

## Council Climate Change Plan 2021-25; progress on social media campaign

### Background

Full Council, 3 March 2021, approved the Council Climate Change Plan 2021-25, covering net zero and climate resilience actions for Council assets and operations. Council decisions included: to instruct the Chief Executive to lead a city-wide campaign using social media, Community Planning Aberdeen, Net Zero Leadership Board, Aberdeen City Council's partners and business associates to promote Aberdeen City Council's Climate Change Plan and reflecting the significance of the COP26 conference in November 2021, report progress of the campaign.

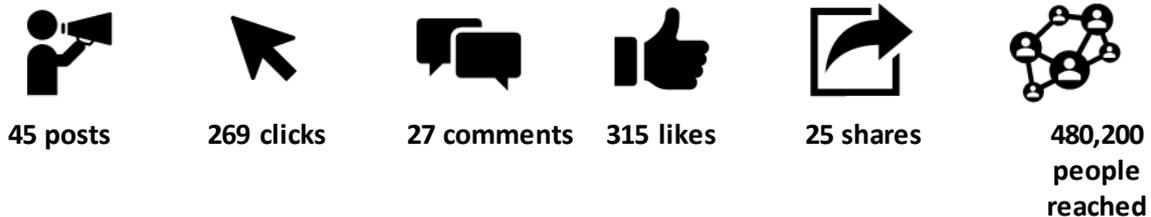
Council on 13 December noted that the report on the Council Climate Change Plan Campaign would be submitted to the Council meeting on 28 February 2022.

This appendix provides an update on progress with the Council Climate Change Plan, #didyouknow, social media campaign.

### Social Media Campaign

#### Campaign engagement summary

The following analytics shows the success of the **#Didyouknow** campaign which was launched using the Council's corporate social media platforms.



#### About the Social Media Campaign

A city wide “**#Didyouknow campaign**” was developed and launched by the Council, External Communications Team using the Council's corporate social media accounts (Twitter, Facebook, Instagram and LinkedIn).

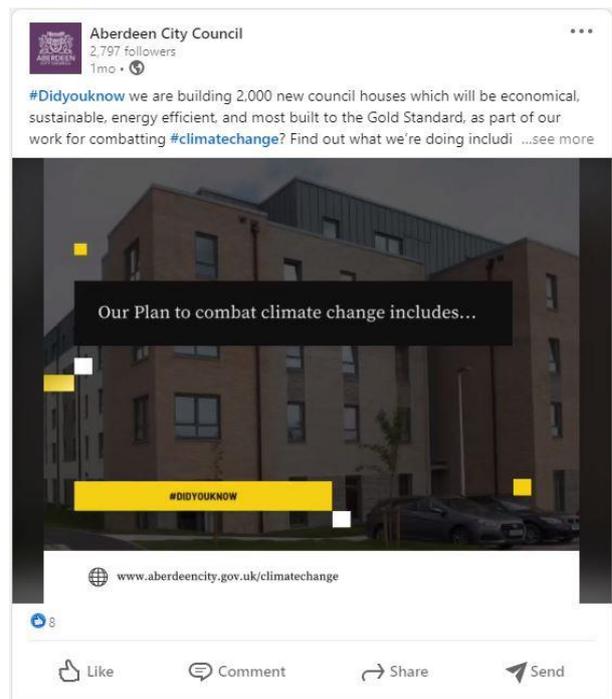
The campaign ran during the period of the UN Climate Change Conference (COP 26), 1 – 12 November 2021, and following this was extended to 15th December 2021. Analytics show data is from the 45 posts that were scheduled in this period.

The **#Didyouknow** campaign highlighted the Council Climate Change Plan and some of the actions taking place through the plan. Featured actions included; the new build programme of 2,000 new council houses; the Council fleet of 41 electric vehicles and charging points around the city; the continued roll out of LED street lighting and grass being managed in a more natural way to support biodiversity.

## Appendix 6

Example post:

[#Didyouknow](#) we are building 2,000 new council houses which will be economical, sustainable, energy efficient & most built to the Gold Standard, as part of our work for combatting [#climatechange](#)? Find out what we're doing including our Climate Change Plan at [www.aberdeency.gov.uk/climatechange](http://www.aberdeency.gov.uk/climatechange)



### Media coverage:

In addition to the social media campaign, in the months running up to, and after COP26 the following Council press releases were launched, relevant to or referencing the Council Climate Change Plan:

16 September 2021

[Launch of the Council Climate Change Plan design version](#) (available online) which was published by the Press and Journal newspaper and their digital platforms the same day.

27 October 2021

[Lord Provost of Aberdeen signing of the Paris Agreement](#) ahead of COP26 conference.

10 November 2021

[Approval of the Council Climate Change Report](#) at the City Growth and Resources Committee.

10 December 2021

[Celebrating the planting of 1,800 trees in Dyce.](#)

### Future Campaigns

Future social media and information campaigns will be developed through the Awareness and Behaviour Theme Sub-group for the Council Climate Change Plan.