

Social Media Grundlagen

Strategie & Framing

Freut mich das Ihr das seid! Ich bin Chris

...in der Vergangenheit

- Globaler Vice President, Digitales Marketing, Nokia & Microsoft
 - 80 Websites, 30 eCommerce Shops, 630 Social Media Channels, 1.3b Nutzer-Profile, 32 Email Newsletter in 27 Sprachen, ~€300m digitales Medien Budget, Hunderte Kampagnen, global & lokale Teams: 120 digitale Experten



Heute...

- Klima Aktivist, voll-Zeit, pro-bono, seit Juni 2019
- FridaysForFuture Deutschland, Europe & International
 - Hilfe mit Strategie, TheoryOfChange, Kampagnen, Social Media, Kooperation
- Mehr Infos: <https://catho.de/entry/chris-schaumann-fridaysforfuture-activist/>





**STORY
ZEITGEIST**

the only constant in life is change...from leading a global digital marketing team for a multi-national corporation to becoming a climate activist for Fridays for Future...

MORE...



**CAMPAINING
BANKING ON CLIMATE CHANGE**

18 NGOs released a joint report showcasing 12 of the most devastating fossil fuel projects...

MORE...



**CAMPAINING
CORONA & CLIMATE CRISIS**

New York Times - Digital Storytelling: How the Virus Got Out. Corona & Climate crisis - what's...

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**CAMPAINING
CULTURE JAMMING**

Activism and the art of cultural resistance. Culture jamming (sometimes guerrilla communication, also Brandalism, Subvertising,...)

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**CAMPAINING
CREATIVE INSPIRATION**

On this page you will find a collection of great digital work on the topic...

MORE...



**CAMPAINING
DIGITAL SUCCESS**

What you can't measure, you can't manage. It's critical once a theory of change has...

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**STORYTELLING IM MARKETING
DIE MÄCHT DER GESCHÄFTEN**

**CAMPAINING
DIGITAL STORYTELLING**

We are 22 x more likely to remember a fact when rapping it in a...

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**CAMPAINING
SKILL UP!**

Find below a collection of free online trainings to skill up your L...

MORE...

**CAMPAINING
SUCCESSFUL MOVEMENTS**

Article on 'Why some Movements succeed and others fail'. CANVAS Books - must read! Future...

MORE...

**CAMPAINING
TACTICS & SOLUTIONS**

Jim i! Hint: Thoughts and Prayers won't do "Mindbomb" als Methode der medialen Inszenierung <https://www.naxos-kino.org/programm/von-jerry-rothwell-kan/>

MORE...

FFF BERLIN - 24.04.2020 #FightEveryCrisis...

#FIGHT EVERY CRISIS

Watch on YouTube

**INSIGHTS
THEORY OF CHANGE**

Theory of Change is essentially a comprehensive description and illustration of how and why a...

MORE...



**CAMPAINING
CLIMATE SOLUTIONS**

A selection of the diverse Climate Change Solutions. How do we get to Zero Greenhouse...

MORE...

**CAMPAINING
#EVERYDAYISASATURDAY**

my story Backpacking around the world for 5 years without a job or home, opened...

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**CAMPAINING
TOPIC CLOUD**

FFF campaignning climate solutions communication creative culture jamming digital marketing framing...

**FROM THIS MOMENT
DESPAIR ENDS
AND TALES BEGINS**

**CAMPAINING
CAMPAIGN PLANNING**

Dare! Campaigns are sustained efforts toward a specific outcome. They are a powerful way of...

MORE...



**CAMPAINING
HOW TO DECIDE**

Communication Guide CRED is an interdisciplinary center that studies individual and group decision making under...

MORE...

**CAMPAINING
HOW TO COMMUNICATE**

REAL TALK "Climate Excuses" makes you fit for discussions An exceptional entertainment tool (quiz) based on...

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**CAMPAINING
MIND BOMB**

We must first be aware of the barriers that block uplifting climate messaging and prevent...

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Climate Visuals: from photos to video

**CAMPAINING
WHICH VISUAL STORIES**

Visuals Guide Climate Change has an image problem. The images that define climate change shape...

MORE...



