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CHMKS Hubs Toolbox

Social Media Strategy

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PURPOSE OF THE DOCUMENT

This short Social Media Strategy is specifically designed for the **CHMKS Hubs** as local implementation and engagement spaces of the Green Changemakers project. Its purpose is to support hubs in planning, managing, and delivering coherent and impactful social media communication at local level, while remaining aligned with the overall CHMKS project identity and values.

The document translates the Social Campaign Kit included in the CHMKS Handbook into a **hub-oriented, practical guide** for hub coordinators, youth facilitators, and young changemakers involved in hub activities.

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Social Media Strategy for CHMKS Hubs

This section provides detailed guidance for CHMKS Hubs on how to plan, manage, and implement social media communication as part of their local activities. Social media is not only a dissemination tool, but also a space for engagement, storytelling, and youth participation. Each hub is encouraged to use social media as an extension of its physical activities, workshops, and community actions.

Objectives

For CHMKS Hubs, social media serves multiple, interconnected objectives. First, it supports **visibility** by making hub activities, opportunities, and results visible to young people and local communities. Second, it fosters **engagement**, encouraging young people to participate actively in events, discussions, and campaigns. Third, it contributes to **empowerment**, giving space to youth voices, ideas, and actions related to sustainability, climate action, and social innovation.

In practical terms, Hubs social media communication should help answer three key questions for young people: *What is happening at my local hub? Why does it matter to me and my community? How can I get involved?*

Target Audiences

CHMKS Hubs social media should primarily address **young people aged approximately 16–30**, including students, youth activists, and young people interested in sustainability and social change. Communication should be accessible, inclusive, and relevant to their daily realities.

At the same time, hubs should also consider **secondary audiences**, such as youth workers, trainers, educators, and local NGOs who may collaborate with the hub or support its activities. Finally, **local stakeholders** – including municipalities, schools, universities, sustainability-oriented organisations, and local media – form a broader audience that can help amplify hub impact and support long-term sustainability.

Key Messages

While specific messages may vary depending on local context, all hubs communication should consistently reflect the core CHMKS narrative. This includes the idea that **everyone can be a changemaker**, that **small local actions contribute to wider systemic change**, and that **youth participation is essential in addressing climate and sustainability challenges**.

Messages should highlight the connection between everyday choices (such as consumption, mobility, or food habits) and larger environmental and social impacts, always emphasising practical, achievable actions rather than abstract concepts.

Platforms and Their Use at Hub Level

CHMKS Hubs are encouraged to prioritise platforms that are most relevant for their local audiences. In most contexts, **Instagram** will function as the main hub channel, suitable for sharing photos and videos from activities, short stories, reels, and campaign-related content.

TikTok can be used to experiment with informal, youth-led storytelling, trends, and challenges linked to sustainability themes.

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Facebook remains useful for event promotion, longer updates, and communication with local communities and partner organisations. **X / Twitter** can support advocacy-oriented messages and participation in wider campaign hashtags, while **LinkedIn** may be used selectively to showcase hub results, partnerships, and professional collaborations.

Tools, Planning, and Consistency

To ensure consistency and reduce workload, hubs are encouraged to use shared tools and templates provided by the CHMKS project. Visual content should be created using the official templates to maintain a coherent identity across countries and hubs.

Content planning does not need to be complex. A simple weekly or monthly editorial plan is sufficient to balance different types of posts, such as activity promotion, storytelling, campaign content, and youth-generated posts. Native analytics tools available on each platform should be used periodically to understand what content resonates most with the audience and to adapt communication accordingly.

For **Design**, Hubs can use Canva and the shared templates for consistency;

For **Planning**, a simple editorial calendar as the one provided is a good starting point (weekly or monthly);

Native platform **insights** can be used to track reach, engagement, and growth

Suggested Hashtags: Combine project hashtags (#GreenChangemakers #CHMKS #YouthForClimate # #MakeItGreen #SustainabilityStartsHere) with campaign- and topic-specific hashtags

Tone, Style, and Participation

The tone of hub social media communication should be **positive**, **empowering**, and **participatory**. Rather than focusing on guilt or alarmism, content should inspire action and dialogue. Young people should be actively involved in creating content, sharing their perspectives, and documenting hub activities.

Whenever possible, posts should include clear calls to action, such as inviting followers to attend an event, participate in a challenge, or reflect on a sustainability issue relevant to their community.

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Using the Social Media Campaign Kit at Hub Level

The Social Media Campaign Kit included in the CHMKS Handbook is designed as a **practical support tool** for CHMKS Hubs, helping them structure their communication, reduce planning effort, and increase the impact of their social media activities. This section explains **why social media campaigns are useful for hubs** and **how the Campaign Kit should be used in practice**, rather than reproducing its content.

