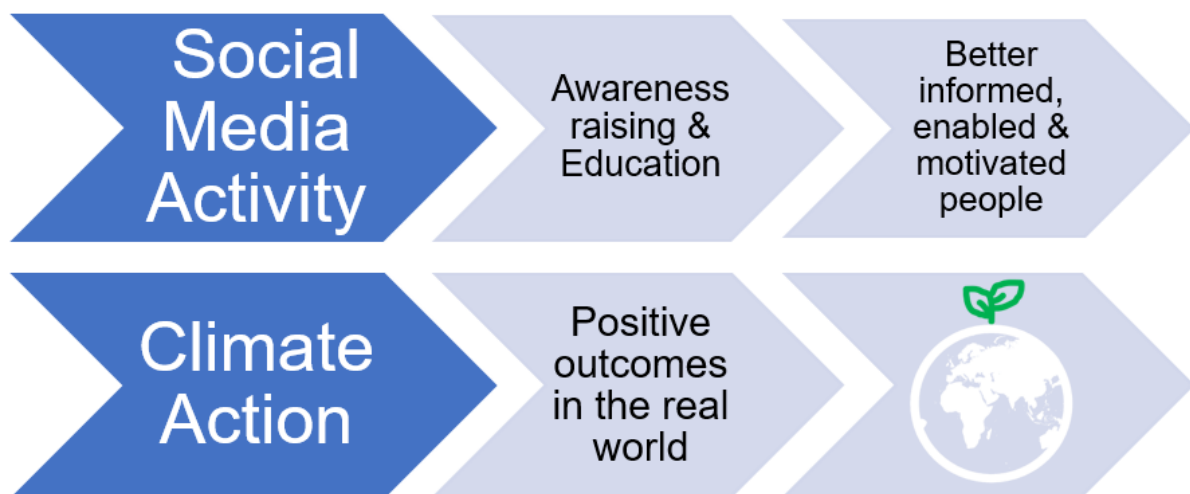


From Social Media activity to real world Climate Action outcomes

My Zero Carbon Climate Action Social Media Impact
Monitoring Report

May 2026



My Zero Carbon Climate Action is a registered Charity in England & Wales
(number 1208976)

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“When many small people in many small paces take many small actions, they can change the face of the Earth.”

To the people, who responded to our survey: We are very grateful for your ongoing support, including the time you took to answer our questions. Thank you! ❤️ 🌱 💙

Introduction:

My Zero Carbon Climate Action is registered charity.

Our mission is to inform, encourage and motivate, inspire and enable people to accept personal responsibility in their household, organisation or business for their consumption of goods and services and to take meaningful Climate Action.

My Zero Carbon Climate Action started its social media activity in April 2021.

My Zero Carbon Climate Action has the following social media accounts:



<https://myzerocarbon.org>



<https://www.youtube.com/@myzerocarbon>



<https://twitter.com/MyZeroCarbon>



<https://www.facebook.com/myzerocarbon>



<https://www.tiktok.com/@myzerocarbon>

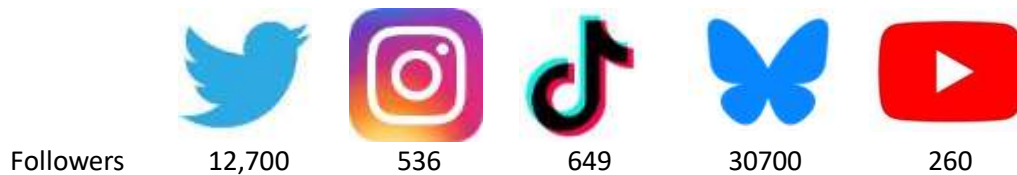


<https://www.instagram.com/myzerocarbon/>



<https://bsky.app/profile/myzerocarbon.org>

AS of 1 April 2026, over two thirds of our followers are on Bluesky Social:



We post about 430 posts a week across all platforms. This includes about 150 posts a week on Twitter, and about 140 posts each on Facebook and Bluesky Social.

The survey

We opened an online survey on 17 March 2026. We invited people to respond to the survey via social media posts. We created a short video with a personal message from our founder to encourage participation.

