

BUILDING SUPPORT: SPEAK OUT ON SOCIAL MEDIA

Another great way to build support for reducing plastic pollution is speaking out on social media. Here are some tips to get you started:

Use a hashtag. Tapping into trending hashtags—#GreatLakes, #PlasticPollution, etc.—is a great way to track a conversation and follow key issues.


Be relevant. Hook your audience and stay relevant to decision makers and others in the conversation. Use interesting facts, photos, or links. For example, link to a recent news article, refer to current events in your community, and use relatable material.

Keep it simple. It's great to provide interesting information, but a social media post is not an encyclopedia entry. Get to the point quickly and clearly.

Make your ask. Your posts should make it clear what questions you're asking and what action you want decision makers to take.

Tag elected officials. Ask decision makers questions directly by tagging them in your posts by using the @ sign with their official handle. You typically can find social media handles on their official websites.

Follow social media accounts that give you the information you need. Keeping up with news outlets and issue organizations is a great way to stay informed about plastic pollution. Understand that different accounts have different goals—from providing information to influencing opinion—so read with a critical eye. Find us on X/Twitter (@A4GL), Instagram (@alliance4greatlakes), Facebook (Alliance for the Great Lakes), and LinkedIn (Alliance for the Great Lakes).



Individuals of all ages can make a difference in their community through the Adopt-a-Beach program.

*Photo Credit:
Lloyd DeGrane*