



## SWFL CLIMATE AMBASSADOR TRAINING PROGRAM OVERVIEW

Americans are growing more concerned about climate change. As they experience impacts to their health, livelihoods, and communities, they are increasingly looking for guidance on solutions from leaders in their daily lives – community leaders like you.

That is why Growing Climate Solutions: Path to Positive SWFL and ecoAmerica are providing the **SWFL Climate Ambassadors Program**, but this version has a **new twist, Harnessing the Power of Social Media**. The program supports local community and civic leaders with training on the links between climate, people and our communities, the spectrum of solutions, communicating effectively on the topic, and opportunities to act and engage others. These trainings will equip you with knowledge, hands-on experience, and resources to discuss and act confidently on climate change and solutions. You and your cohort of like-minded leaders can share information, and repost each others stories and articles, amplifying the engagement in the local community. With this training, climate ambassadors will be able to engage their communities, colleagues, the public, and policymakers to implement climate solutions that help protect our families and communities now, and ensure a prosperous, just, and secure future.

### Tailored for Southwest Florida

These trainings are customized to emphasize the impacts of climate change on humans, the implications for Southwest Florida communities, as well as solutions that directly engage local and civic leaders and can be implemented today. Market-tested communications tools and frameworks for application are likewise tailored for SWFL community leaders.

### Format

You will receive a comprehensive training in two, 90-minute webinars, (or through one 3-hour in person training when public health condition permit). The training includes a mixture of information-sharing and hands-on practice to build knowledge, skill, and confidence. Content includes:

- **Section 1:** Introduction, Climate Change and Impacts on Humans and Communities
- **Section 2:** Climate Solutions and Benefits
- **Section 3:** Communicating on Climate (*language guidance, creating a personalized climate message, civic and community engagement*)
- **Section 4:** Applying communication techniques to social media  
(For those interested in making public presentations on the climate materials presented, we will offer a public speaking training module in the future.)



### **SWFL Climate Ambassador Resources**

Upon completion of the training and signing the agreement, you will be given SWFL Climate Ambassador designation. You will be invited to be listed on the *Path to Positive Communities* and *Growing Climate Solutions* websites as trained ambassadors.

You will receive a set of tools from the training, including:

- Sample, effective social media Twitter tweets and Facebook posts, and royalty-free images to accompany your posts, to get started in online civic engagement
- Handouts/online resources with notes and citations for the slides used during the presentation and posts.
- Access to a website with these materials and the recorded webinars
- Quarterly calls to share updates, feedback and best practices; regular email updates