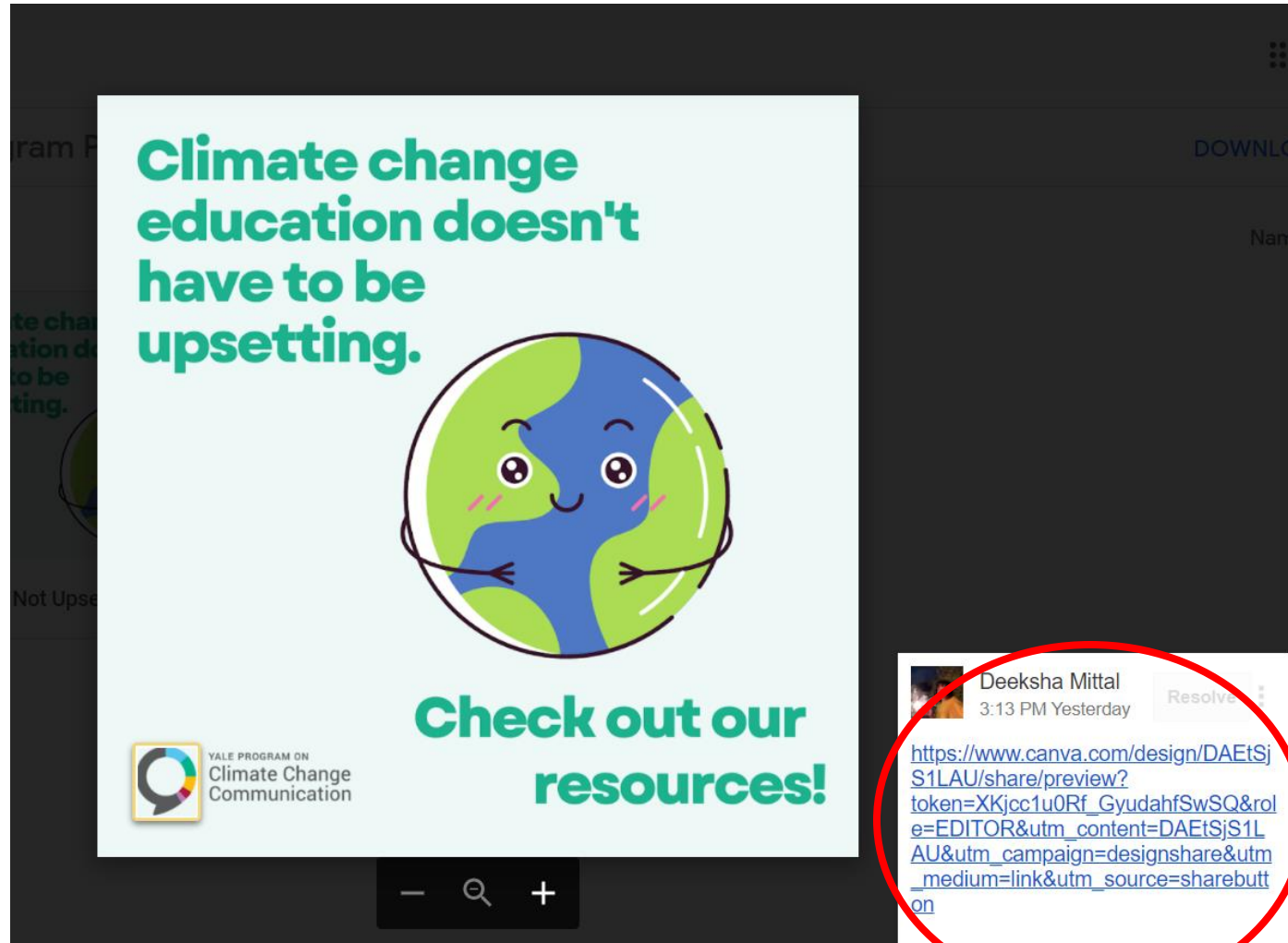
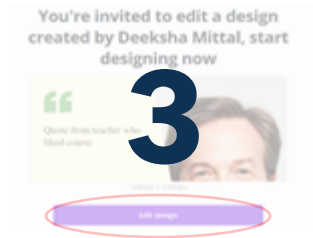


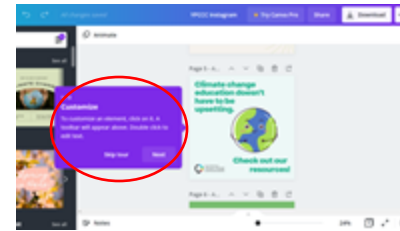
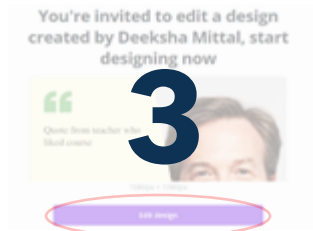
Social Media > Instagram > Instagram Posts > Science teachers

Files









anges saved

Climate Change Education Tools

Try Canva Pro

Share

13.4s

Download

...

Animate

1.7s

Page 1 - Add page title

# Teachers:

How would you like to publish?