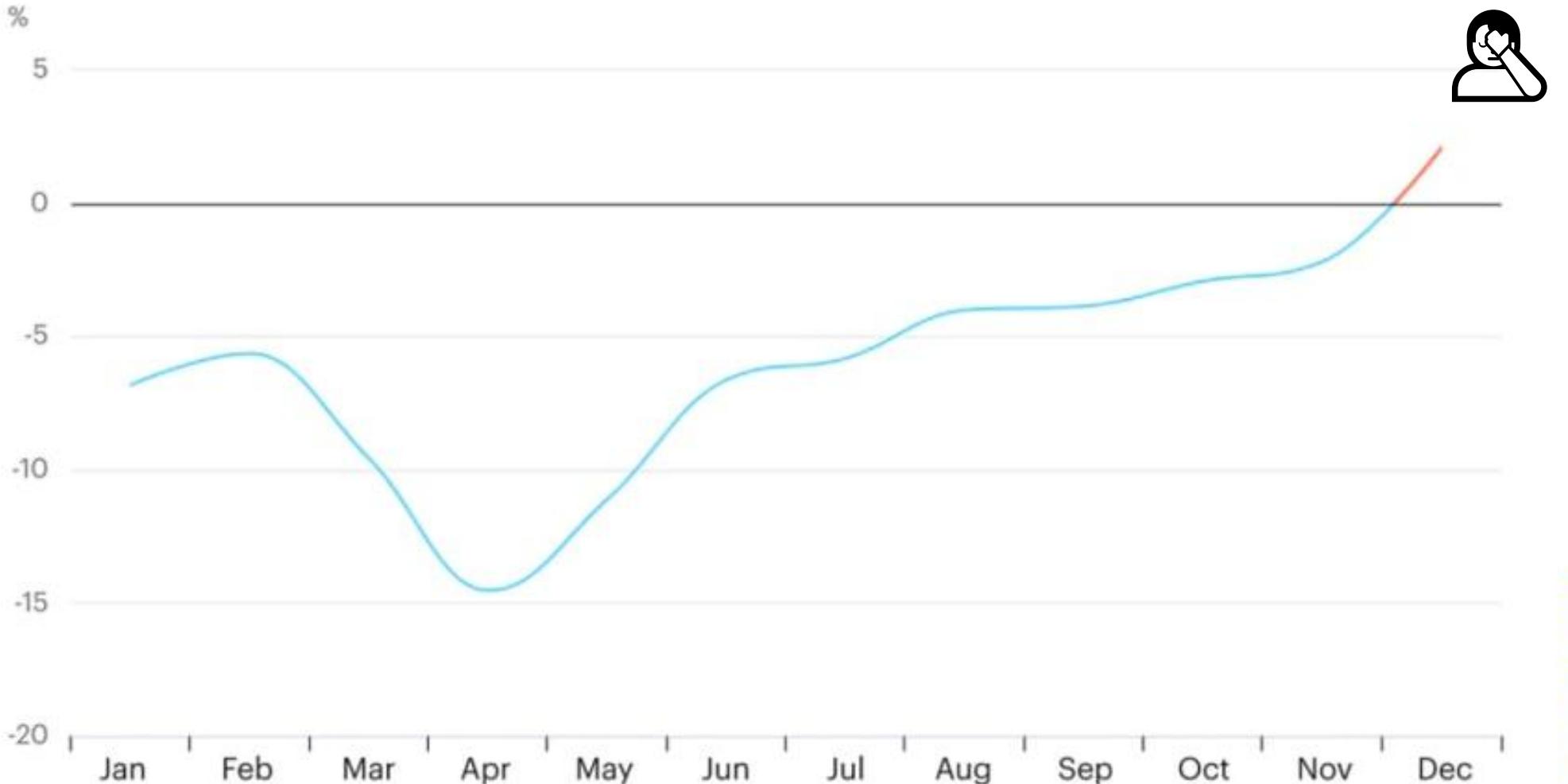


Dare!

Digital Climate Communication

Monthly evolution of global CO₂ emissions, 2020 relative to 2019

Global Energy Review: CO₂ Emissions in 2020



International
Energy Agency



Up To 3 BILLION People
May Die If The Global
Average Temperature
Exceeds 1.5C.



chrisschau
Worldwide

...



chrisschau „When the world hits 1.5C,
many people in tropical areas will die
from #overheating because it will be
so hot and humid.
That's roughly 40% of the world's
population, from Mexico to the north
and northern Australia to the south.

You can bet that most of those people
will try to migrate to the northern
latitudes.

Keep in mind that several countries in
the tropical zones have nuclear
weapons and vast armies and
weapons.
It will be an ugly phase in human
history.



