

Kalina Miljovska

Social networks and their impact on raising awareness of climate change

I was worried about the planet ever since I was a teenager. I am a lawyer by profession and I work in the financial sector so I'm not in direct contact with environmental protection and climate change. But that is exactly why I feel helpless when there is nothing I can do about the fate of the planet and about my own fate. At least a bit.

Yes, I was collecting waste cooking oil at home, selecting garbage, talking to my children about the importance of protecting the environment and giving them daily lessons to be aware of the impact of humans on nature, the climate... But it didn't seem enough. In terms of climate change, I feel like a victim of someone else's decisions.

I saw Leonardo DiCaprio's documentary Before the Flood and - I got the inspiration. I promised myself: "Every day I will do one thing for the planet, no matter how small. One word said to as many people, one liter of water consumed less, one plastic bottle less - anything."

I'm active on Twitter. I love the platform as it really provides the opportunity to exchange ideas, views and information. And I knew: One tweet a day is a great solution to my imagined mission. What kind? An informative and short text that will provide information, an idea, or offer an alternative - a solution to a problem.

I started tweeting with the hashtag #DaliZnaeteDeka...



The feedback was excellent. Many people had something to say, even thanking me for the information I shared. They started suggesting different hashtags for my tweets like #nulaotpad #minimumOtpad,

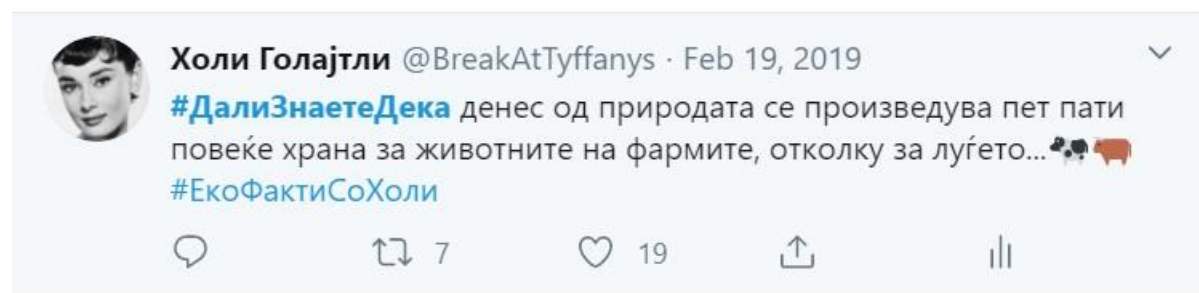
#ПочниОдСебе



It was never (and still isn't) just one tweet. Each tweet has its own story and its own destiny. Sometimes I tweet more information just to explain my viewpoint further, and sometimes the replies to the tweets make up the story.

Twitter users started recognizing me as a user concerned about climate change, as someone who understood their concerns and started mentioning me in discussions about climate change.

I started tweeting with the hashtag #EkoFaktiSoHoli as a way to document my own tweets.



After this feedback on twitter, I started sharing some of my statuses on Facebook too, but the feedback there was not as great as on Twitter, though people there too began to recognize my idea and my concerns about climate change and the situation with the planet.

However, in the area of social networks, Twitter has somehow established itself as a platform where understanding and discussions about climate change really have an impact. By tweeting on these topics, I come across accounts that work on energy efficiency every day, on measuring air pollution, preserving wildlife, and each of these users contributes in their own way and shares experiences and information that raise awareness of climate change on a daily basis and environmental protection in general.

What I could not achieve ten years ago – putting serious discussion on environmental protection and preservation on the map - now, perhaps influenced by the Internet and social networks, is becoming a topic of discussion naturally, even outside the virtual space.

My commitment to the environment on Twitter has also brought me recognition from the Twitter community. In 2019 I was voted #NajEkoTviterdzija for 2019, when the award in this category was first introduced. And that is another proof of the high awareness that is circulating on this social network.



Блокираме

@blokirame

Победник во категоријата
НајЕко Твитерција/ка
Холи Голајтли
[@BreakAtTyffanys](#)

[Translate Tweet](#)



13:09 · 19 Dec 19 · [Twitter Web App](#)

2 Retweets 8 Likes

Me? I will continue tweeting and sharing statuses on all networks about saving the planet, about climate change, about solutions that give hope, about people and ideas that will make a difference. Changes come slow, but I see change.