We designed the survey for people who follow My Zero Carbon Climate Action on social media. The results in this report include 138 responses given between 17 March and 15 April 2026 . That's a big increase compared to last year (78 responses)

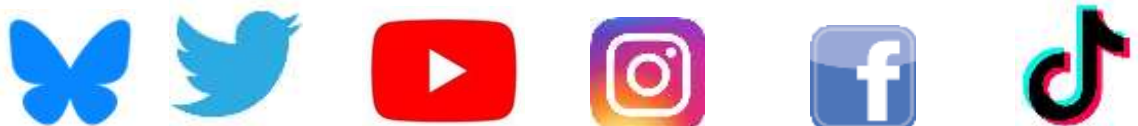
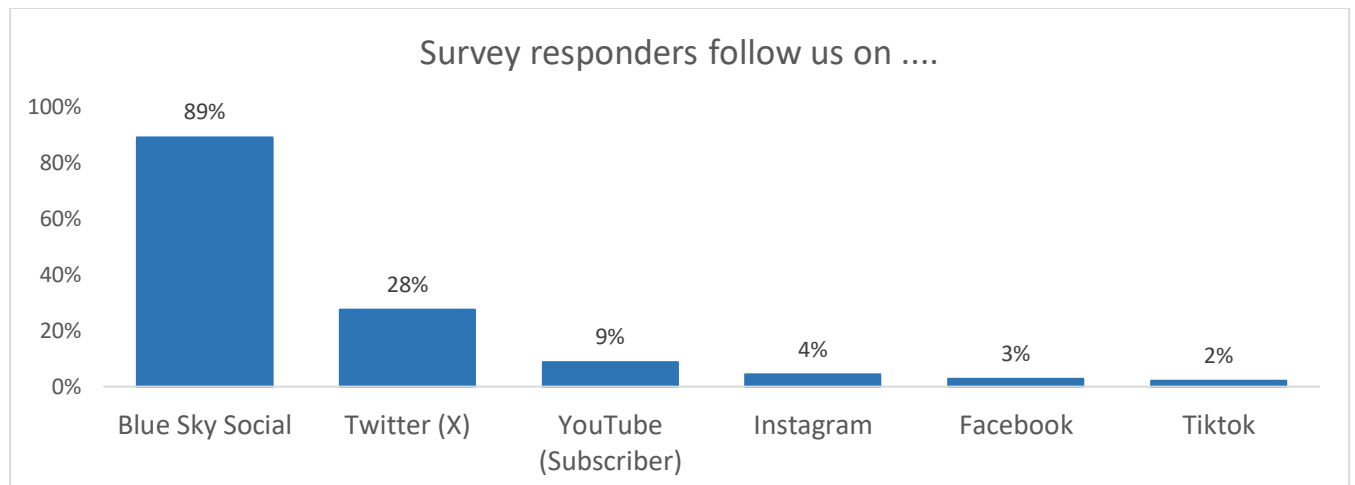


Who is following us on which social media platform?

The majority of our respondents are now on Bluesky Social.

73% of respondents follow us just on one platform. 21% follow us on two platforms and 6% follow us on three or more platforms.

We present slightly different content on each platform. Especially on TikTok and Instagram, we only provide short videos (typically 1 min or less). It is nice to see that some people follow us on one platform first and then seek us out and follow us on other platforms.



