WinACC

Winchester Action on the Climate Crisis



Increasing participation in WeCAN group activities

Good communication techniques - values and emotion based storytelling for Facebook

Kay Mitchell, Head of Communications, July 2026

Head vs Heart

Facts inform but emotion, values and stories move people.



Head

Presenting statistics and scientific consensus can persuade some audiences, but also increase resistance in others.

Vs

Heart

Stories are processed experientially, not analytically. They create emotional engagement and reduce our instinct to counter-argue!

What actually helps people take action?

Trusted messengers

Hope and agency

Values and identity

Socially acceptable

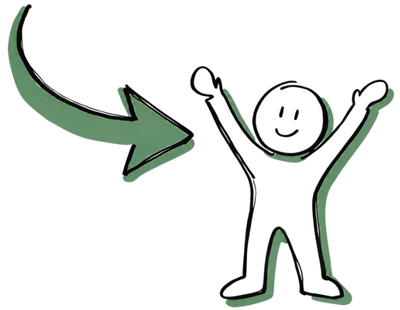


The art of storytelling for action



Demonstrate/**show the action**, don't 'tell' people what to do.

1. Start with **you**
    a. why do you care
    b. what called you to this
2. Who are '**we**' together
    a. what values do you share
3. What is the **issue**
    a. a visible tension, rising bills, heatwaves
4. Why does it matter **now**
    a. what is the urgent challenge
5. The resolution or **choice**
    a. what did you do



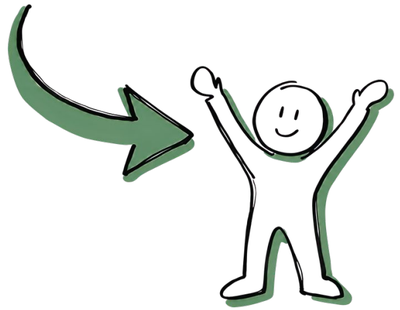
Who are ‘you’?



‘I remember the flooding in our street two winters ago - that’s when climate change stopped being a headline and became something on my doorstep.
So I started volunteering, because I couldn't just watch it happen again.’

Answer the following:

1. What moment or experience first made this matter to you
2. What did you decide to do - and what made you choose that specific action
3. What did you learn, or feel, that still drives you today.



Who are we, what values do we have in common?



Examples of shared values:

- Leaving a better future for children and grandchildren
- Looking after the places we love
- Protecting local wildlife
- Keeping energy bills affordable
- Having a comfortable home
- Wanting local people to have a say in local decision

What values do you share with your audience on Facebook?

Answer the following:

1. What do you both care about?
2. Why does this matter to people?

The fact based statement

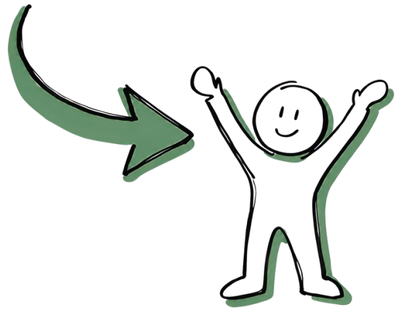
“Parliament has passed the 7th Carbon Budget, requiring an 87% cut in emissions by 2040 against 1990 levels.”

Accurate — but abstract. No local relevance, no character, nothing for a reader to feel or do.

The us-led statement

“Parliament just backed the clean energy future Winchester families like ours have been asking for. Now it's up to people like us to make sure our district delivers on it.”

Same fact, reframed around shared identity, local ownership, and a role for the reader to play.



What is the issue / tension you are communicating?



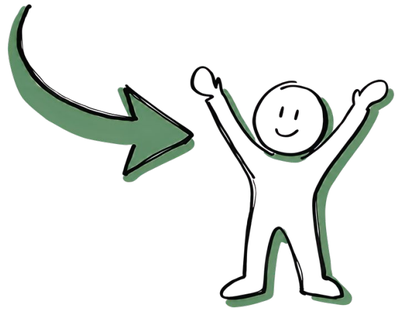
Examples

- Energy bills rising
- Classrooms too hot to concentrate in
- Flooded streets / builidngs in your area
- Wildlife disappearing

A good story plants just one idea.

Use one of these prompts?

- How were things before
- What’s changed or is at stake locally
- What is the future that together you can make happen



Why does it matter now?



Example:

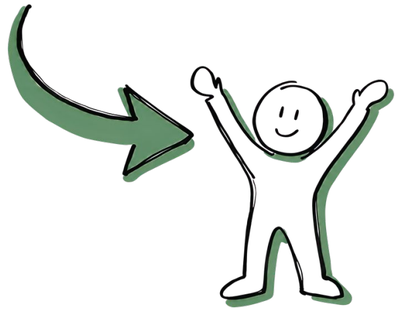
Fact led: ‘Time is running out. The window to act is closing fast’

Us led: ‘ The autumn conference is our moment to show councillors what local support really looks like - and it starts with your name on this list, this week.’

Answer the following:

How can you help people understand the urgency?

Using something achievable in the same moment - offering hope.



The resolution or choice followed by the ask



Examples

- Come to an event
- Sign up
- Share your story
- Become a member

What did you do specifically? This could be you personally, or your group:

- You insulated your home.
- A community installed solar panels.
- Residents supported a planning application.

Tailoring your message for a Facebook audience

Facebook audiences respond best when they feel

- This is about people like me
- This is happening where I live
- Someone understands my concerns
- I could do something similar

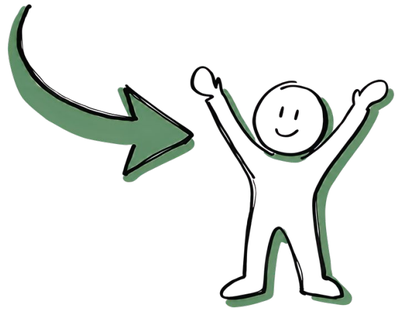


Tailoring your message

- Use a real person
- Lean into shared values
- Make it local - familiar places and spaces
- Tell the story not the facts
- Use photos of real people

People don’t come to Facebook to read about climate change, they come to connect with people and their community.

Finally - don’t try to persuade everyone - facebook's algorithm rewards interaction. Engaging friendly audiences is better than trying to win arguments!

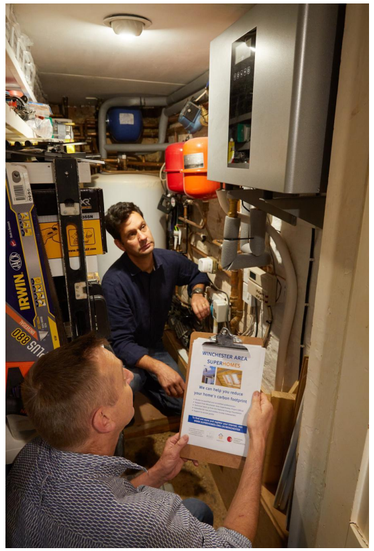


Over to you











Work through examples:

Come to a climate cafe

Volunteer at the repair cafe

Share home energy tips

WinACC

www.winacc.org.uk

Search for ‘winacc’
on social media