COMMUNICATING CLIMATE CHANGE ON DIGITAL MEDIA
Speaking Sustainability in the Language of TikTok, Reels, and Memes

Elena Milani, University of Trento
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ABSTRACT

As digital media becomes increasingly central to how young people consume and share information, teachers need new skills to communicate climate science effectively in these spaces. This interactive webinar equips teachers with practical strategies for communicating climate change through social media platforms that resonate with today's digital native students. Participants will explore effective communication principles, emphasising visual storytelling, positive messaging, and action-oriented content while avoiding common pitfalls that can overwhelm or discourage young audiences.

The session covers platform-specific strategies for TikTok, Instagram, and YouTube Shorts, demonstrating how to transform climate science into engaging, shareable content. Through hands-on activities and collaborative breakout sessions, teachers will develop content creation skills using accessible digital tools and learn the educational potential of memes and short-form videos.

Teachers will leave with concrete skills to enhance their climate education through authentic digital communication that resonates with their students.