Citizens’ Climate has recently had a surge of new supporters joining us after seeing posts about us on Reddit. Here’s what you need to know:

What is Reddit?
Reddit.com, one of the top 20 websites in the world, is an online discussion platform where millions of people discuss various topics and follow news. Redditors, as they are called, tend to be younger and relatively tech savvy. Unlike other social media, Reddit is less structured around social networks and more organized around topics, with content highlighted based on user votes.

What should people from Reddit do in CCL?
First and foremost we encourage new folks who found us on Reddit to get involved with their local chapter in all the normal ways new folks do. Local chapters are the heart and soul of CCL and engaging with others in person is proven to be an effective way to sustain activist engagement (and it can be fun!).

What if people want to engage on Reddit in support of CCL?
We don’t recommend that people run out and join Reddit just to promote CCL, but if someone is already an active participant on Reddit it could be a good place to recruit new CCLers and have positive discussions about climate change, carbon taxes, the Energy Innovation Act, etc. Here’s some tips:

1. Use your existing account since you have probably built some credibility on Reddit.
2. Engage where you are already active and comfortable on Reddit.
3. For recruiting, link back to the join page on CCL’s website: https://citizensclimatelobby.org/join-citizens-climate-lobby/
4. It goes without saying for experienced Redditors, but always follow good reddiquette: https://www.reddit.com/wiki/reddiquette
5. Embody CCL values: https://citizensclimatelobby.org/about-ccl/values/
6. Use CCL’s effective communication techniques: https://community.citizensclimate.org/topics/climate-communications. Despite what many people think, people are open to changing their minds if you can engage them well1. Ask questions, connect on values, find common ground, provide information from reliable sources and trusted messengers, etc.

Is there a place for CCLers on Reddit to have discussions and collaborate?
Yes, there is a subreddit (https://www.reddit.com/r/CitizensClimateLobby/) that has been inactive in the past but we are hoping new folks might revive it.

Who should I contact if I want to know more?
If you want to know more about CCL and Reddit you can reach out to /u/Express_Hyena on Reddit. Or you can reach out to our Communications Coordinator Flannery Winchester (flannery@citizensclimate.org).

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