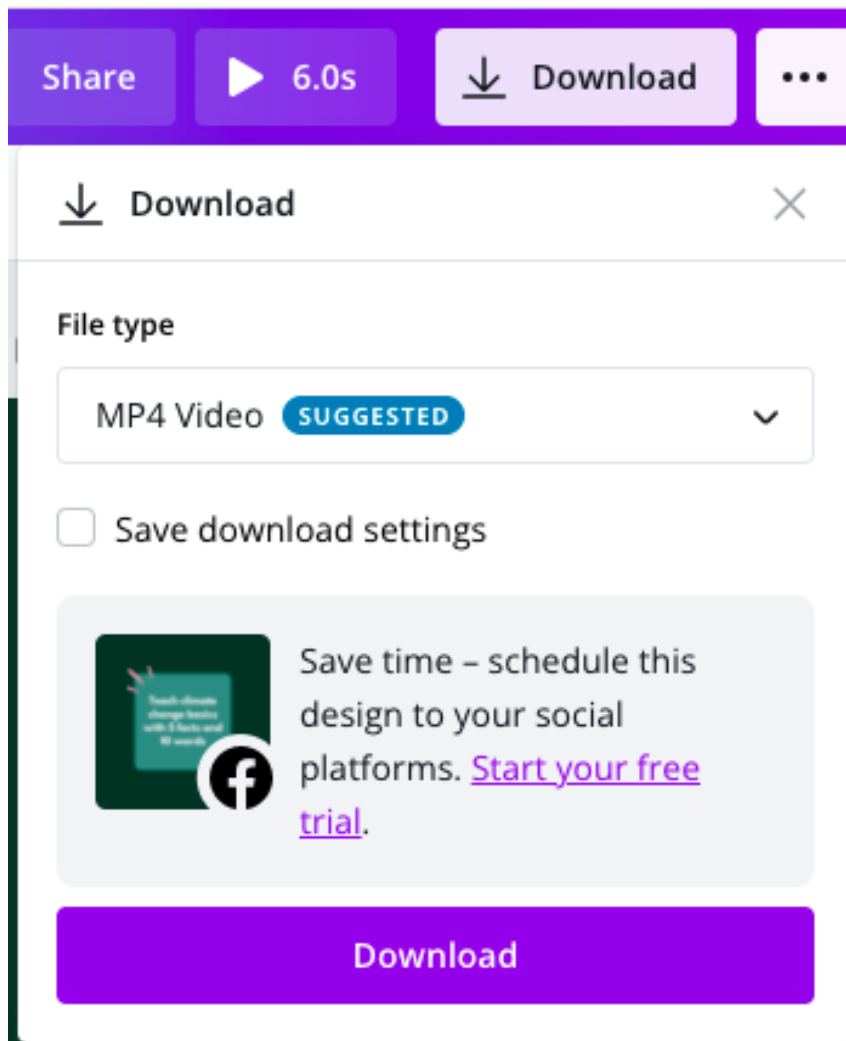
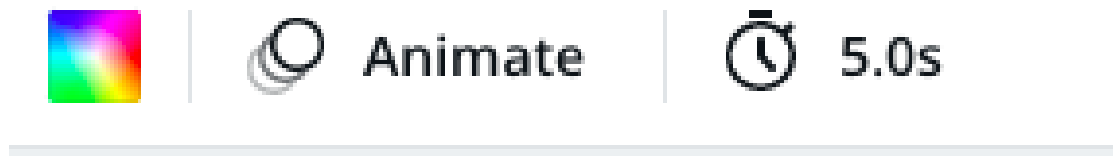
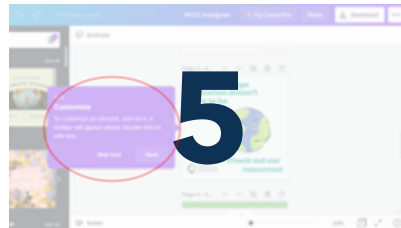
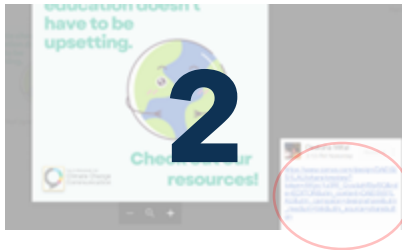
**Recommended**

- Download
- Instagram Personal
- Instagram Business
- Schedule

**Share**

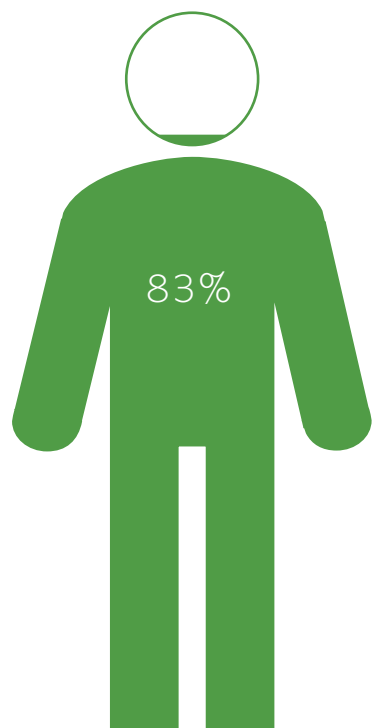
- Share link
- Present
- Present and record
- Copy to clipboard
- Facebook
- Twitter
- Email
- See all

