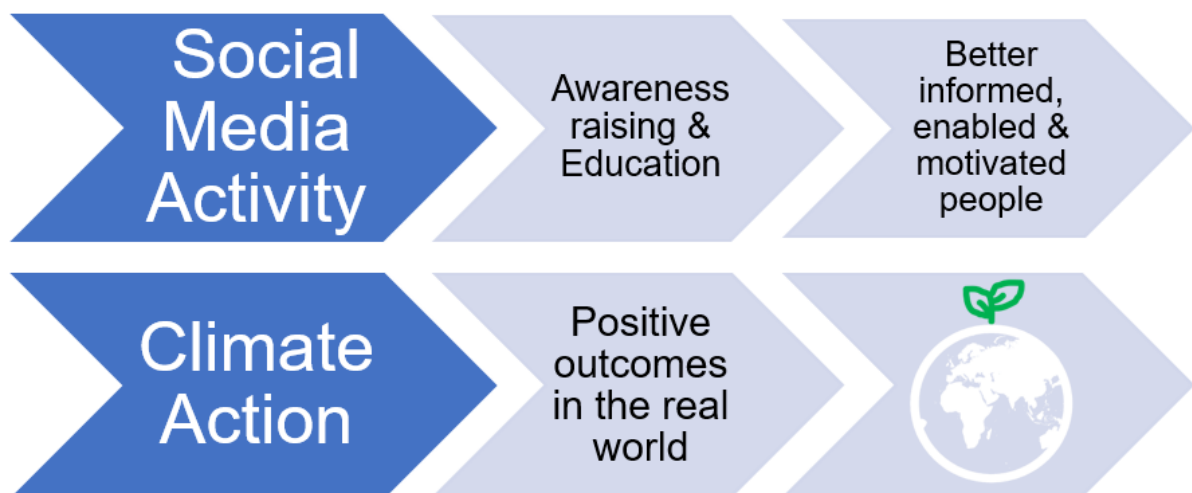


From Social Media activity to real world Climate Action outcomes

My Zero Carbon Climate Action Social Media Impact Monitoring Report

May 2025



My Zero Carbon Climate Action is a registered Charity in England & Wales (number 1208976)

Contents

Introduction:..... 3

The survey 4

Who is following us on which social media platform? 5

How Zero Carbon online content has positively affected the hearts and minds of our followers...... 5

What Climate Actions our followers are taking in response to engaging with our social media content 7

Feedback from our supporters 9

The benefits of the My Zero Carbon Climate Action social media activity 11

Conclusion: 12

Way forward 13

Thank You! 13

Annex – Demographics of respondents 14



“When many small people in many small paces take many small actions, they can change the face of the Earth.”

To the people, who responded to our survey: We are very grateful for your ongoing support, including the time you took to answer our questions. Thank you! ❤️ 🌱 💙

Introduction:

My Zero Carbon Climate Action is registered charity.

Our mission is to inform, encourage and motivate, inspire and enable people to accept personal responsibility in their household, organisation or business for their consumption of goods and services and to take meaningful Climate Action.

My Zero Carbon Climate Action started its social media activity in April 2021.

My Zero Carbon Climate Action has the following social media accounts:



<https://myzerocarbon.org>



<https://www.youtube.com/@myzerocarbon>



<https://twitter.com/MyZeroCarbon>



<https://www.facebook.com/myzerocarbon>



<https://www.tiktok.com/@myzerocarbon>



<https://www.instagram.com/myzerocarbon/>



<https://bsky.app/profile/myzerocarbon.org>

Two thirds of our followers are on Bluesky Social:



11,860



497



649



22,896



211

Followers

We post about 430 posts a week across all platforms. This includes about 150 posts a week on Twitter, and about 140 posts each on Facebook and Bluesky Social.

The survey

We opened an online survey on 27 January 2025. We invited people to respond to the survey via social media posts. We created a short video to encourage participation.