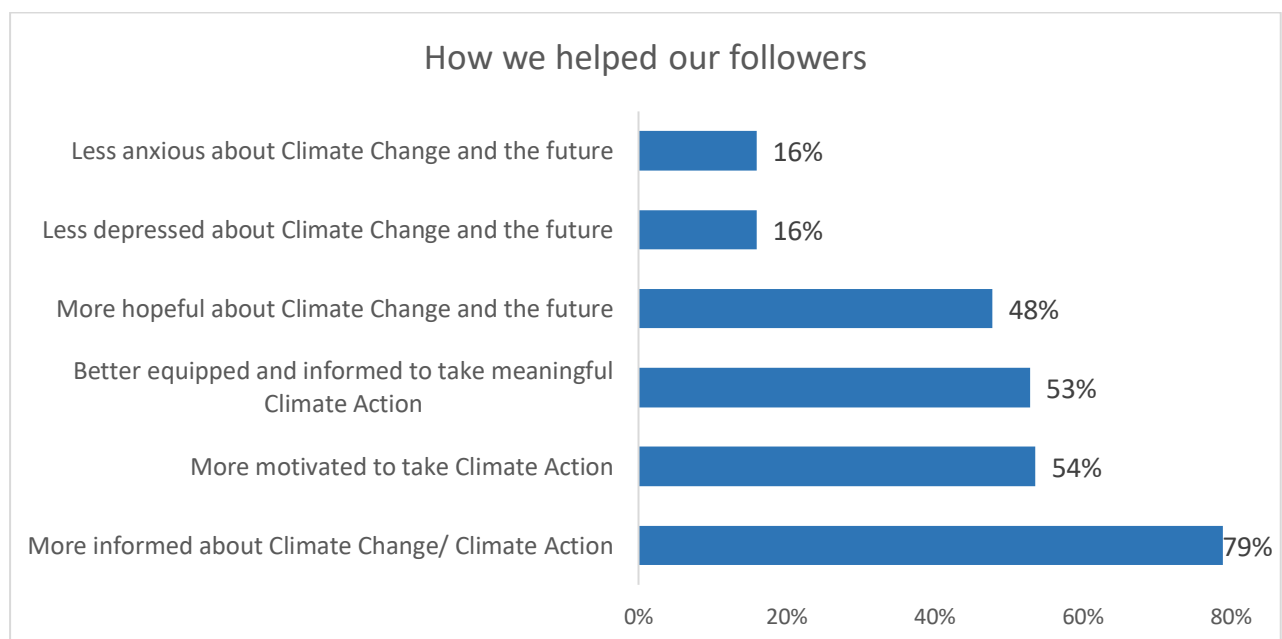
7 out of 10 respondents follow us on just one platform. 2 out of 10 follow us on two platforms and 1/10 follow us on more than two platforms. Survey respondents are more likely to follow us on multiple platforms than non-respondents.

How My Zero Carbon online content has positively affected the hearts and minds of our followers.

We aim to provide high-quality content from reputable sources. We also want to present content that is positive and constructive. We present solutions and benefits, encouraging, inspiring and motivating, enabling and facilitating you to take positive Climate Action. We want to set a positive and hopeful tone in a debate often dominated by negative headlines.

We asked our followers: **How do you feel after reading My Zero Carbon Climate Action posts or viewing our videos?**

More than half of respondents felt more motivated and better equipped to take Climate Action thanks to our content. 8 out of 10 respondents felt more informed about Climate Change and Climate Action.



And what about the emotions of our followers?

There is so much bad news about climate change out there. It would be easy to despair and get caught up in hopelessness.

Just under half of our respondents said that they are **more hopeful about Climate Change and the future** after engaging with our content (no change to last year).

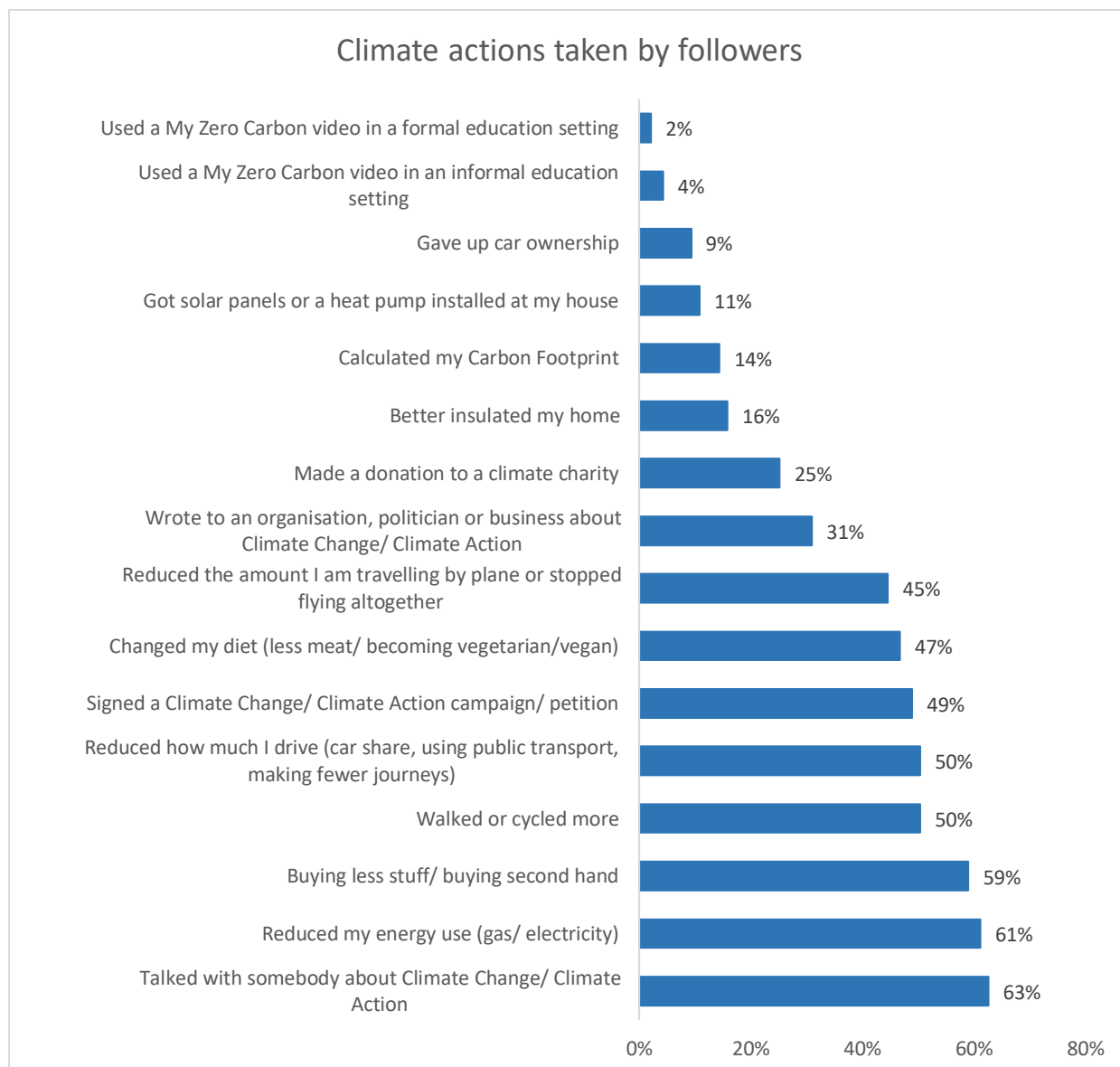
One in six respondents (16%) said they feel less anxious and less depressed about Climate Change and the future as a result of engaging with our content. This has gone slightly down from last year. This may reflect the general global outlook based on (the lack of) actions by the USA (and other countries).