**Print**

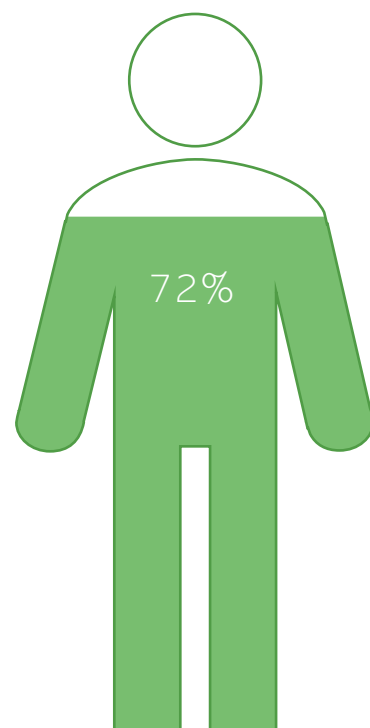


# Recommended Platforms

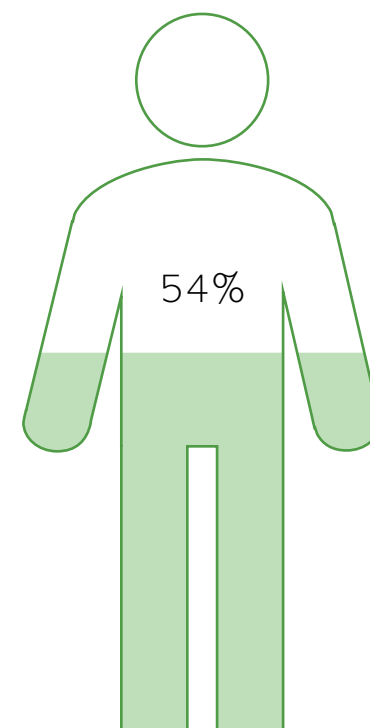
Facebook



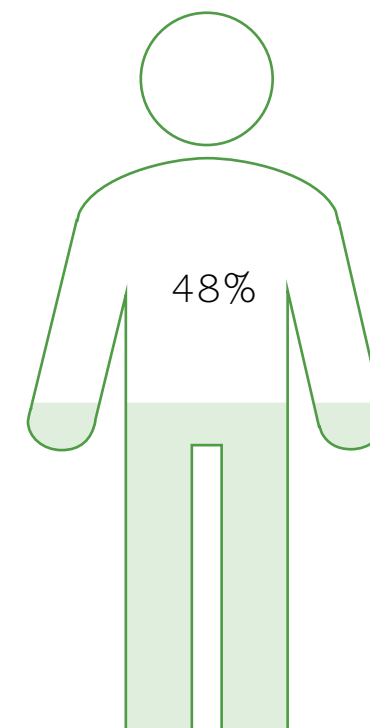
Pinterest



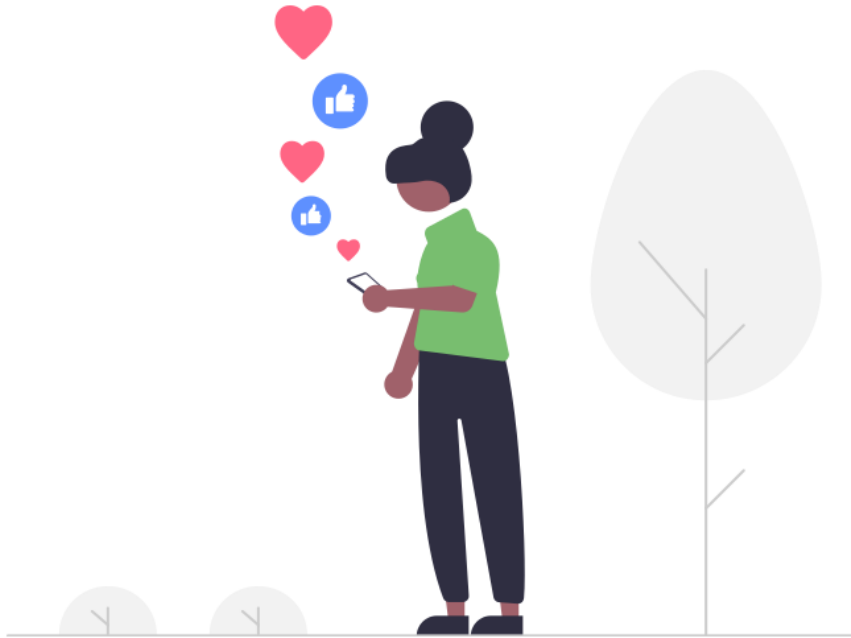
Instagram



Twitter



# Facebook



- Participate in Facebook groups
  - Can be used as testing ground for reception of marketing
  - Longer-term: create a group of your own
- Posts: create social bonds by making readers laugh, smile, or think
- Interaction:
  - Video posts have most engagement
  - Shares from photo posts are higher than links
  - Popular: quizzes, holiday-themed content, and listicle articles

# Facebook Groups

## Breakout Edu

Highlights online learning trends; source of suggestions for breakout activities

## WeAreTeachers: High School Teachers Helpline

Upper-level focus; general questions and sharing; insights on catering to high school teachers

## WeAreTeachers: First Years

Mentors and support for new teachers; YPCCC could serve as resource for climate change questions

## Stem Educator Support Group

Activities for stem classes; opportunity to share YPCCC lesson plans with science educators

## Teach Science Well and Maintain Your Sanity

Committed to helping teachers and students succeed in science; collaborative resource drive; good group for sharing YPCCC content

## Creative High School English

Sharing hub; opportunity to highlight YPCCC's content as something beyond science classrooms