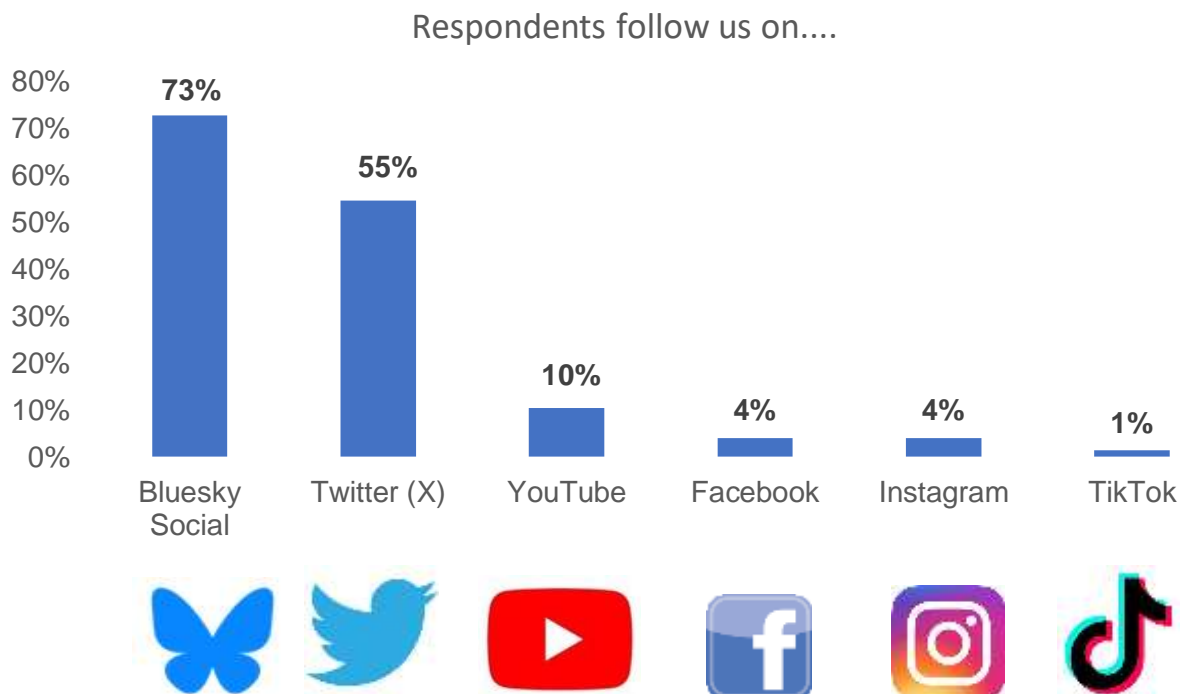
We designed the survey for people who follow My Zero Carbon Climate Action on social media. The results in this report include 78 responses given between 28 January 2025 and 28 April 2025.

Who is following us on which social media platform?

The majority of our respondents are now on Bluesky Social.

62% of respondents follow us just on one platform. 30 % follow us on two platforms and 7% follow us on three or more platforms. The number of respondents following us on more than one platform has gone up by 24% points compared to the last survey.

We present slightly different content on each platform. Especially on TikTok and Instagram, we only provide short videos (typically 1 min or less). It is nice to see that some people follow us on one platform first and then seek us out and follow us on other platforms.



How Zero Carbon online content has positively affected the hearts and minds of our followers.

