

Alaina Wood @alainamwood

I have almost 300,000 followers on TikTok, and here's what I've learned about using the platform for #climate communication.

1. Young people are worried about the future because of climate change, and it is impacting their daily lives. Traditional mental health resources often don't work since young people cannot afford it and/or do not feel comfortable discussing it with their parents/guardians.
2. Young people want to enact climate action, but they feel like they have no power to do so. They understand that corporations and governments cause the most damage but feel that even with their vote they won't be able to hold them accountable.
3. Climate denial doesn't go viral, but climate doom does. Most people who spread climate doom on the platform mean well and believe it will help others take climate change seriously, but more often than not it causes climate inaction and/or eco anxiety.
4. Young people are incredible at organizing. There have been viral grassroots campaigns on the platform started by young people aimed at stopping Line 3, protecting the Arctic National Wildlife Refuge, and so on.
5. Young people want to learn in ways that are fun and personable. If you want to reach young people, you've got to talk to them -- not down to them.

TikTok is the future of social media whether you like it or not, so therefore it needs to be the future of #climate communication too.