Liked by rigasisters and 20 others

2 HOURS AGO



Post

Add a comment...

<https://www.instagram.com/p/CMPmB1QnFiE/>
<https://www.theguardian.com/science/2021/mar/08/global-heating-tropical-regions-human-livability>



Naomi Klein 
@NaomiAKlein

...

I often say that we don't win if we play "my crisis is bigger than your crisis" and I believe that. But this  here is the meta crisis, all our other crises fit within it. We blow it on the climate emergency, we lose it all. And we are blowing it. That's the tweet. Sorry.



davidattenborough ✅ • Follow

...



davidattenborough ✅ Hello
Instagram

David Attenborough has spent a lifetime travelling, exploring the wild places of our planet and documenting the living world in all its variety and wonder. He's also witnessed the damage caused. Saving our planet is now a communications challenge. We know what to do, we just need the will.

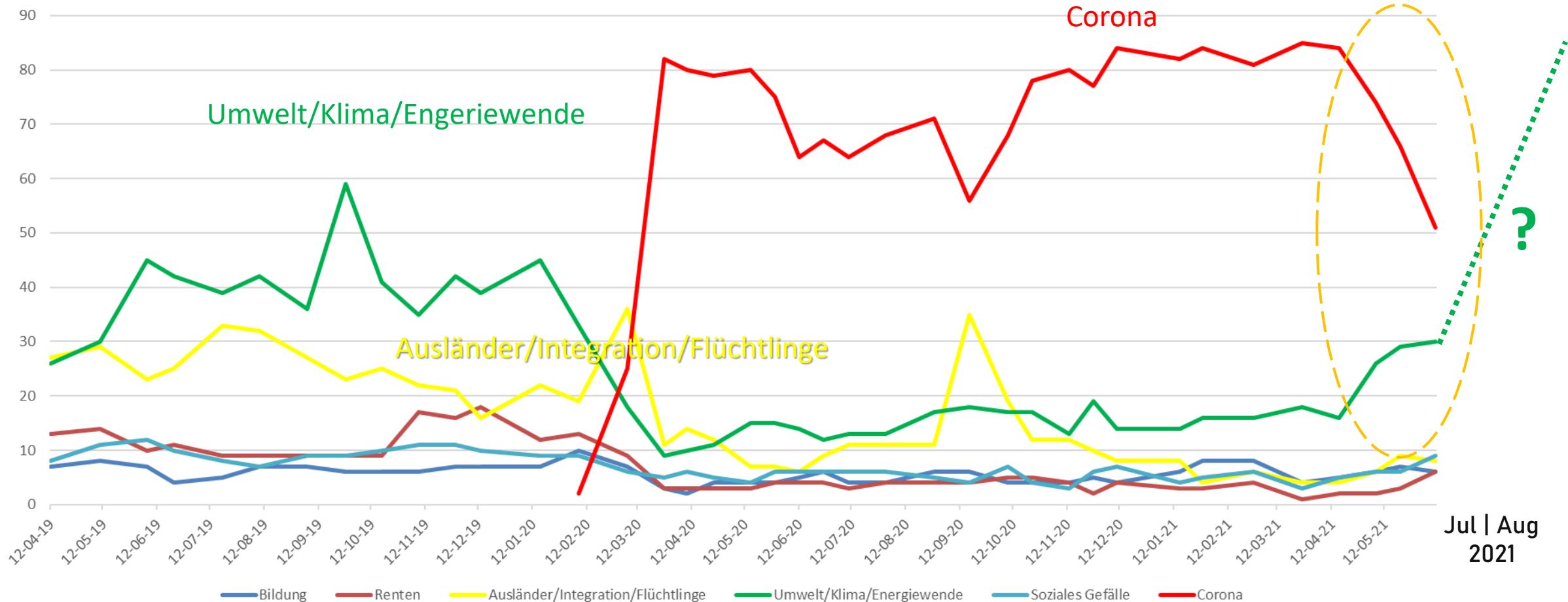
That's why we want to share this message on Instagram. Because there is hope and together, we can inspire change. Social media isn't David's usual habitat so while he's recorded messages solely for Instagram, like the one in this post, we're helping to run this account. In case you're wondering, 'we' are Jonnie and Colin and we worked with David on *A Life*