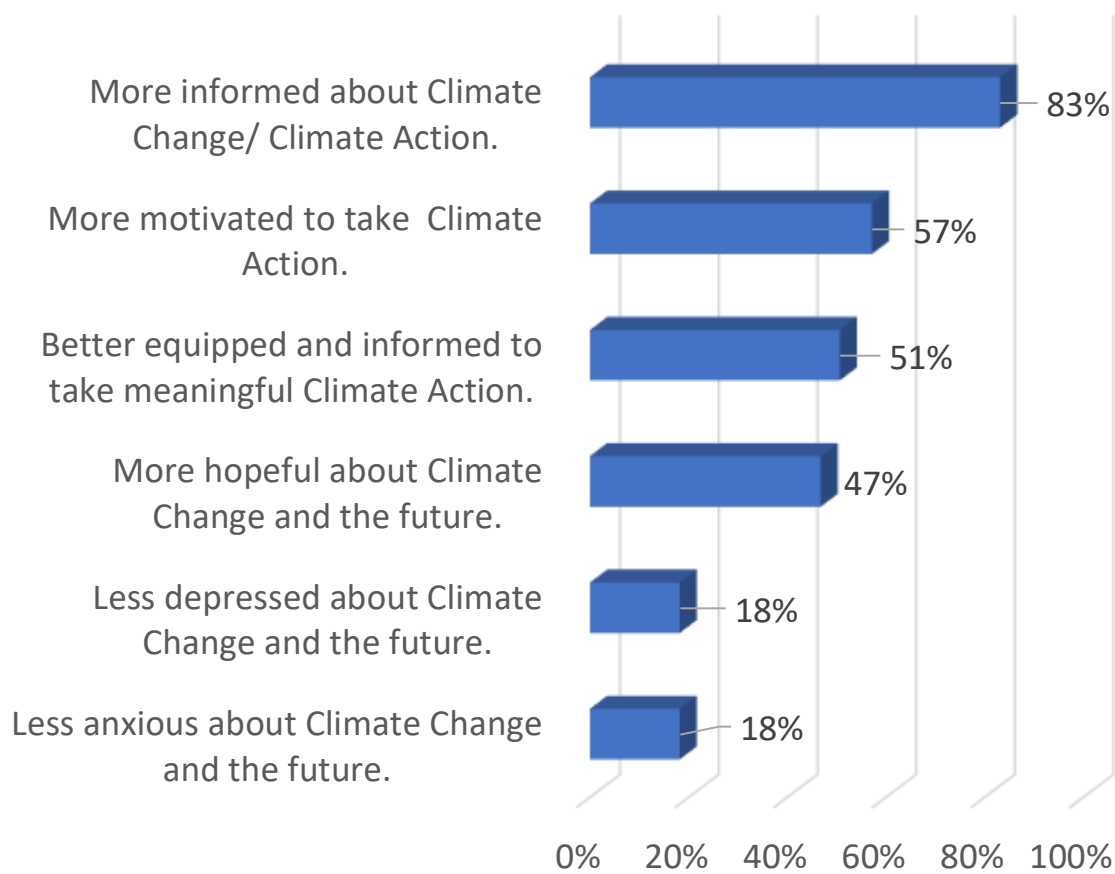
We aim to provide high-quality content from reputable sources. We also want to present content that is positive and constructive. We present solutions and benefits, encouraging, inspiring and motivating, enabling and facilitating you to take positive Climate Action. We want to set a positive and hopeful tone in a debate often dominated by negative headlines.

We asked our followers: **How do you feel after reading My Zero Carbon Climate Action posts or viewing our videos?**

The responses were slightly more positive than for the last survey. Most responses stayed within 1% point within last year's results.

More than half of respondents felt more motivated and better equipped to take Climate Action thanks to our content. More than 8 out of 10 respondents felt more informed about Climate Change and Climate Action.

How we helped our followers



And what about the emotions of our followers?

There is so much bad news about climate change out there. It would be easy to despair and get caught up in hopelessness.

Just under half of our respondents said that they are **more hopeful about Climate Change and the future** after engaging with our content.

One in five respondents (18%) said they feel less anxious and less depressed about Climate Change and the future as a result of engaging with our content.

Not everybody is anxious or depressed about Climate Change, but Climate Anxiety is an increasing concern. We are happy to bring a bit of light and some positive news to who are feeling anxious, depressed or hopeless and despairing. We are happy to make our modest contribution to improve how you are feeling about Climate Change and the future.

