Accelerating impact through social media
Your Impact

EMAS - success stories:

VO Group:
Being a driver of innovation and change for the communications sector

Glöckner Natursteine:
Pioneering sustainable craftsmanship
“Preserving the old - creating new things”

The museum of rural life:
bringing debate, knowledge and environmental education to citizens through culture

University of Gothenburg:
involving students and staff in environmental management and sustainability in research and education
Is social media the right place for you?
Why may it not be the right place for you?
Does cold exist?
Does cold exist?

Does darkness exist?
In physics, cold does not exist

>>> heat (Q) does

\[ Q = c \cdot m \cdot \Delta T \]

Cold is the absence of heat
In physics, darkness does not exist

>>> light does

(e.g. its intensity $I$)

Darkness is the absence of light

$I = cA^2$
Social media isn't a good place without light and heat.
Social media isn't a good place without light and heat.

Your actions can make a dark place more bright and a cold place more warm!
Can social media sometimes be a bad place? Yes! Definitely! For sure!

Can we change it or eliminate it? No!

But: We can shape it and we can use it as a tool to bring more light and a warm energy to social media and to the world.
Lead by example and create a narrative
Inspire to become part of your mission
Find efficient ways to use social media

Learnings for your impact
Lead by example and create a narrative

- Share interesting knowledge posts, videos, graphics and stories and use storytelling
- Invite guests to lives and have a debate with them
- Let people be part of your cultural experience via social media and keep them up to date and informed

The museum of rural life: bringing debate, knowledge and environmental education to citizens through culture
Inspire to become part of your mission

- Identify what's relevant for your target group and "edutain" them (education/entertainment)
- Involve your students and your staff into content production. Give them opportunities to become active by having a role
- Make it matter! Mention social media in the real world.

University of Gothenburg: involving students and staff in environmental management and sustainability in research and education
Find efficient ways to use social media

- Create a routine, that suits your team and workflow
- Give insights in your daily work
- Be authentic, use visuals and don't be afraid of snapshots (which match quality standards)
- Connect with your target group, give likes, write comments under posts and send messages

Glöckner Natursteine:
Pioneering sustainable craftsmanship
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Follow my 5 guiding principles for accelerated impact
5 Guiding principles
for accelerated impact

1. Small actions can lead to big impact.
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2. Connect with bright and inspiring accounts.
5 Guiding principles for accelerated impact

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3. Live your mission and impact on your account.
5 Guiding principles for accelerated impact

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4. Take your time. Don’t push too hard.
5 Guiding principles for accelerated impact

1. Small actions can lead to big impact.
2. Connect with bright and inspiring accounts.
3. Live your mission and impact on your account.
4. Take your time. Don’t push too hard.
5. Join forces with your partners!
Conclusion & tasks

Accelerated impact through social media

1. Write down what you want to promote and accelerate through social media.

2. Figure out what it takes to achieve it by using social media.
   (you'll get some more tips on that in today's webinar)
Good luck!😊