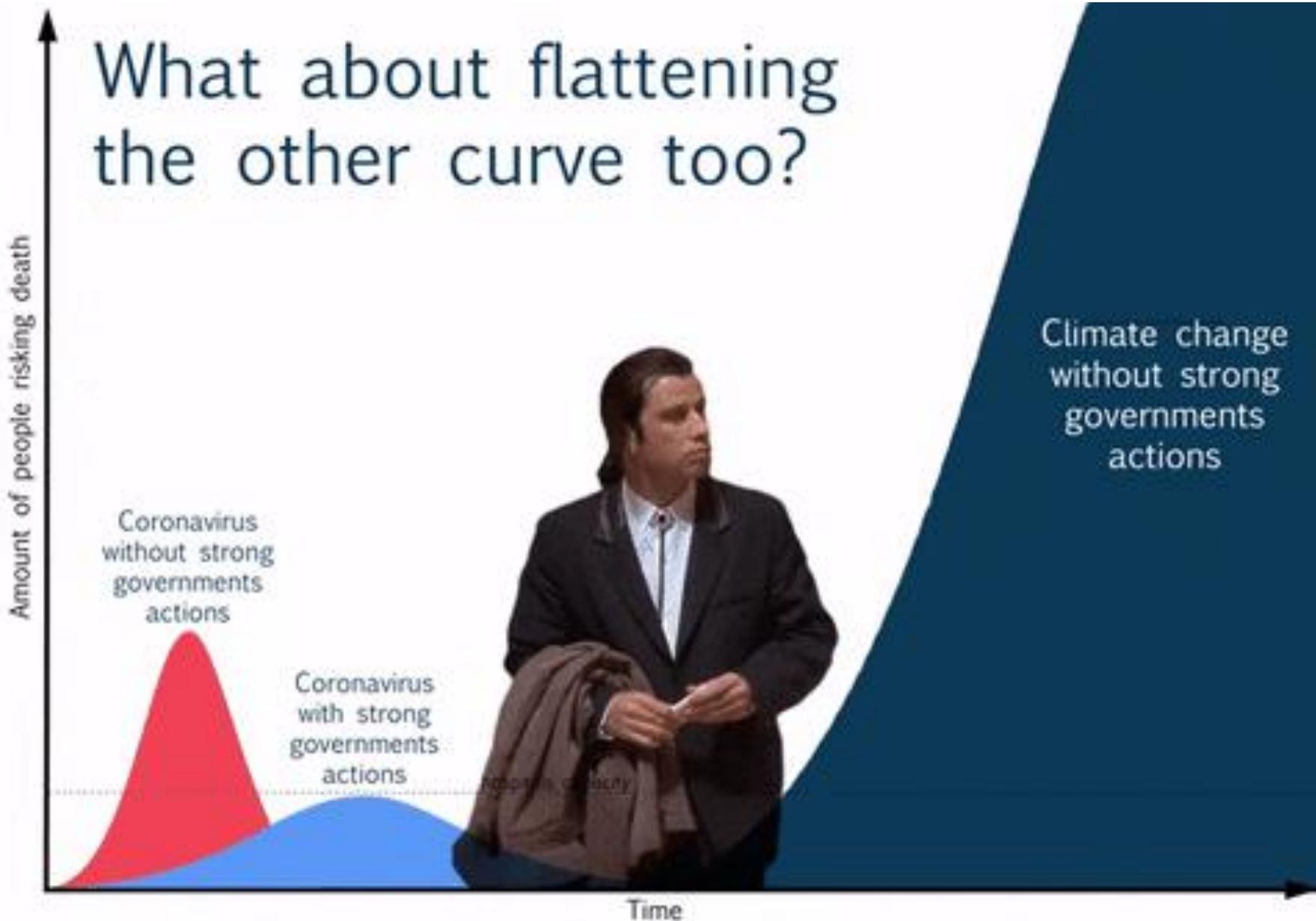
18,156,453 views

SEPTEMBER 24, 2020

Wichtige Probleme in Deutschland



What about flattening
the other curve too?





Zeit
Ort

*Present
Bias*

Du



THE DECISION LAB

Wirkung unserer Aktionen:

Kathrin

1) Klima-Psychologie:

-> Die Gefahr & Dringlichkeit im hier & jetzt sichtbar machen
„Junge Menschen riskieren es, verhaftet zu werden – Warum?“

2) Klimagerechtigkeit ist Handarbeit

-> Die Politik versagt im Angesicht der Klimakrise.
-> Alle müssen aktiv werden!