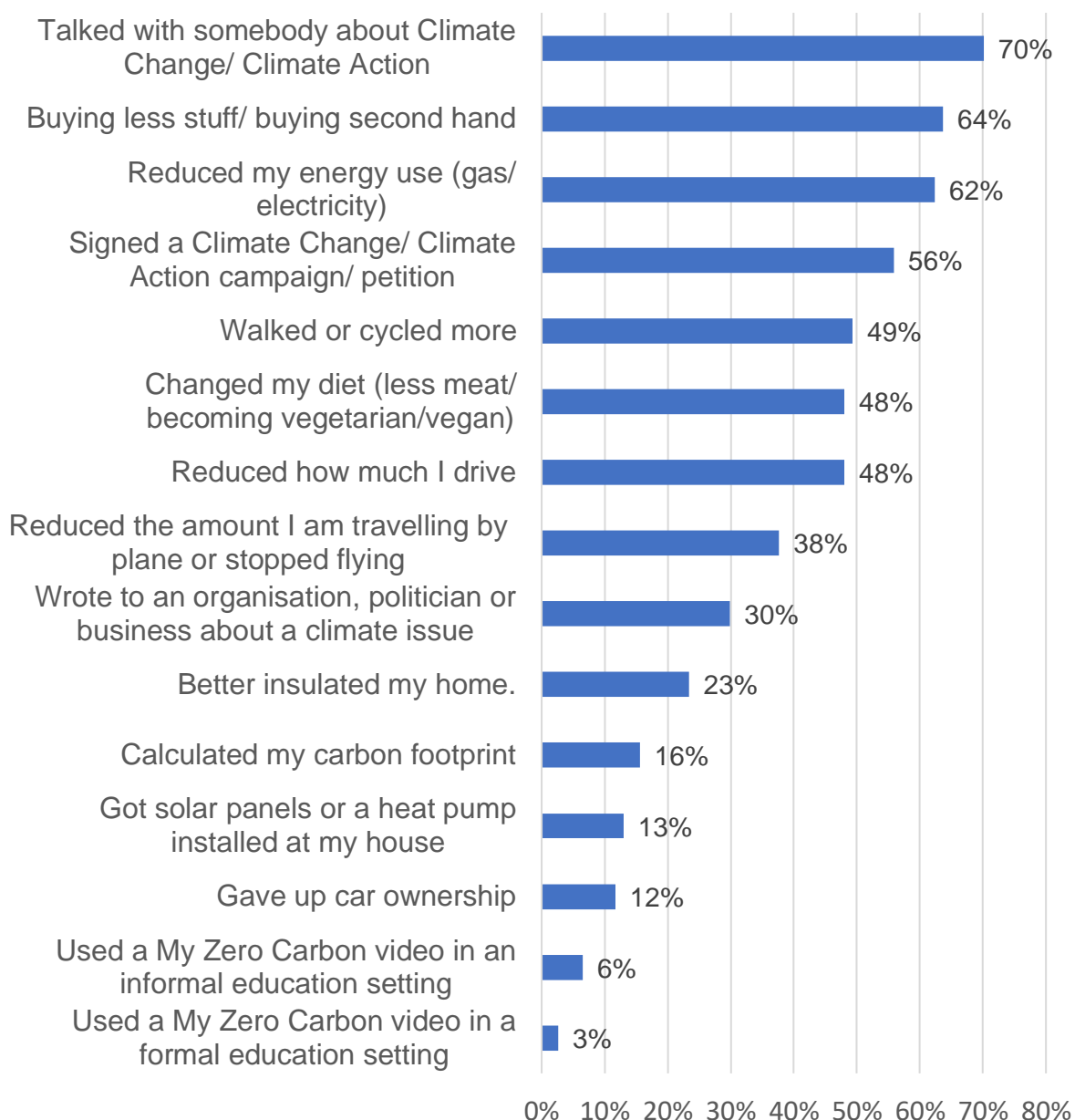
We are hoping to do more on this topic in 2025/26, maybe a new video on how to beat Climate Anxiety, bringing the best evidence, advice and guidance out there together in an engaging video!

What Climate Actions our followers are taking in response to engaging with our social media content

We asked the survey respondents: **Have you done any of the following in the last 12 months, encouraged or prompted by a My Zero Carbon Climate Action post or video?**

We were so encouraged to see that all of respondents had done at least one of the things we asked about in response to engaging with our content online.

Climate Actions taken by followers



On average our respondents took 5.4 actions. That is more than last year.

We found that the actions that were most popular in our last survey, increased the most in the frequency of responses. The top action was to **talk with someone about Climate Change or Climate Action** (70%, up from just 58% in our last survey). That is great. Talking about Climate Change and Climate Action is already a Climate Action in itself! The more people are aware of the issues, the solutions already available and meaningful personal action to do something about it, the better!

Feedback from our supporters

We gave the respondents the opportunity to tell us their thoughts and reflections.



Figure 1: A small selection of positive feedback statements from respondents to the survey.

We asked the respondents how My Zero Carbon Climate Action could further improve its activity. Here a selection of responses:

- Animated stuff for children
- Bring more awareness to buildings like earthship and passive house (German: Passivhaus); and the governments who have implemented these building standards.
- Concentrate on platforms other than X as it's population seems to becoming more right wing & considerably less interested or engaged with climate change.
- Feature international case studies of climate action being taken
- How to convince others. How to convince HOAs in multi-unit buildings.
- Increasing on social media engagements and advocacy

- It would be good to go a bit wider to perhaps share publications/books/films that could help us to get younger members onside?
- More today suggestions with simple graphics, "this or that" with more and less sustainable options for the same task or purpose.
- Move further toward becoming largely meat free
- Work through partnerships with like-minded organizations and people.