## Benefits of Teaching Climate Change



Spark conversations



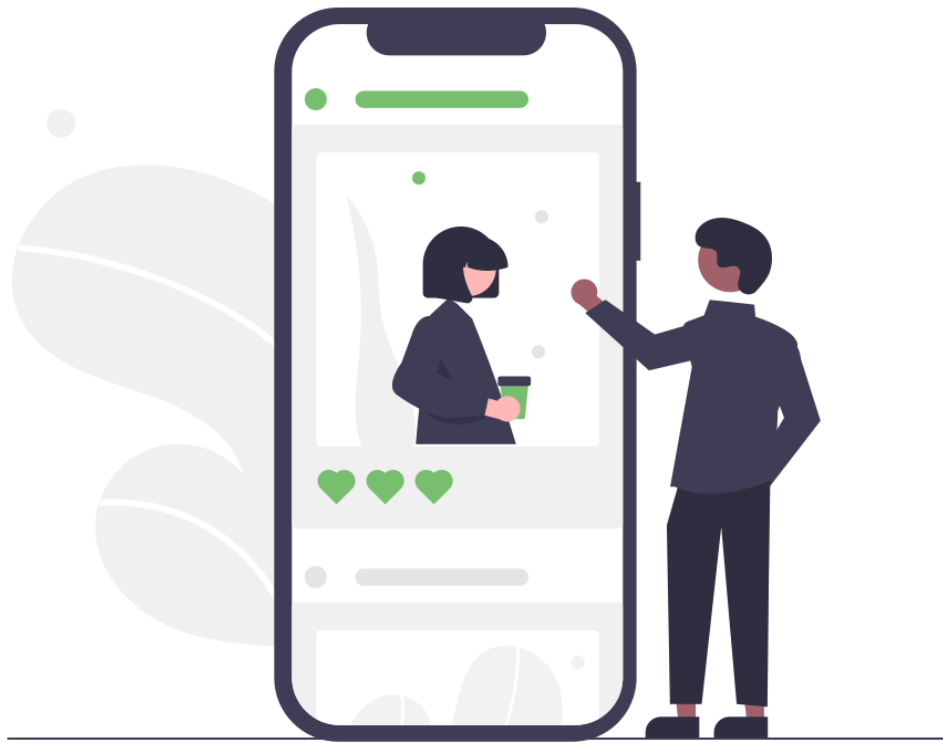
Inspire impactful  
careers



Encourage sustainable  
actions



Increase empathy



# Instagram

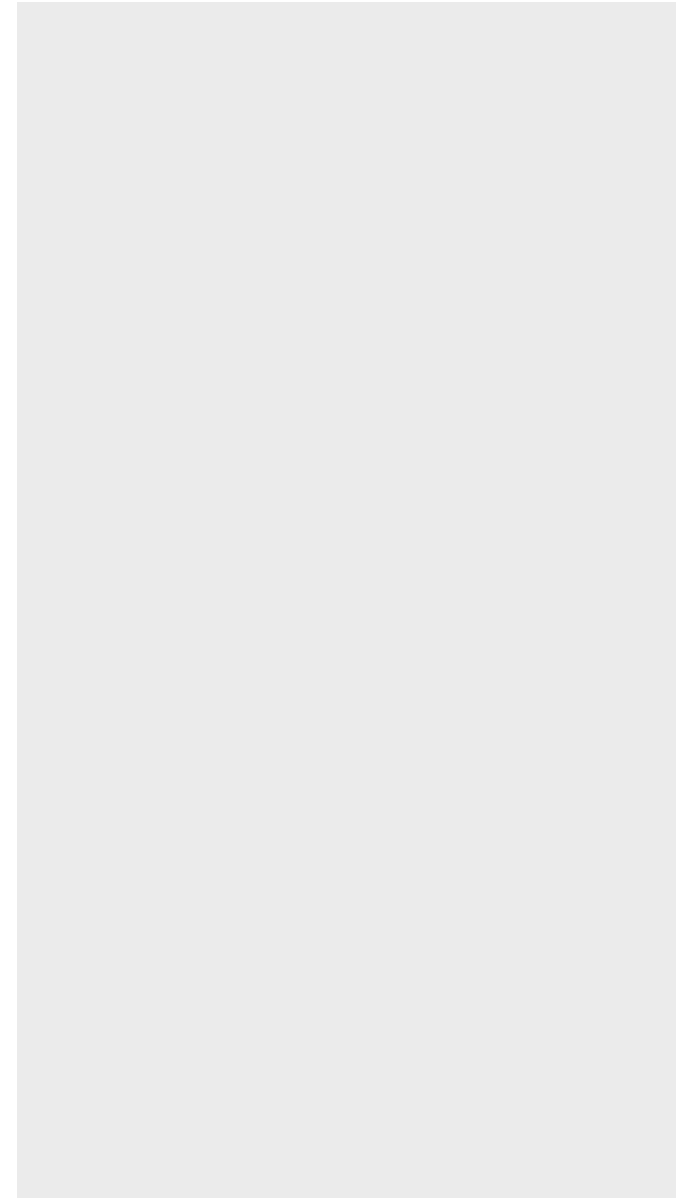
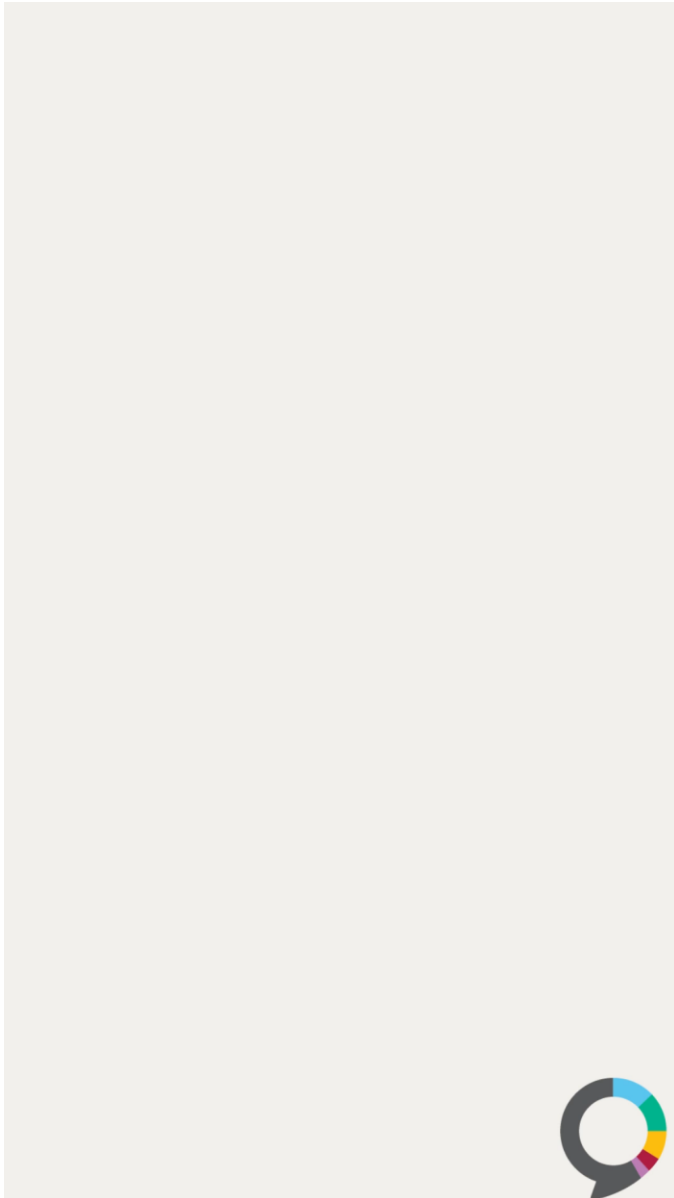
- Reality based vs. aspirational
- Interaction:
  - Video posts have higher average engagement
  - Use hashtags
- Add an education highlight to your Instagram
  - Content geared towards educators
  - Could contain swipe ups specifically for teachers
  - Utilize hashtags and interactive polls

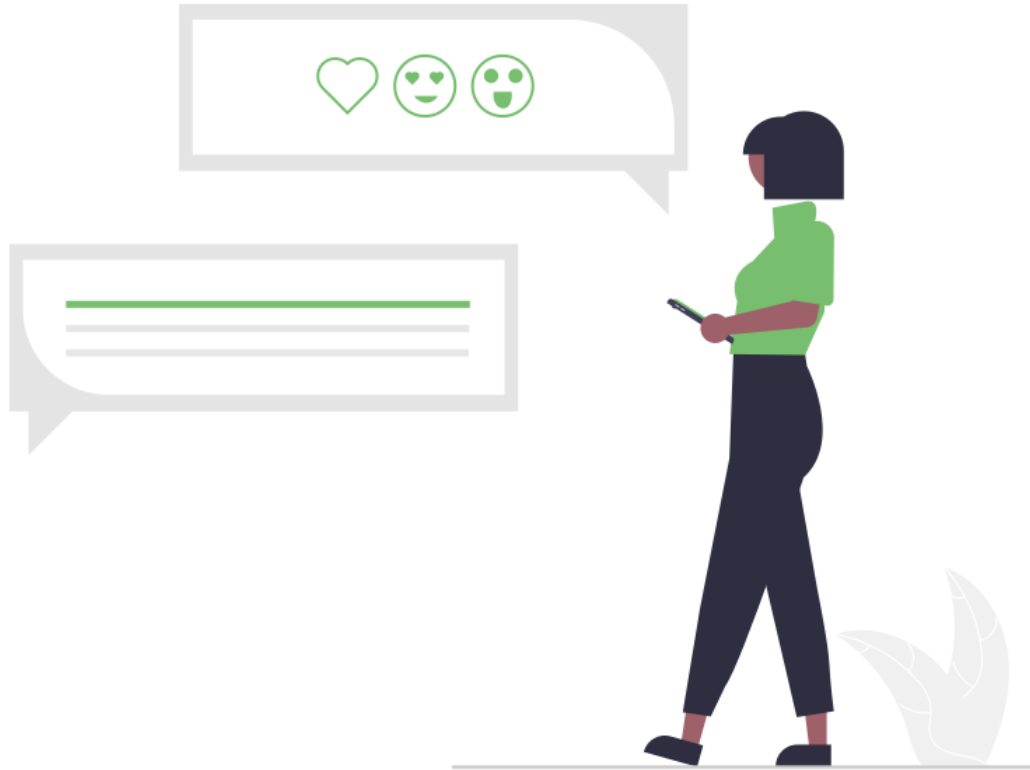


# CLIMATE CHANGE activities for students

Community research activities for  
students grades 6<sup>th</sup> through 12<sup>th</sup> to  
learn more about their environment!