Für alle, die für uns durchs Feuer gehen.
Die nicht viel bekommen, aber alles geben.



FÜR EUCH. Bild

"AM ENDE EINES
FEUERLÖSCHSCHLAUCHS
WERDEN SIE KEINE KLIMASKEPTIKER
MEHR FINDEN!"

- Australischer Feuerwehrchef



rbb Fernsehen

May 4 ·

Heute ist der internationale Tag der Feuerwehrleute. Grund genug, einfach mal Danke zu



Extinction Rebellion Deutschland

August 9 at 9:25 AM ·

"Die extreme und andauernde Trockenheit hat inzwischen historische Dimensionen. Laut Wissenschaftlern des Helmholtz-Zentrum für Umweltforschung (UFZ) leiden viele Regionen Mitteleuropas unter der schlimmsten Dürre seit 250 Jahren."

Als Folge herrscht in vielen Regionen Deutschlands akute Waldbrandgefahr.



M.FOCUS.DE

Extreme Trockenheit in Deutschland: Wir erleben die schlimmste Dürre seit 250 Jahren

191

29 Comments 110 Shares

Brände in Deutschland

Dürre, Wasserknappheit und Waldsterben in Deutschland

Extinction Rebellion Deutschland
August 26 at 9:25 AM ·

"Es ist der dritte Dürresommer in Folge, in manchen Kommunen werden die Bürger aufgefordert, Wasser zu sparen, ihre Pools nicht mehr zu befüllen, ihren Rasen nicht zu sprengen – und in der Nähe von Lüneburg will Coca-Cola einen dritten Brunnen bauen, um 1.000 Jahre altes Tiefengrundwasser anzupzapfen, in Plastikflaschen zu füllen und kreuz und quer durch die Republik zu fahren."

<https://taz.de/Streit ums Grundwasser/!5708902/>



TAZ.DE
Streit ums Grundwasser: Lüneburger gegen Coca-Cola
Coca-Cola will seine Mineralwasserproduktion in Lüneburg verdoppeln. Dagegen reagiert sich Wi...
 174 10 Comments 58 Shares

Fridays for Future Germany
Public group · 4.7K members

About Discussion Announcements Rooms Members

Tanja Theuermeister shared a link.
August 16 at 10:01 PM ·

Die Bäume sterben #dürre #trinkwasser #Klimaschutz

https://m.facebook.com/story.php?story_fbid=669635290428078&id=114486735942939&sfnsn=scwspmo&extid=MtRQ6MVYupKjrsDX



YOUTUBE.COM
Frankfurt Betonstadt - Bäume sterben - verheerend rückwärtsgewandte Stadtplanung ohne Klimaanpassung