Not everybody is anxious or depressed about Climate Change, but Climate Anxiety is an increasing concern. We are happy to bring a bit of light and some positive news to who are feeling anxious, depressed or hopeless and despairing. We are happy to make our modest contribution to improve how you are feeling about Climate Change and the future. We also created a video raising awareness about climate anxiety about 12 months ago, in response to last year's survey.

What Climate Actions our followers are taking in response to engaging with our social media content

We asked the survey respondents: **Have you done any of the following in the last 12 months, encouraged or prompted by a My Zero Carbon Climate Action post or video?**

We were so encouraged to see that all of respondents had done at least one of the things we asked about in response to engaging with our content online.



Our respondents took a total of 751 actions. On average, that is more than five actions per person. That is the same as last year and more than the year before.

We found that the actions that were most popular in our last survey, increased the most in the frequency of responses. The top action was to **talk with someone about Climate Change or Climate Action** (63%) That is great. Talking about Climate Change and Climate Action is already a Climate Action in itself! The more people are aware of the issues, the solutions already available and meaningful personal action to do something about it, the better!

How our followers feel about the use of AI

We have been experimenting with using AI to assist the creation of our climate videos for the last 12 months. We are well aware of the environmental and ethical concerns about using AI. We decided to trial AI use to see how much time we could save to enable us to produce more videos each year (with very limited resources).

We asked our followers this specific question:

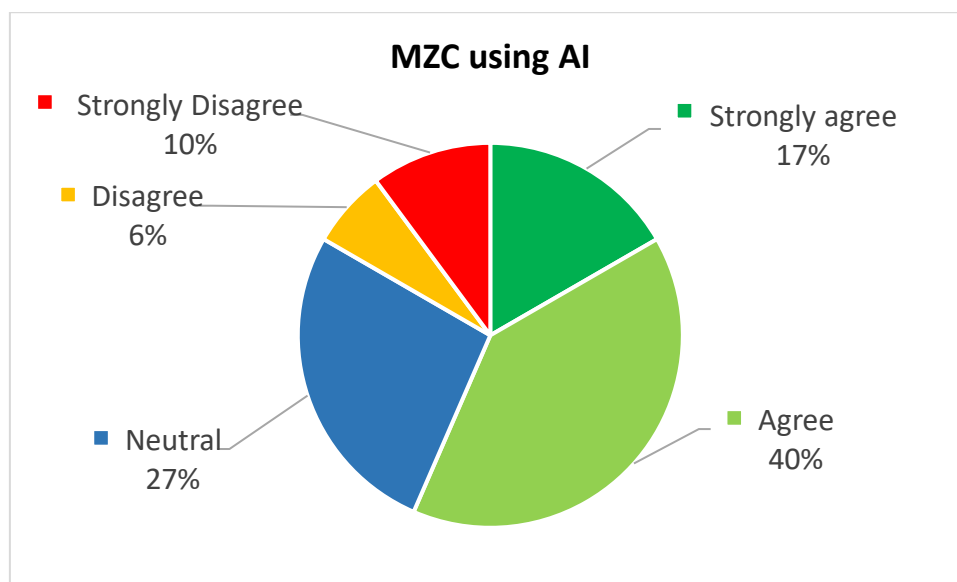
We have been experimenting with using AI tools to support the production of our videos. Our approach is to use AI responsibly and only where it is:

For educational purposes,

Raising awareness of climate issues, and

No alternative easily available (e.g. we cannot find a specific image to support the story of a video).

Do you agree or disagree with our approach?



Here is the data table for this question:

| Use of AI | Strongly agree | Agree | Neutral | Disagree | Strongly Disagree |
|-----------|----------------|-------|---------|----------|-------------------|
| % | 17 | 40 | 27 | 6 | 10 |

We would like to acknowledge that a significant minority of our followers feel uncomfortable about our charity using AI for education purposes. We will reflect on this and may change our approach going forward.

Feedback from our supporters

We gave the respondents the opportunity to tell us their thoughts and reflections.



We asked the respondents how My Zero Carbon Climate Action could further improve its activity. Here a selection of responses:

- Interactive graphics - people love these
- Move into policy and advocacy, without entering party politics.
- Charts showing Comparisons Around the World and/or the U.S. with other countries.
- More real-world successes & progress in reducing GHG and increasing renewables
- Make it factual and entertaining
- Games and interactive quizzes about communities and building better climate awareness
- Aim government's legislative is necessary
- How my small acts matter, and how I can make my voice heard.
- Recommendations on how to encourage change to show peer reviewed studies
- More stats, raw numbers backed by research to communicate to climate sceptics/ deniers
- More about wind being the cheapest!
- More info on how to challenge big oil and big carbon emitters
- More options for low income and disabled
- More positive renewal stories(on Instagram)
- Short videos of members participating in climate marches or protests
- Podcasts
- Positive Climate action, more good examples
- Climate action re the current weather anomalies
- Practical climate action tips and links e.g. How to divest, grow food, swaps etc
- Provide as many links to quantitative emissions impact calculators as possible. life cycle
- Reaching out to schools...
- Science data about climate change
- Visual Aides, Educational videos, resources, activities, experiments for Pre- Kindergarten-12th grade

Thank you for all those great suggestions. We will consider this (subject to securing more resources).

Supporter engagement

7% of respondents asked to be sent information about how to support My Zero Carbon Climate Action financially.

14% of respondents asked to be sent more information about how to become a volunteer or trustee for My Zero Carbon Climate Action. (last year 9%)

30% of respondents asked to be sent the My Zero Carbon Climate Action 2025/26 annual report.

We will follow up these actions as soon as we can/ once the annual report is published.

The benefits of the My Zero Carbon Climate Action social media activity

The survey results clearly show that our social media activities result in public benefit. There are benefits both for the individual taking Climate Action and also for the Planet.

Benefits to the individual (percentage of respondents this applies to)