# Twitter

- For news and connection with thinkers, leaders, and administrators
- Interaction:
  - Photos and videos have highest increase in average retweets
  - Quotes, numbers, and hashtags also increase retweets



WHAT YOUR STUDENTS NEED TO KNOW  
ABOUT

# CLIMATE CHANGE

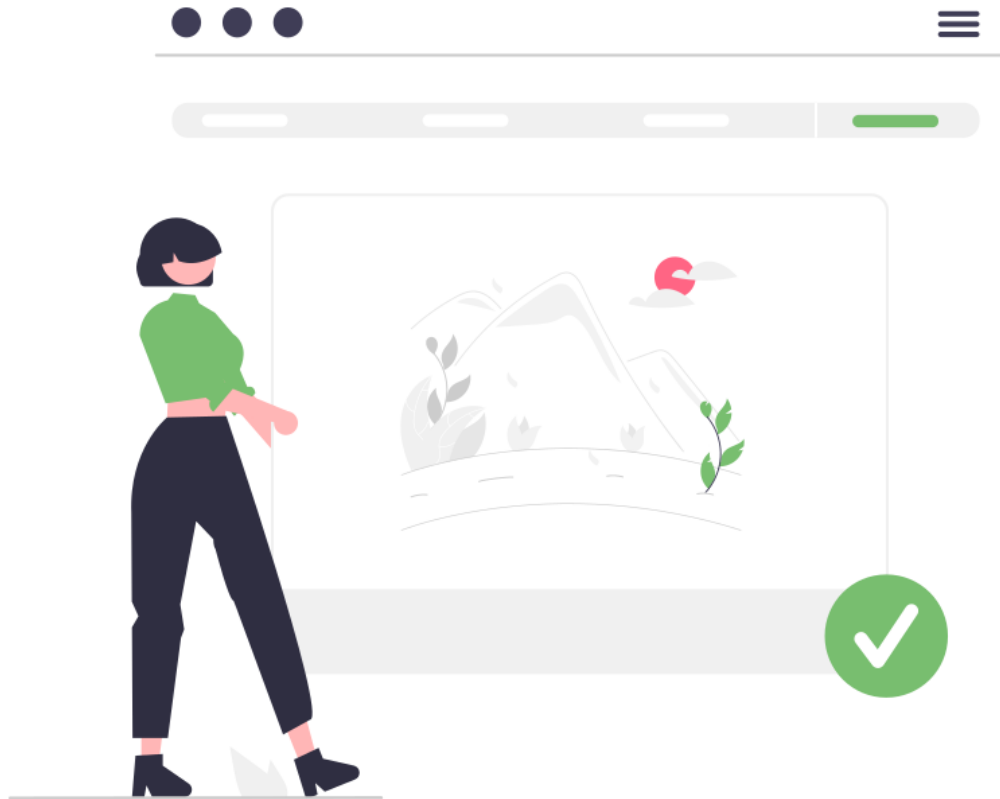


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YALE PROGRAM ON  
Climate Change  
Communication

Find lesson plans to use in your  
6th-12th grade classroom on our  
website.




# Pinterest

- For finding, saving, and sharing
- Utilize Idea Pins
- Interaction:
  - Large number of pins shared per day
  - Treat it as a search engine; optimize boards and posts for higher engagement



## Teach Your Students Climate Change with These Free Resources

COMMON CORE ALIGNED  
CURRICULUM



[HTTPS://CLIMATECOMMUNICATION.YALE.EDU/FOR-EDUCATORS/](https://climatecommunication.yale.edu/for-educators/)




## FREE EDUCATIONAL CONTENT



### VISIT NOW

▼

[HTTPS://CLIMATECOMMUNICATION.YALE.EDU/FOR-EDUCATORS/](https://climatecommunication.yale.edu/for-educators/)



**INSERT TEACHER NAME**  
@social media handle

Insert post from other teachers/testimonials. Could be used on other social platforms. Especially Insta. stories.

[HTTPS://CLIMATECOMMUNICATION.YALE.EDU/FOR-EDUCATORS/](https://climatecommunication.yale.edu/for-educators/)

# Useful Hashtags

## Top 5:

#teachersofinstagram   #teacherssupportteachers   #distancelearning   #teacherspayteachers   #teachergram

#BlendedLearning	#EdLeaders	#ElemSchool	#PassionDrive	#artsed (Art)
#CCChat	#EdPolicy	#Engagement	#PersonalizedLearning	#finearts
#CCSS	#EdReform	#HigherEd	#PLearning	#engchat (English)
#CommonCore	#EdTech	#HighSchool	#PreSchool	#math
#CompetencyEd	#EdTechChat	#K12	#SmartParents	#mathchat
#Curriculum	#Edu	#KEdu	#STEM	#musedchat (Music)
#DeeperLearning	#Education	#Literacy	#Student(s)	#socialstudies
#EarlyEd	#Educhat	#MiddleSchool	#Teacher(s)	#sschat
#EdChat	#EduVC	#NTChat	#TeacherPD	#scichat (Science)
#EdData	#ELearning	#OnlineLearning	#historyteacher	#langchat

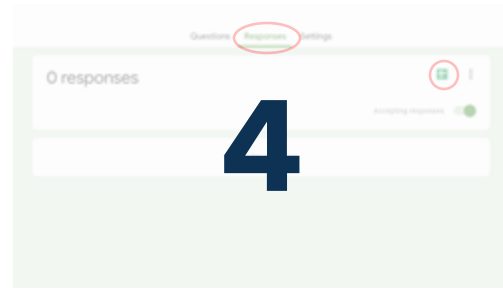
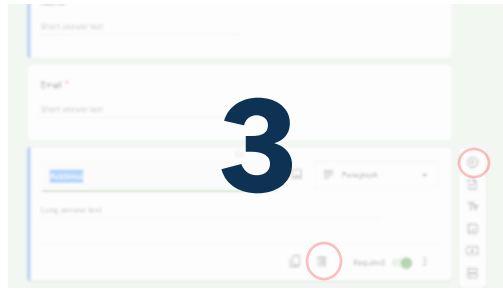
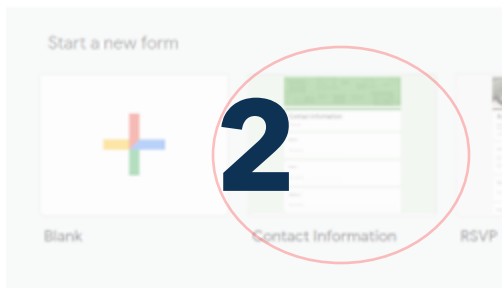
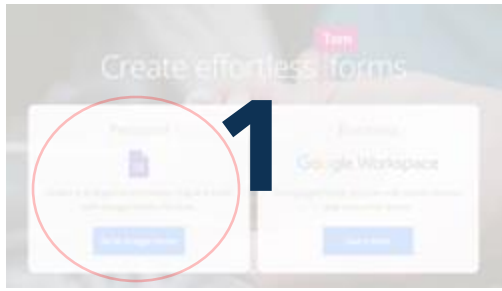
# LONG TERM