Supporter engagement

13% of respondents asked to be sent information about how to support My Zero Carbon Climate Action financially. (last year 8%)

18% of respondents asked to be sent more information about how to become a volunteer or trustee for My Zero Carbon Climate Action. (last year 9%)

26% of respondents asked to be sent the My Zero Carbon Climate Action 2023/24 annual report. (last year 22%)

The benefits of the My Zero Carbon Climate Action social media activity

The survey results clearly show that our social media activities result in public benefit. There are benefits both for the individual taking Climate Action and also for the Planet.

Benefits to the individual (percentage of respondents this applies to)

1. Better informed about Climate Change and Climate Action (informal education) (85%)
2. Better physical health thanks to a healthier diet and a more active lifestyle. (47+%)
3. Cost savings from reduced consumption and energy efficiency. (58+%)
4. Better able to take meaningful Climate Actions. (47%)
5. Improved mental health, feeling less anxious, less depressed and more hopeful about the future (50%)

Benefits to society as a whole and the planet Reduced Greenhouse Gas emissions, mitigating the effect of Climate Change

1. Reduced economic damage thanks to keeping Global Warming closer to the 1.5 degree warming goal (Climate Mitigation reduces the current and predicted future costs of e.g. extreme weather events, excess heat deaths, crop losses etc)
2. Cost savings for the health system (e.g. NHS in the UK) and the wider economy due to better mental and physical health.
3. Better air quality and less noise (due to individual's changes in the choice of transport)
4. Improved Biodiversity due to better land use (meat-free diets have a smaller impact on habitat destruction than those diets including meat)

Conclusion:

This survey has allowed us for the first time to draw a direct line from our social media activity to Climate Action making a difference in the real world.

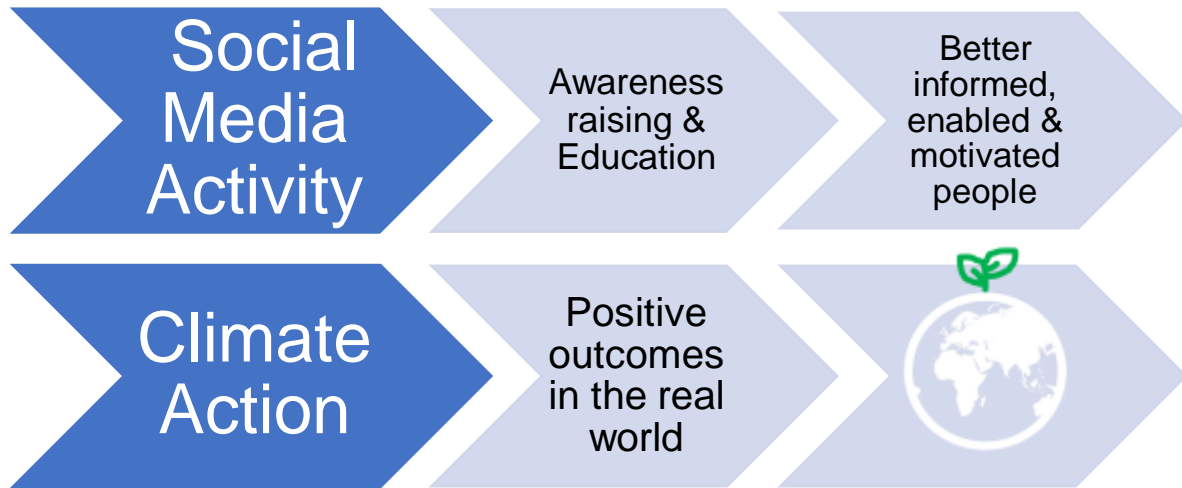


Figure 2: The cause-and-effect chain from My Zero Carbon Climate Action social media activity to Climate Action outcomes in the real world.

We are not saying that the responses we received are representative of all our 11,000 followers. There is an element of those most engaged and interested (and most likely to take Climate Action) being most likely to commit to spending 3-5 minutes on filling in a short survey.

We don't know how long each respondent has been following My Zero Carbon Climate Action on a social media platform. It could be 3 years or just a few weeks. It is fair to assume that the longer and the more followers engage with My Zero Carbon Climate Action on social media, the more they would be positively influenced towards Climate Action.

