

COMMUNICATING CCUS: A media and social media guide

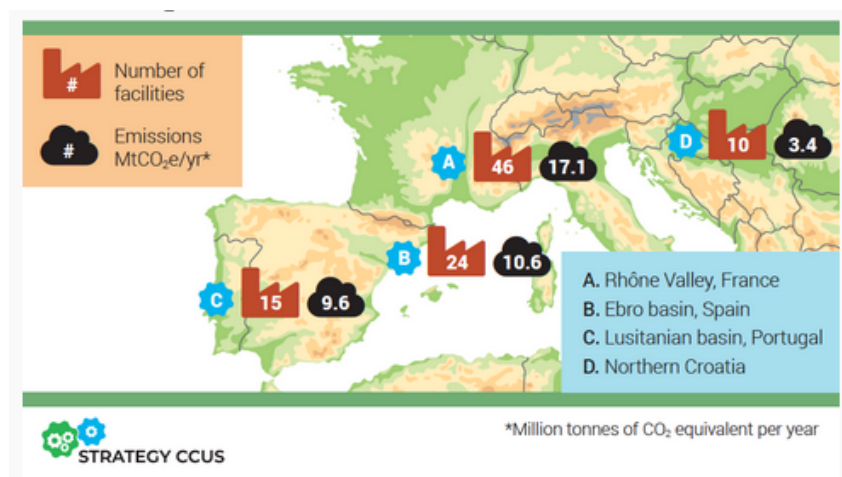
There are no hard and fast rules to engaging with CCUS stakeholders and there are many ways to approach this. Be open to new ideas. This briefing provides some guidance on using social media and media engagement to connect with your target audiences and have constructive dialogue. Begin by asking:

- ⚙️ What information/messages do you want to share with your stakeholders?
- ⚙️ Who are your target audiences and what will engage their interest?
- ⚙️ What do you want them to do with the information you give them?

ENGAGING CONTENT

The knowledge or messages you want to share may be important – we are aiming to tackle climate change, after all – but this must be presented in ways that are accessible, interesting and relevant to your audience. For example, people are drawn to stories about other people. Think carefully about your stakeholder groups then develop content accordingly. For example:

- ⚙️ Content written for a level playing field i.e. non-technical audiences
- ⚙️ Technical or other data presented as infographics
- ⚙️ Complex processes shown as an animation
- ⚙️ Personal insights and perspectives captured in short films or audio
- ⚙️ A key message conveyed by a simple meme or powerful image



SOCIAL MEDIA ENGAGEMENT

Which platform?

[Twitter](#) – a fast-paced channel for sharing news and perspectives in short posts with attached media

[Facebook](#) – a more informal platform for sharing information and events; allows interest groups

[Instagram](#) – suited to sharing highly visual posts in the form of images and short videos

[YouTube](#) – a focal point for film/videos, which can be shared in posts or embedded in websites

[LinkedIn](#) – a social platform for professionals and useful for the R&D, science and industry community

Some tips for social media

- ⚙️ *Start scrolling:* see how others write engaging posts then develop your own style and approach.
- ⚙️ *Keep it short:* social media aims to give quick access to interesting content.
- ⚙️ *Keep it fresh:* maintain social media feeds to keep the content topical and interesting.
- ⚙️ *Grab attention:* use eye-catching graphics, photos, short videos or memes to get posts noticed.
- ⚙️ *Engage your audience:* tagging and direct messaging allows you to connect directly with organisations and/or individuals, and will encourage retweets/shares and new followers.
- ⚙️ *Join the discussion:* hashtags let you be part of trending or ongoing conversations on a particular subject, event or development e.g. #JustTransition #ClimateAction #COP26
- ⚙️ *Find a hook:* get attention for your own posts by linking with other news, special days or events.
- ⚙️ *Find your audience:* follow the stakeholders you want to engage with as this lets them know you exist and follow you back.

MEDIA ENGAGEMENT

Which media outlets?

Knowing your stakeholders and their interests will avoid a “scattergun” approach to media engagement and will allow you to target specific readerships/audiences:

National mainstream (print and online) – outlets covering all news but with categories for science, technology, etc.

Broadcast (TV & radio) – TV news requires visual material while radio outlets prefer descriptive content.

International media (broadcast, print and online) – coverage for international audiences, such as international research drives, scientific breakthroughs for global benefit, etc.

Trade press (print and online) – outlets for different sectors/industries, such as shipping, oil and gas, refineries, cement, power generation, etc.

Some tips for media engagement

- ⚙️ If you have communications or media teams, ask for their help – they have expertise and experience in engaging with journalists and can advise you on structuring your narrative.
- ⚙️ Consider how best to convey your story e.g. a press release, a feature article, TV or radio news?
- ⚙️ Explore local angles to your story to reach stakeholders in your region through local print, online or broadcast media outlets.
- ⚙️ Find hooks to other news, developments and events (local, national or international).

- ⚙️ The media is not a PR company for CCUS. Check your terminology and write quotes in short sentences to avoid any double meanings or phrasing taken out of context.
- ⚙️ Avoid acronyms and overly scientific terms and instead use analogies to describe technologies or processes; if possible, add some human interest too.

Examples of a STRATEGY CCUS press release and Twitter post:



DID IT WORK?

Social media: Fortunately, social media platforms have freely available analytics as part of the application so you can monitor the success of your engagement. You can check how many impressions (potential views) your posts have had and see what your most popular posts have been. A very basic check of how many “likes” and retweets/shares you get is also useful information.

Media engagement: professional media monitoring services are expensive so use your networks and contacts to let you know of any coverage. Your media or communications teams may be able to help. Google alerts are also useful.