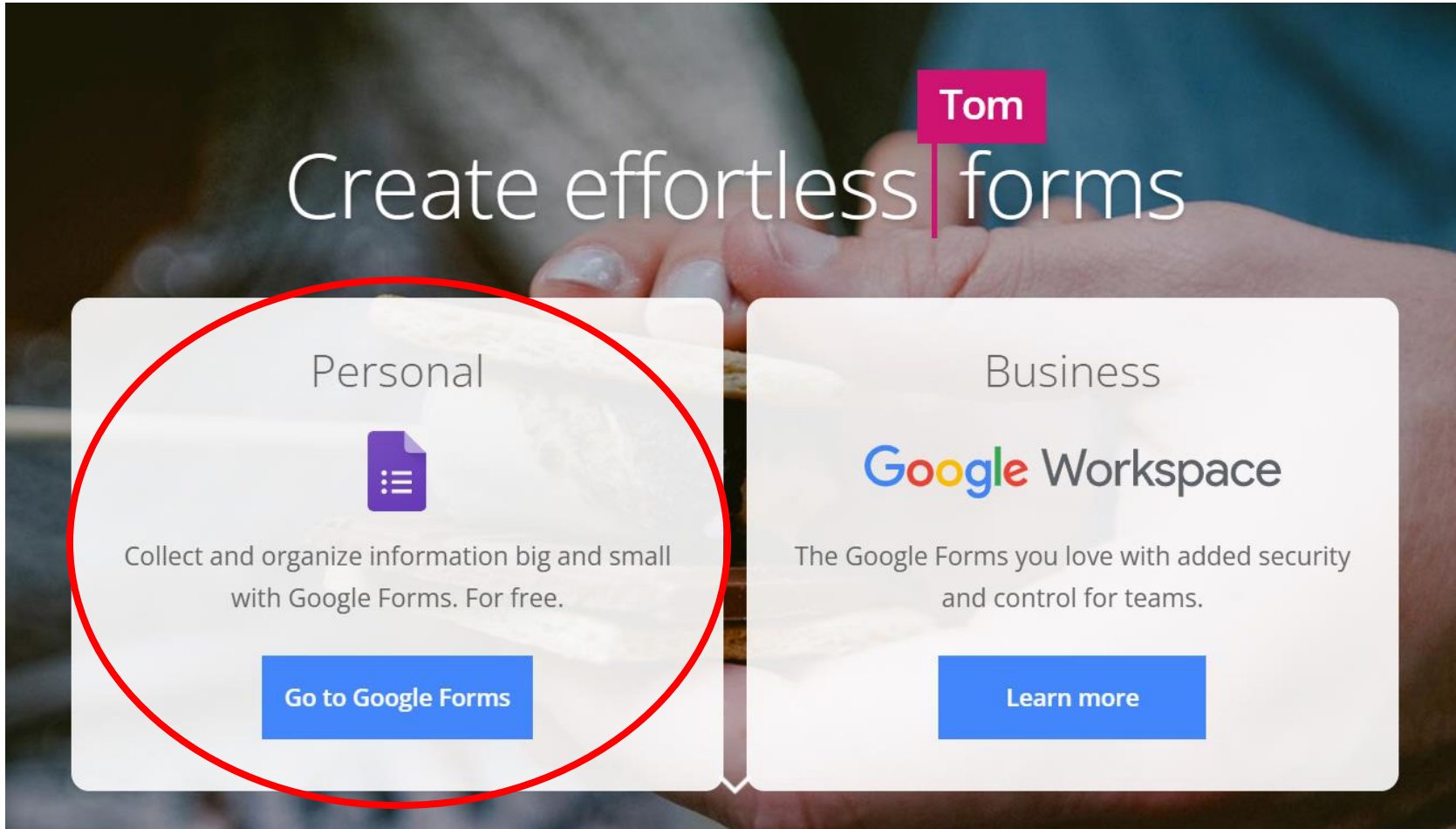
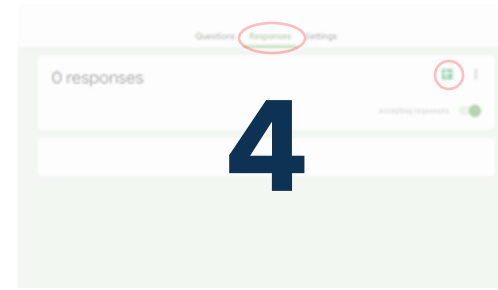
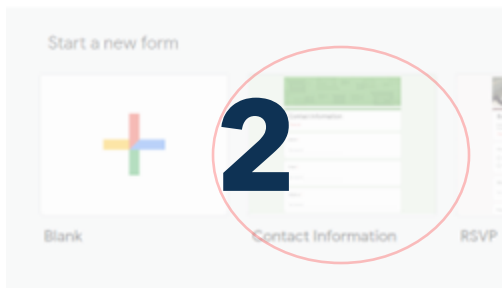
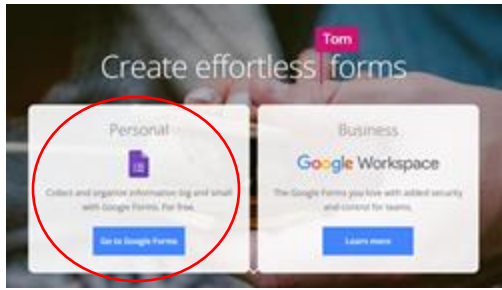