We estimate that the Climate Actions the 78 respondents alone have taken in response to engaging with My Zero Carbon Climate Action content represent an **annual carbon saving of at least 80t Carbon Dioxide emission p.a.** (just over 1 ton per person per year)

And if we did extrapolate that figure from 78 respondents to all 11,000 My Zero Carbon Climate Action followers, that would equal about **12,000t of CO₂ reduction per year.**

The reach of My Zero Carbon Climate Action is greater than the number of its followers. Mainly via reposts and sharing of My Zero Carbon Climate Action

content, the formal Twitter metric says that My Zero Carbon Climate Action reaches up to **3 million unique Twitter users accounts in a single week**. Add to that people taking video material into schools, colleges and work, people talking about their experience to colleagues, friends and neighbours! People watching you and copying your climate actions. Grandparents telling their children and grandchildren about what they are doing...

It is quite amazing to imagine what ripple effects the My Zero Carbon Climate Action activity may have! Well done to everyone who has taken and is taking Climate Actions! You too can be a Climate Hero! Be part of the solution!

Way forward

The survey has demonstrated the importance of monitoring the positive effect and impact of our social media activity in the real world.

We will seek to improve the survey methodology further. We will seek to recruit more survey responses from social media platform users other than Bluesky Social and Twitter.

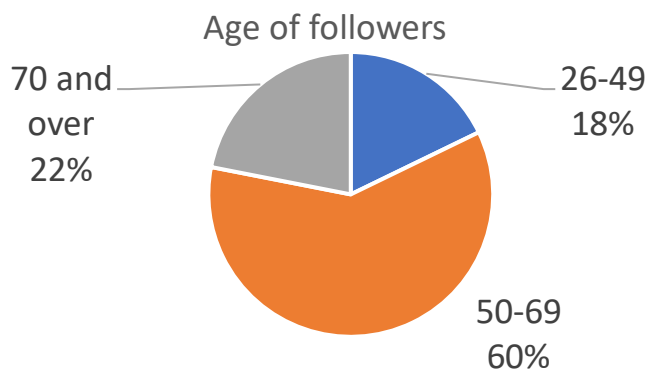
We will continue the survey and will write update reports on an annual basis. These will feed into future annual reports of the registered charity.

Thank You!

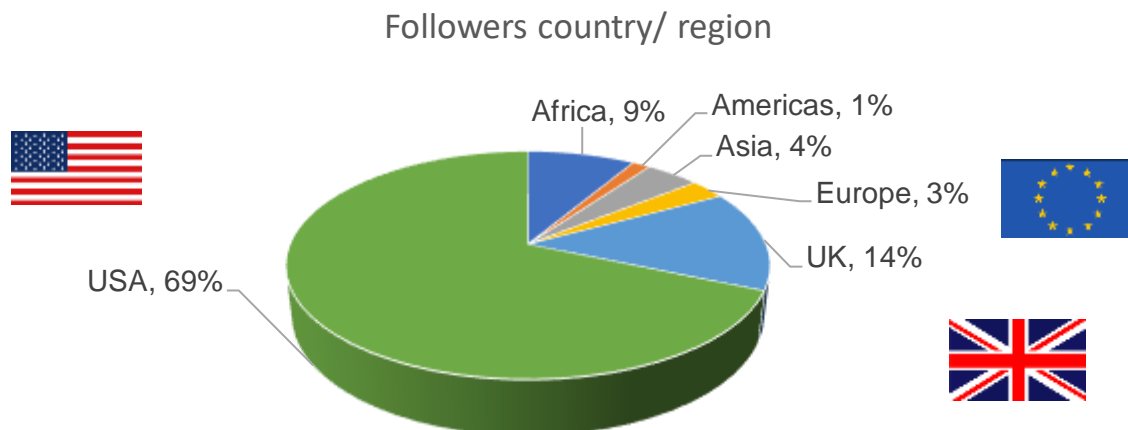
We would like to say "Thank you" again to all individuals who responded to our survey!

Annex – Demographics of respondents

The majority of the respondents are older working-age people. We had twice as many respondents in the 26-49 age group as last year. Reflecting on our reduced activity on Instagram and TikTok, we had no respondents aged 25 or younger:



The majority of respondents were from the USA. This reflects the strong representation of US citizens on Bluesky Social and our substantial growth of followers on that social media:



Here is a list of the individual countries we had respondents from:

Bolivia, Ghana , Japan Kenya, Libya, Netherlands , Somalia, South Africa , Spain, Thailand, Uganda, United Kingdom, United States.