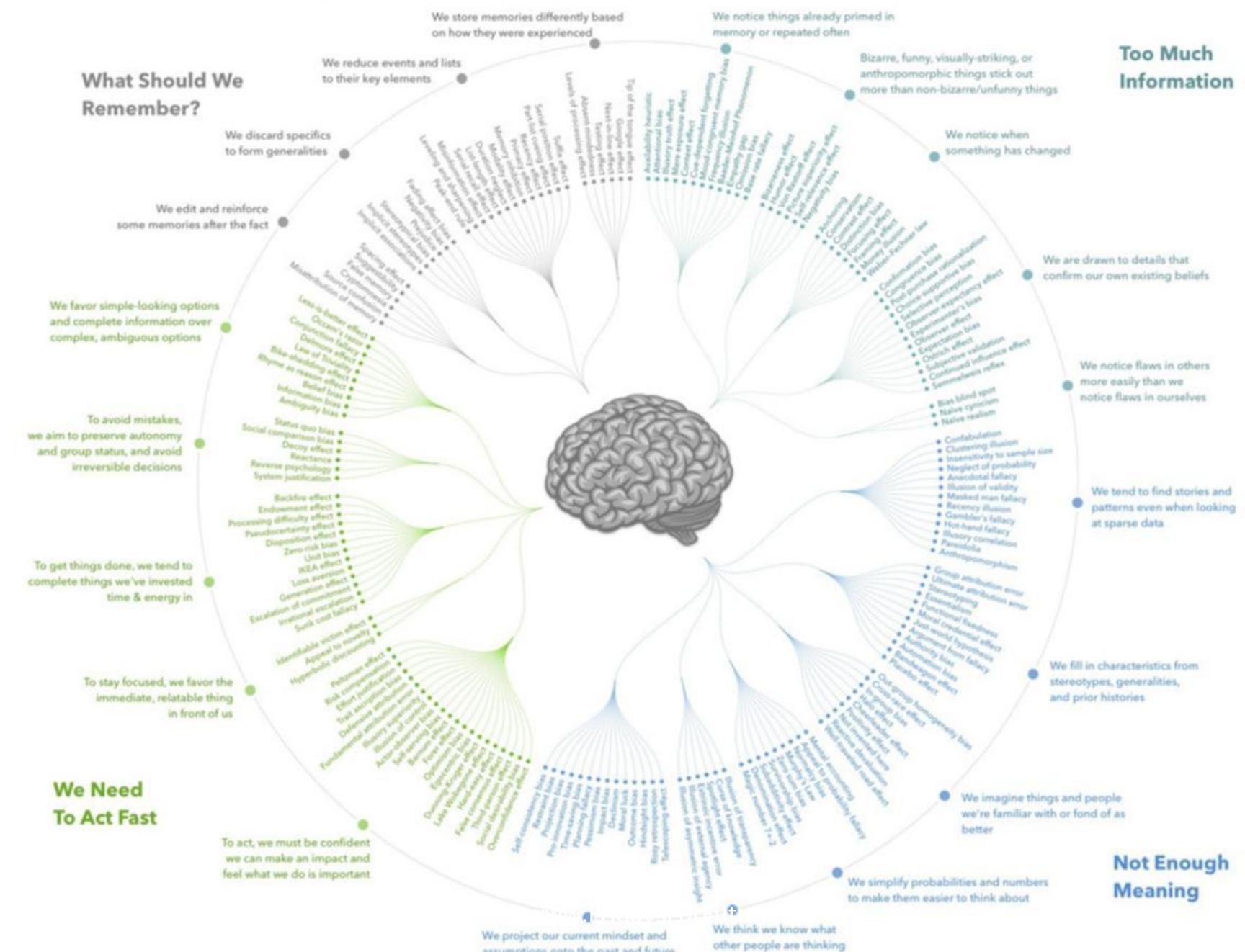
Extinction Rebellion Deutschland
June 27 ·

"Wenn Bäume schreien könnten, hätten wir im Wald ohrenbetäubenden Lärm."
"Hunderttausende Bäume vertrocknen, gehen in Flammen auf oder fallen Borkenkäfern, Pilzen, Bakterien und Viren zum Opfer. Dabei ist gerade der intakte Wald einer der wichtigsten Gegenspieler des Klimawandels." Betroffen sind nicht nur die Forste, sondern mittlerweile auch die resistenteren Mischwälder.



TAZ.DE
Waldsterben 2.0 - Der deutsche Wald trocknet aus
Der Wald in Deutschland stirbt. Das ist schon seit einiger Zeit so. Nun machen ihm auch noch ...
 You and 165 others 6 Comments 89 Shares

COGNITIVE BIAS CODEX



Fallen und Chancen der Nachhaltigkeits-Kommunikation



Framing

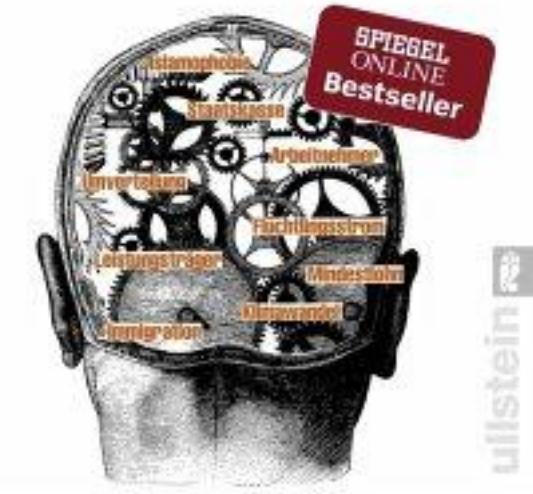
Buch

- Politisches Denken ist bewusst, rational und objektiv – davon sind viele Menschen überzeugt.
- Doch die moderne Neuro- und Kognitionsforschung hat die '**klassische Vernunft**' längst zu Grabe getragen.
- Nicht Fakten bedingen politische Entscheidungen, sondern **kognitive Deutungsrahmen**, in der Wissenschaft Frames genannt.
- Dieses Buch deckt auf, welche Frames unsere politischen Debatten bestimmen, und gewährt überraschende Einblicke in unser kollektives politisches Denken.

