Why should I care about communications?

...low public awareness
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We looked at a combination of polling, social listening, media analysis, and anecdotal feedback on the IRA and its benefits. We learned:

- The conversation about the IRA has been dominated by policy makers and the media.
- Most people have no idea what the term “IRA” or “Inflation Reduction Act” means or how it applies to their lives.
- Social conversation volume on the topic is very low
  - TikTok showed the lowest volume of mentions
  - YouTube showed the highest number engagements
- Sentiment (on social) is 60% positive
- Of the Americans who do know what it is 47% said they favor it
Why should I care about communications?

...disingenuous attacks from prominent news outlets
Best communication practices

● Identify target audiences
  ○ Constituents/general public
  ○ Media
  ○ Decision makers

● Use the right messages - DEWONKIFY!
  ○ Connect to people’s everyday lives
  ○ For consumers, pair with basic education
  ○ Most common media themes on clean energy: job creation, health, environmental justice, grid reliability
  ○ Our themes:
    ■ Jobs
    ■ Equity
    ■ Rural benefits
Best communication practices
...meet people where they are

**GET THAT MONEY, HONEY**

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**get-loud.org**
Help us help you!

Journalists need:

- Results
- Trends
- Good spokespeople

How to package information:

- Press releases - major news moments
- Blogs / case studies
- Short videos - social media friendly
Thank you.

For additional questions,
Please contact me at: cstjohn@climatennexus.org