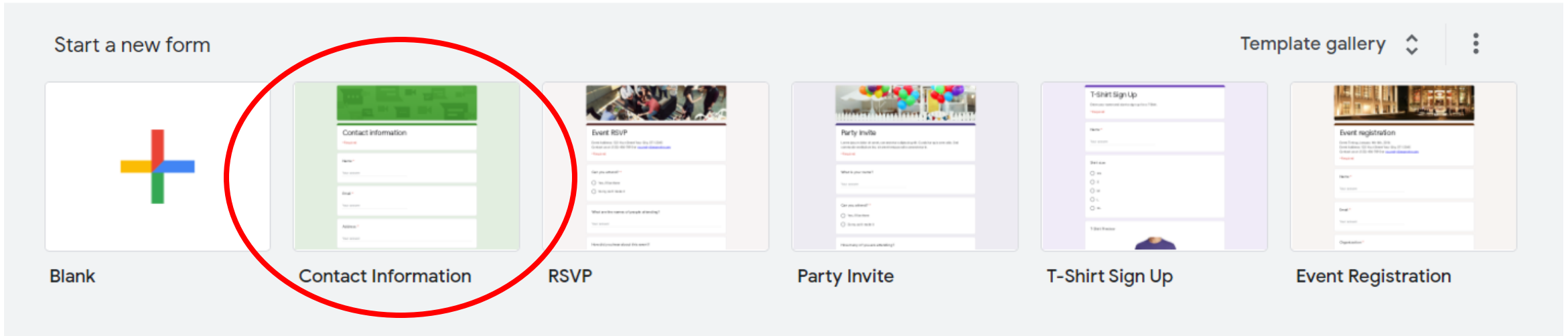
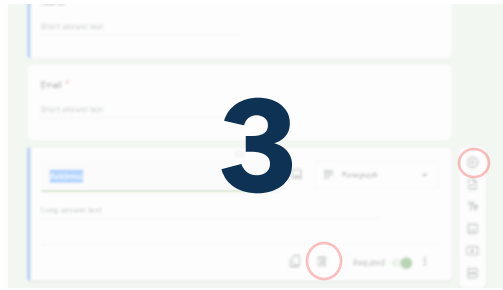
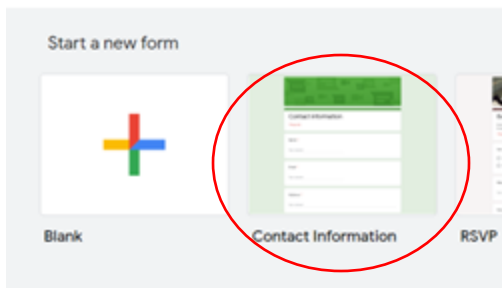
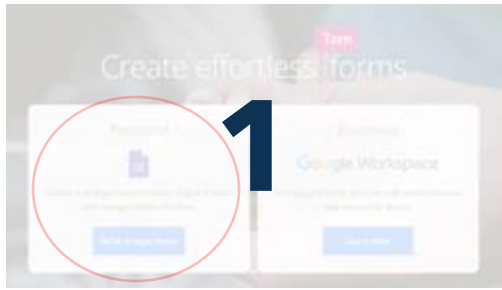
# Emails

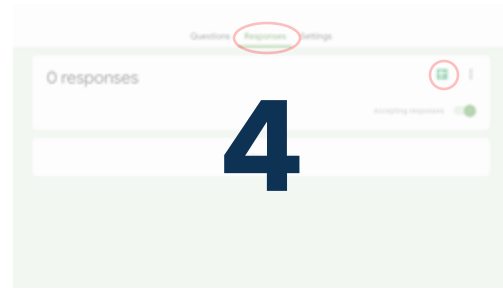
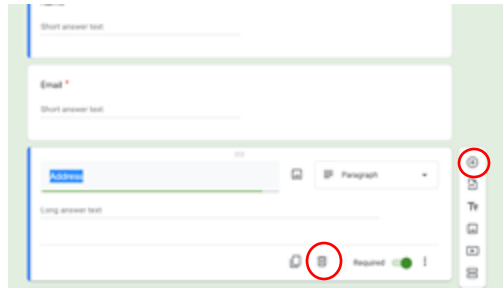
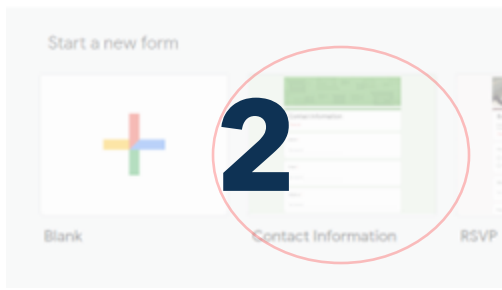
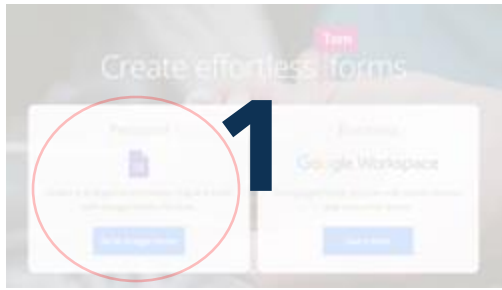
- Teachers generally respond positively to promotional emails
- Smaller campaigns are better
- Device and time matters
- Use attention grabbing subject lines
- Starter email list: the [curriculum director contacts](#) we've compiled for you