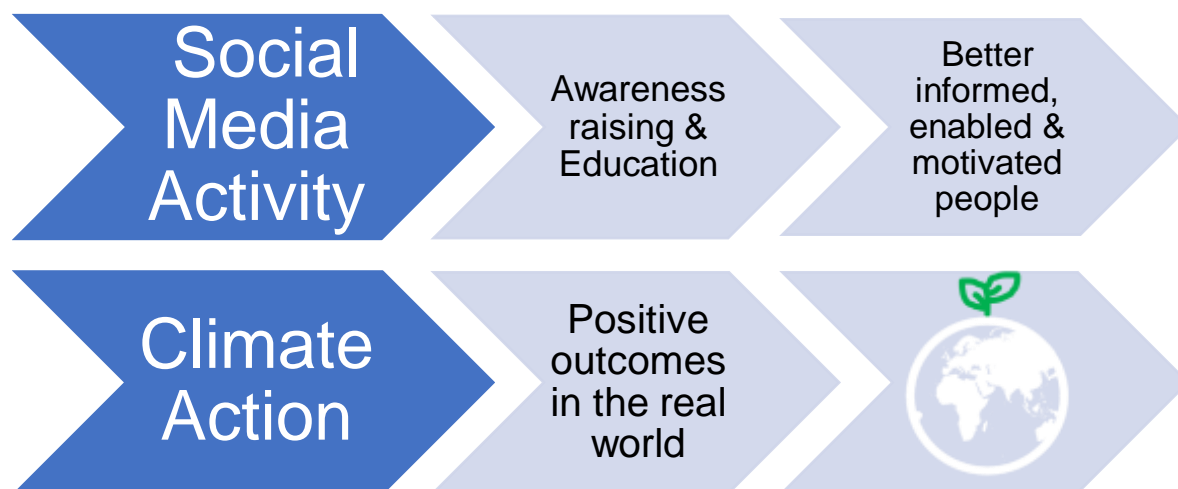
1. Better informed about Climate Change and Climate Action (informal education) (79%)
2. Better physical health thanks to a healthier diet and a more active lifestyle. (70%)
3. Cost savings from reduced consumption, less travel and energy efficiency. (85%)
4. Better able to take meaningful Climate Actions. (53%)
5. Improved mental health, feeling less anxious, less depressed and more hopeful about the future (54%)

Benefits to society as a whole and the planet Reduced Greenhouse Gas emissions, mitigating the effect of Climate Change

1. Reduced economic damage thanks to keeping Global Warming closer to the 1.5 degree warming goal (Climate Mitigation reduces the current and predicted future costs of e.g. extreme weather events, excess heat deaths, crop losses etc)
2. Cost savings for the health system (e.g. NHS in the UK) and the wider economy due to better mental and physical health.
3. Better air quality and less noise (due to individual's changes in the choice of transport)
4. Improved Biodiversity due to better land use (meat-free diets have a smaller impact on habitat destruction than those diets including meat)

Conclusion:

This survey has allowed us for the first time to draw a direct line from our social media activity to Climate Action making a difference in the real world.



The cause-and-effect chain from My Zero Carbon Climate Action social media activity to Climate Action outcomes in the real world.

We are not saying that the responses we received are representative of all our 45,000 followers. There is an element of those most engaged and interested (and most likely to take Climate Action) being most likely to commit to spending 3-5 minutes on filling in a short survey.

We don't know how long each respondent has been following My Zero Carbon Climate Action on a social media platform. It could be 5 years or just a few weeks. It is fair to assume that the longer and the more followers engage with My Zero Carbon Climate Action on social media, the more they would be positively influenced towards Climate Action.

We estimate that the Climate Actions the 138 respondents alone have taken in response to engaging with My Zero Carbon Climate Action content represent a **carbon saving of about 100t Carbon Dioxide emission p.a.** (over 0.7 ton per person per year).

We trust that many of the investments will reap long-term benefits (e.g. installing solar, home insulation or a heat pump). We also trust that many changed habits (less flying, driving, energy use and less meat/ general consumption and more walking, cycling) will continue to reduce carbon emissions over people's lifetime. So, from our 138 respondents alone, there could be 2000t Carbon Dioxide emission reductions over the next 20 years.

We cannot extrapolate greenhouse gas emission reductions from the respondents' activities to all of our followers, because our survey respondents are likely to take more Climate Actions than our average follower. But the overall greenhouse gas emission reductions from all of our followers will be substantial.

The reach of My Zero Carbon Climate Action is greater than the number of its followers. Mainly via reposts and sharing of My Zero Carbon Climate Action content, the formal Twitter metric says that My Zero Carbon Climate Action reaches up to **4 million unique Twitter users accounts in a single week**. By the end of April 2026, our climate videos had been watched 665,000 times on Twitter alone

(official X statistics). BlueSky Social does not provide such statistics, but we know that our videos on BlueSky Social have now been reposted to accounts following our followers at least 176m times. Add to that people taking video material into schools, colleges and work, people talking about their experience to colleagues, friends and neighbours! People watching you and copying your climate actions. Grandparents telling their children and grandchildren about what they are doing...

It is quite amazing to imagine what ripple effects the My Zero Carbon Climate Action activity may have! Well done to everyone who has taken and is taking Climate Actions! You too can be a Climate Hero! Be part of the solution!