Why Social Media Campaigns Matter for CHMKS Hubs

For CHMKS Hubs, social media campaigns are not only a way to share information, but also a method to **mobilise participation**, **create continuity**, and **strengthen community identity**. Campaigns allow hubs to move beyond isolated posts and instead develop coherent narratives around key sustainability themes such as climate action, circular economy, or youth participation.

By working with campaigns, hubs can:

- Give visibility to their activities over a defined period of time
- Encourage repeated engagement rather than one-off interactions
- Support peer-to-peer learning by inviting young people to share actions and experiences
- Connect local actions to wider European and global sustainability discussions

Campaigns are particularly effective for youth engagement because they combine storytelling, clear messages, and concrete calls to action. They help young people understand not only *what* the hub is doing, but also *why it matters* and *how they can contribute*.

Purpose of the Social Campaign Kit

The Social Campaign Kit was developed to provide changemakers and CHMKS Hubs with **ready-made inspiration and structure**, without limiting creativity or local adaptation. It offers guidelines on how to develop a social campaign, a set of campaign themes, sample messages, and examples that hubs can use as a starting point for their own communication.

How Hubs Should Use the Campaign Kit

CHMKS Hubs are encouraged to treat the Campaign Kit as a **menu**, not as a fixed script. Hubs spokespersons and youth participants should select campaign themes that are most relevant to their local context, current activities, and community interests.

In practice, this means that a hub may:

- Choose one campaign theme and develop it over several weeks
- Combine campaign content with promotion of local events and workshops
- Adapt language, visuals, and calls to action to local realities and priorities
- Encourage young people to reinterpret campaign messages through their own voices

Campaign content should ideally be integrated with offline hub activities. For example, a workshop on sustainable food can be accompanied by a short social media campaign using the relevant theme from the Kit, inviting participants to share reflections, photos, or actions online.

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Role of Young People in Campaigns

A key principle of the CHMKS Campaign Kit is **youth participation**. Hubs are encouraged to actively involve young people in selecting campaign themes, creating content, and deciding how messages are shared.

This participatory approach:

- Strengthens ownership and motivation
- Improves authenticity and reach of content
- Helps young people develop communication and advocacy skills
- Reflects the core CHMKS value of youth-led change

Linking Local Campaigns to the Wider CHMKS Project

While campaigns are implemented locally, hubs are encouraged to connect their communication to the wider CHMKS Hubs network by using shared hashtags, visual identity, and references to the European initiative. This helps position local actions as part of a collective effort and increases the overall visibility and credibility of the project.

By using the Social Campaign Kit in a strategic and flexible way, CHMKS Hubs can strengthen their social media presence, support youth engagement, and amplify the impact of their local sustainability actions.

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SOCIAL MEDIA TEMPLATES

To support CHMKS Hubs in implementing the Social Media Strategy and the Social Campaign Kit, a comprehensive set of **ready-made templates and communication resources** has already been developed. These resources are designed to reduce the workload for hubs, ensure visual and narrative coherence across the project, and enable hubs to focus on engagement rather than design.

The available templates and resources include:

- Hubs Logo, to be used consistently across all social media channels and digital communication
- Social media template set, including adaptable layouts for posts and stories, accompanied by examples of use
- CHMKS Hub webpage template, providing a consistent structure for presenting hubs online
- Examples of social media content prepared and shared by CHMKS project:
    - Europe Day Template
    - Campaign template & Video Plastic Challenge
    - Informational post example, illustrating how to communicate project-related information in a clear and engaging way
    - Did you know post template, suitable for awareness-raising and educational content
    - What is ESG template, supporting communication on sustainability and responsible business concepts

These resources are intended to be flexible and adaptable. CHMKS Hubs are encouraged to customise text, images, and language to their local context, while maintaining the overall visual identity and key messages of the CHMKS project.

All templates should be used in combination with the guidance provided in this Strategy and the Social Campaign Kit, ensuring that visual communication supports meaningful engagement, youth participation, and local impact.

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FINAL NOTES

This Social Media Strategy supports CHMKS Hubs as **local engines of engagement and change**. While hubs are encouraged to adapt content to their local context, all communication should:

- Reflect CHMKS values and visual identity
- Promote inclusiveness, youth participation, and sustainability
- Connect local actions to the broader European CHMKS narrative

Consistent, authentic, and participatory social media use will help hubs strengthen their communities, inspire young people, and showcase the real impact of the Green Changemakers project at local level.

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