# How To: Google Forms Email List







Name \*

Short answer text

Email \*

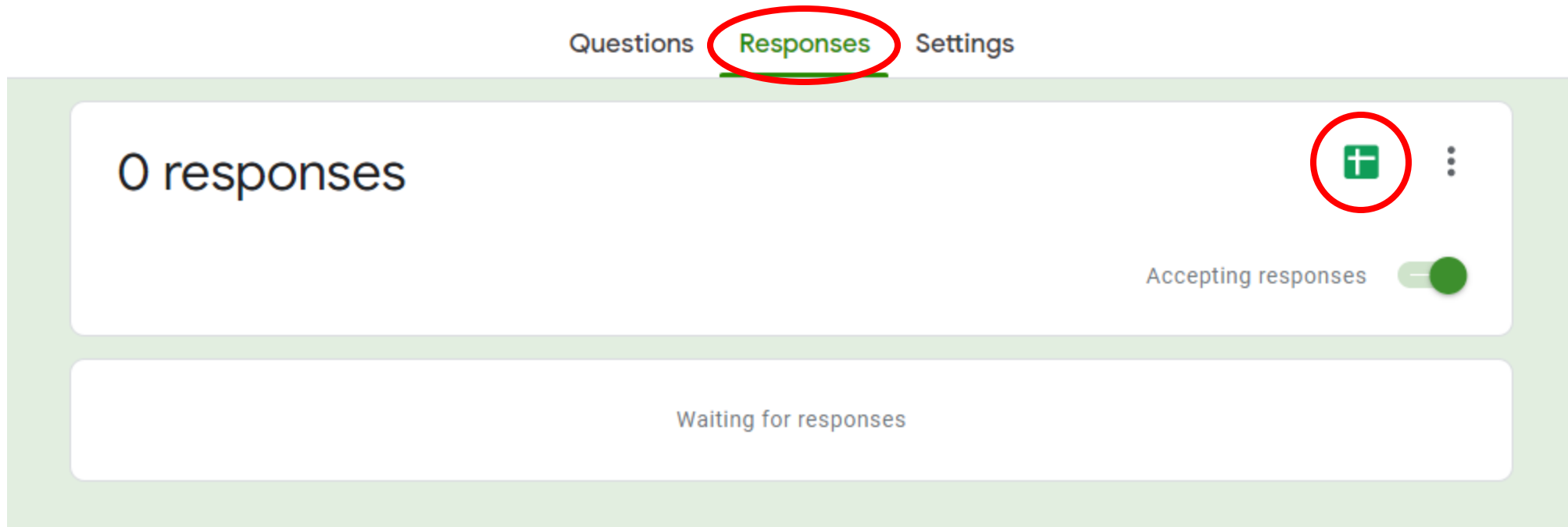
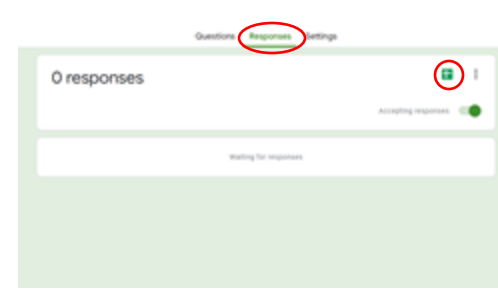
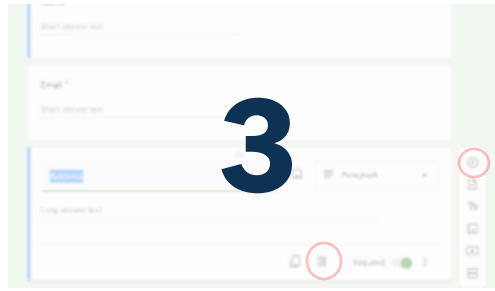
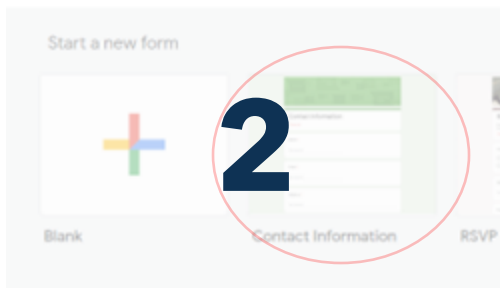
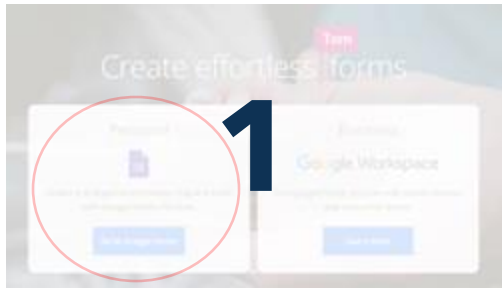
Short answer text

Address

Long answer text

Paragraph

Required ☒





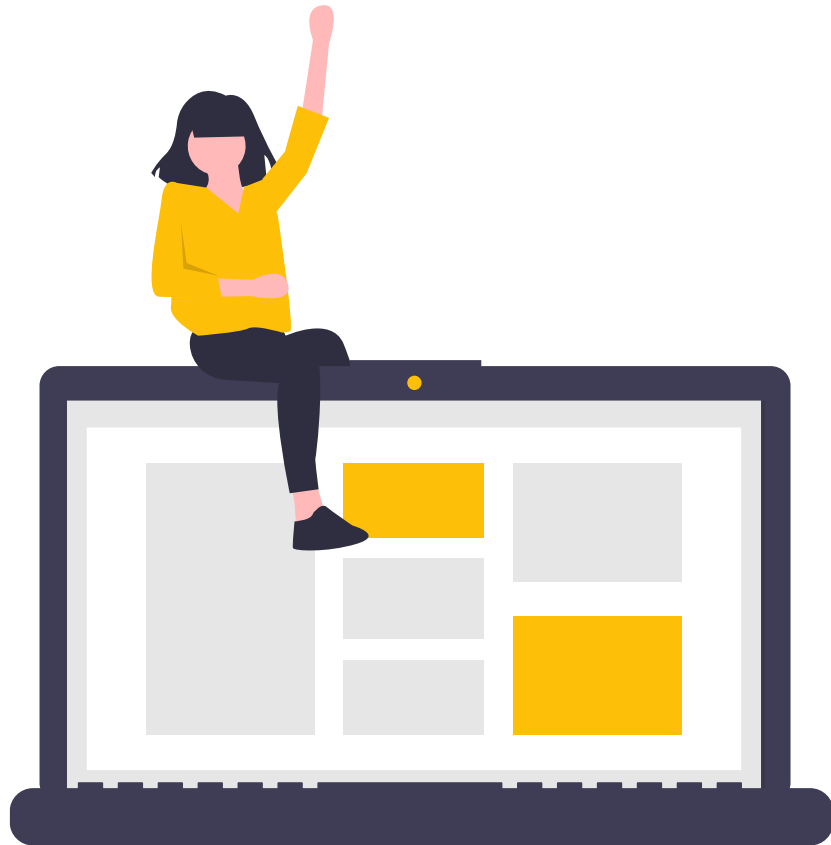
# How To: Email List Distribution

- Create initial email with google form at the end
  - Send to list of provided directors as test group
  - Emails should be segmented based on occupation
- Follow up emails building on YPCCC lesson plans and tie into social media efforts
- Longer-term, testimonials, and other connections with teachers in more states

# Paid Ads and Promotions

- Hire or sponsor influencers to work with and promote you
- Device still matters
- Size of ads and campaign affect reception and engagement
- We suggest advertising most heavily through Facebook and Pinterest





# Other Expansions

- Webinar
- Networking at popular teacher conferences or panels
- Interactive contests for students and/or teachers
- Reach out to future educators



# Pricing

- Many social media platforms require a minimum budget
- Advertising by cost per click is most cost efficient
  - There are plenty of other options to explore

## Budget & Schedule

Define how much you'd like to spend

### Auction

Predictable Reach

Budget ⓘ

Schedule ⓘ

Show Ad

**10** days

**\$3** daily budget

**\$30**  
total budget

**5.51–5.81**  
million  
potential audience size

the summer's  
it-accessory



explore wicker bags

\$60,000.00



% Target Audience ⓘ

11% of 99,000,000



Frequency ⓘ

1.34

get



# Budget Tiers

## Low Budget

- Social media advertisements – Instagram, Facebook, Pinterest
- Emails (unless outsourcing)
- Partner with students

## Middle Budget

- Teacher testimonials
- Search engine optimization
- Feature on publications
- Hire an intern
- Web Ads

## High Budget

- Partner with teacher influencers
- Partner with classroom resources publications
- Host a webinar

# Further Resources

## Facebook for Education

Gives insights into trends, ways to connect with educators, etc.

## Facebook for Business

Provides marketing guidance for topics surrounding education

## 2021 Instagram design trends

## Instagram Trends



# Questions?