Elisabeth Wehling

Politisches Framing

Wie eine Nation sich
ihr Denken einredet –
und daraus Politik macht



B

A B C

D B A

Framing – Global Study

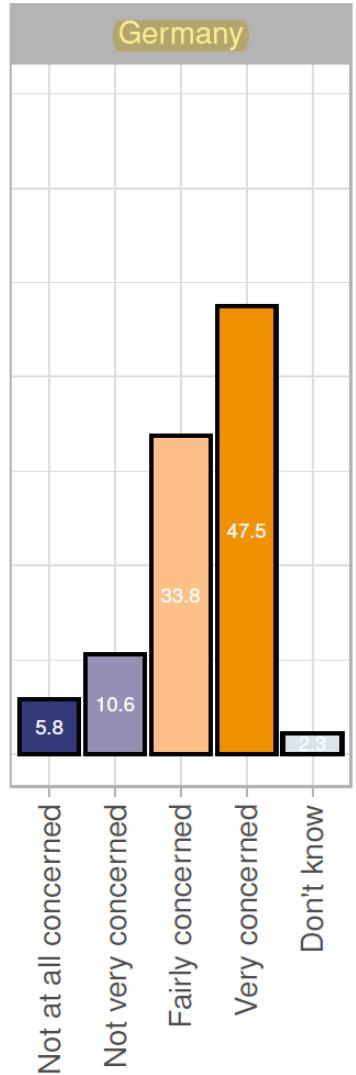
Sep 2020 in: China, Germany, India, the UK, and the USA.

- Positive framing, in terms of the opportunities they provide, increases support
- Environmental and health framing increases public support
- A migration framing reduces public support, and an economic framing has no effect
- Framing climate change at a global level elicit greater public support than at an individual level, and discussing the current impacts of climate change is better than future impacts

<https://osf.io/preprints/socarxiv/372pk/>

Framing – Global Study - Germany

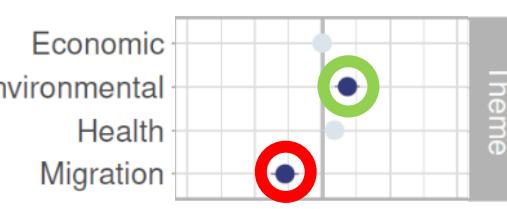
Beste Performance (CpE)
LTW/KW BW, HE, RP



