

Digital Skills

for Sustainability Communications



Digital Marketing

Different medias are essential for educating and engaging different demographics and supporting them with behaviour change towards more sustainable practices. Therefore, digital skills play a pivotal role in driving a sustainable future.

1. Social Media

Social media can be used to create targeted sustainability content in various multimedia formats. Social media enables the development of online communities that share sustainability goals. Social media also provides a platform for sustainability advocacy and influencer engagement. Additionally, analytical tools can be used to measure the impact of sustainability campaigns.



2. Websites

Websites can be developed with a user-friendly design to assist users in discovering relevant sustainability information which can be updated regularly. Websites can also incorporate interactive elements like quizzes and polls to encourage sustainable practices. In addition, social media sharing buttons can be integrated to facilitate sharing of sustainability content.



3. Emails

Emails can be personalised to resonate with the recipient's interests in sustainability. Clickable Call-to-Actions CTAs can be integrated leading to relevant resources or engagement opportunities. Emails can also be scheduled to coincide with key sustainability events or campaigns. Email surveys can help understand audience perceptions on sustainability issues.



4. Presentations

Audience interaction can be embedded into presentations by incorporating elements such as polls and Q&As, enabling discussions and sharing of ideas on sustainability topics. Compelling visuals can be used to convey the impact of sustainable practices. Data on sustainability metrics can be presented in visually appealing and simplified formats which can be tailored to different audiences.