Way forward

The survey confirmed the importance of monitoring the positive effect and impact of our social media activity in the real world.

We will seek to recruit more survey responses from social media platform users other than Bluesky Social and Twitter.

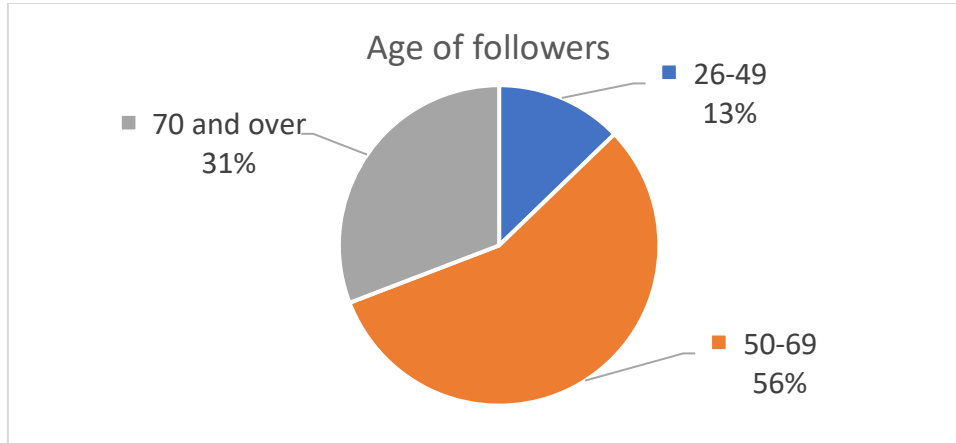
We will continue the survey and will write update reports on an annual basis. These will feed into future annual reports of the registered charity.

Thank You!

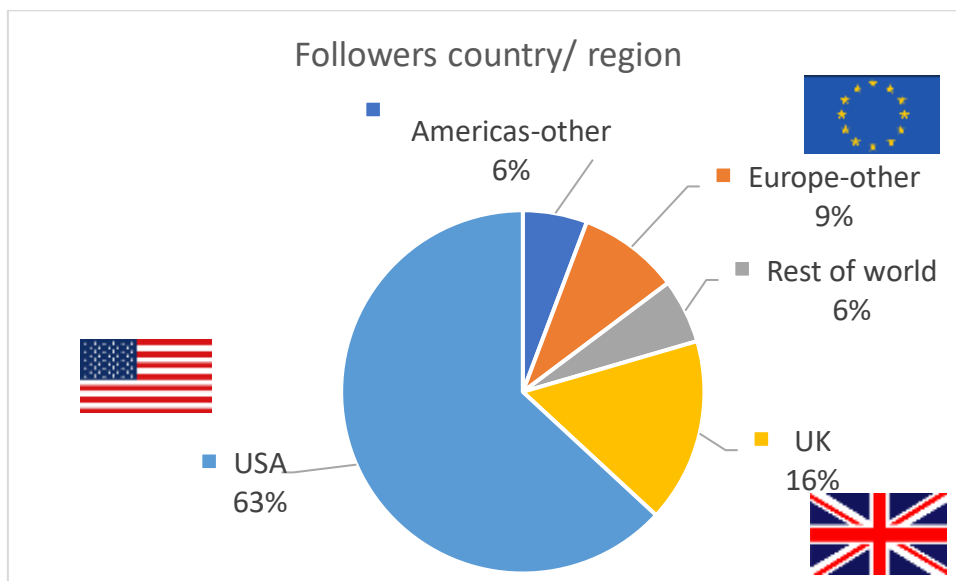
We would like to say “Thank you” again to all individuals who responded to our survey!

Annex – Demographics of respondents

The majority of the respondents are older working-age people. The number of respondents in the 26-49 age group was lower than last year. We had no respondents aged 25 or younger:



The majority of respondents were from the USA. This reflects the strong representation of US citizens on Bluesky Social and our continued growth of followers on that social media platform. It was good to see a small increase in the percentage of respondents from outside the USA this year – reflecting our aim for a global reach.



As a proportion of the total population, we actually have as many followers from the UK as from the US. As a UK-based charity, it is important to us that we continue to reach many UK citizens.

Here is a list of the individual countries we had respondents from:

Australia, Bolivia, Canada, France, Germany, Ireland, New Zealand, South Africa, Spain, Thailand, United Kingdom, United States.