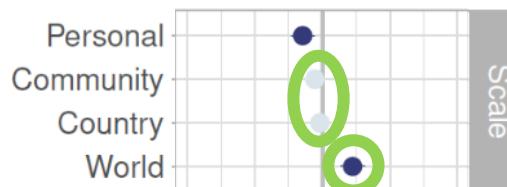
In Gefahr <<



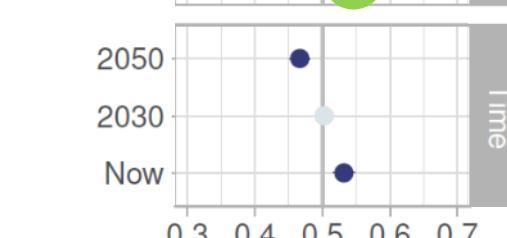
ist der Wald <<



in Deutschland <<

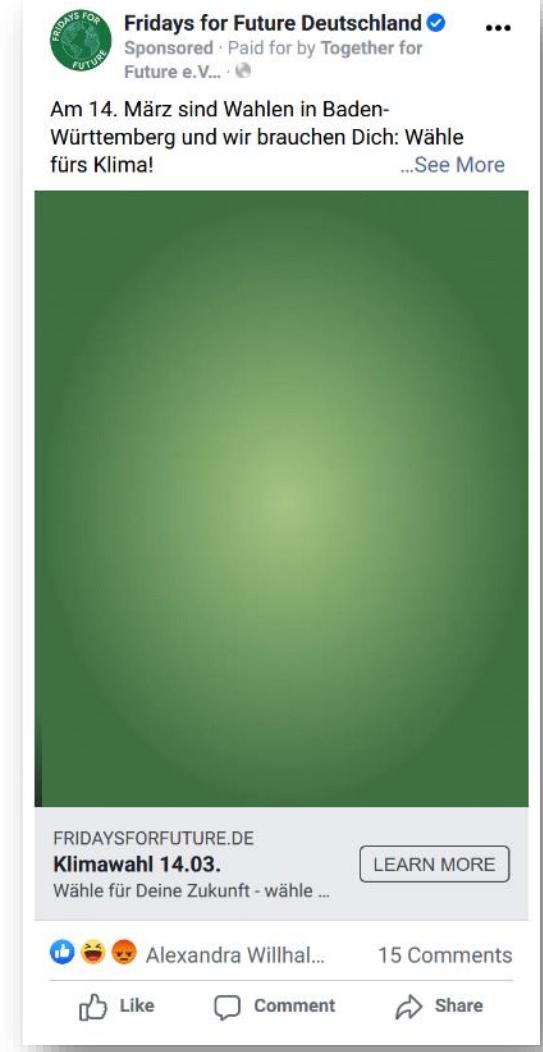


Heute! <<



—●— Significant —●— Not significant

<https://osf.io/preprints/socarxiv/372pk/>, Sep 2020 Germany n=1,501



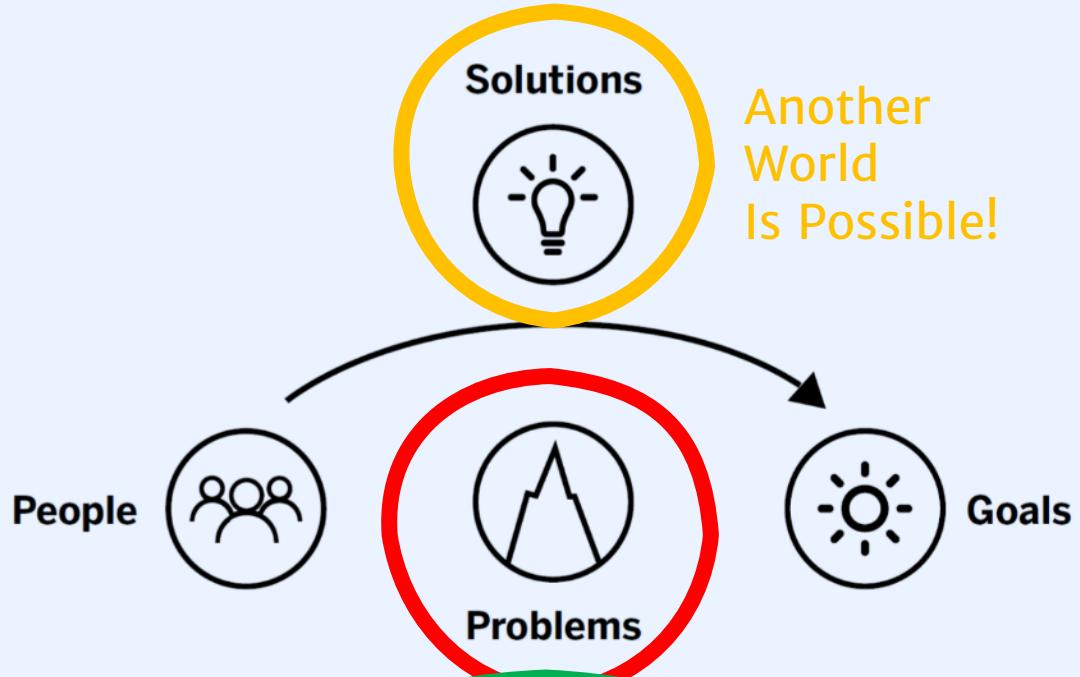
STORYTELLING IM MARKETING

DIE MACHT DER GESCHICHTEN



**22 X more likely
to remember a fact
when rapping it in a Story!**

Narrative Structure



DIGITAL STORYTELLING FOR SOCIAL IMPACT



Rockefeller Foundation
Partnership for Impact
timshel



STORY

ZEITGEIST

the only constant in life is change...from leading a global digital marketing team for a multi-national corporation to becoming a climate activist for fridays for future...

[MORE...](#)

CAMPAIGNING

DIGITAL SUCCESS

What you can't measure, you can't manage. It's critical once a theory of

QUIZ YOURSELF

CLIMATE CHANGE QUIZ

CAMPAIGNING

CREATIVE INSPIRATION

Here you will find a small collection of great digital work on the topic of...

[MORE...](#)

STORYTELLING IM MARKETING

DIE MACHT DER GESCHICHTEN

<https://catho.de/>

Contact

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/ climate activist

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Nokia & Microsoft

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- Telegram: <https://t.me/ChrisMan>

/// www.Catho.de

