

# Moving Mountains Project

A SOCIAL MEDIA CAMPAIGN



Created by Elyse Duffy

# Introduction

This document contains the proposal for a social media campaign called the *Moving Mountains Project*. This campaign's main goal is to create awareness of climate change in the skiing and snowboarding community and ultimately combat this crisis by taking action to save our winter sports and our mountains! As someone who participates in the ski community, this campaign focuses on a topic that I find extremely important and quite frankly overlooked. I find this concerning mostly because this community of skiers and riders are the ones who care deeply about the future of our winters and what our mountains will look like in fifty years.

Throughout this proposal I will outline the deliverables, the content that will be created, and the overall objectives of this campaign. I plan to create and post content for this campaign on its own Instagram page and create a following of local skiers and snowboarders. Within this page I want to create multiple info-graphics and videos that will highlight the dangers of this changing climate and what we can do about it.

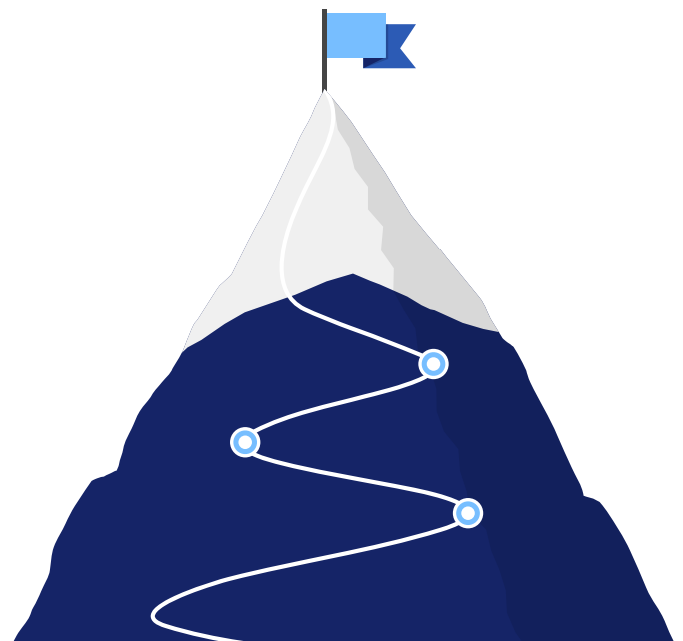
I have broken down the campaign content into three parts. The first part being posts/info-graphics on climate change and how it is affecting our winters. I believe this to be a powerful start in educating the community. If they don't know what is happening, then they don't know something needs to be done about it. But because there is quite a bit of information out there and not all of it is backed up by data or research, I want to make sure I am gathering the most reliable information when sharing this with the community. Once I have created these posts on climate change, I want to focus the posts on how climate change is affecting mountains and our winters more specifically. As I dive into this topic, I hope to interview some skiers and ask how they are personally trying to combat climate change, if they have experienced any negative effects and how they envision the future of our sport. For the last and final part of the campaign, I want to post about real, tangible ways we can combat climate change and save our earth. Ultimately, I want my audience to know that we can make a difference and there is a way to solve this ongoing problem.

# Goals/Objectives

My main goal for this campaign is to bring awareness to the increasing dangers of climate change and how it is changing our winters and effecting our mountains. The winter sports community have some of the most passionate outdoors-men I know, so educating this group of people and encouraging them to combat this problem seems like the best solution. I plan to target this group with content that will relate to their hobbies and their love for the outdoors. Educating this demographic means targeting the people that probably see these climate changes first hand and may not know what they themselves can do to reverse it. With increasing awareness, I hope to encourage people to change bad habits that may be contributing to climate change and other ways we can come together to make a positive impact on our earth.

With this Instagram page, I want to build a community of skiers and snowboarders that care about the environment just as much as their sport. A community of liked minded people can spark change and is much more powerful than one person trying to reverse a global problem. I want this page to be a place to grow our knowledge and to find solutions that we can actually accomplish no matter where we are in the U.S. This community is for all of us who love winter and want to make sure our mountains are protected.

I also plan to create a brand for the *Moving Mountains Project*. To me, that means creating a consistent look and feel to the Instagram page. Consistent styling to all posts and photos. Since Instagram is a visual app, this is important to me to help attract and maintain followers. I want to come across as professional and reliable in all the information I put out.



# Target Audience

The entire social media campaign will be geared towards the people who participate in skiing and snowboarding but also to anyone who loves winter and the outdoors. The content will also be relatable to all people who live near these "ski towns" and mountainous areas. While climate change does affect us all, I will be focusing on winter sports community to bring awareness to the subject. Because their hobbies are directly affected by climate change and the weather, they will be eager to protect the mountains in which they visit. I am also hoping that using Instagram will reach a variety of people on each coast within this demographic to help their respective communities. Through this campaign, we can reach farther than just our town or state, we can have a much bigger impact.

According to an article on [tiicker.com](https://www.tiicker.com), the size of the ski and snowboard resort industry increased 7.5% in 2022 and the market has grown 3.7% per year on average since 2017. Which means that as the sport grows, there will be more and more people who will be directly affected by this climate change and shorter winters.

## Record-breaking Totals

the 2022-2023 season set a record for individual U.S. participants for the third consecutive season.

**A 4.4 Billion**  
dollar industry

**11.6 Million**  
active skiers and riders  
within the U.S.

**65,387**  
total visits last season



# Project Artifacts & Deliverables

## Research

This social media campaign aims to be factually correct, so it is important that research is done ahead of time and double checked for assurance. I want to provide my followers with the latest up-to-date information on climate change, while also staying current with related news coverage and annual reports. Having the latest data on climate change will provide a realistic outlook and what we can expect going into the 2024-2025 ski season. I plan on reviewing annual reports from industry experts as well as articles, podcasts, videos, blogs, and books which talk about the future of winters and the ski community.

## Production Plan

Once this proposal is approved, I will break down the content into smaller, weekly goals I would like my Instagram page to meet. This means posting a certain amount of times within the week and organizing the content so there is some variety through out the profile. Depending on when my participants can be interviewed, the schedule may change but otherwise I plan to stick to it as closely as possible.

## Creation

I plan to create a live Instagram account with a total of **15 INSTAGRAM POSTS.**

**7 VISUAL POSTS** which will be built either as infographics or other visually informative post and include information on the current and latest climate change situation.

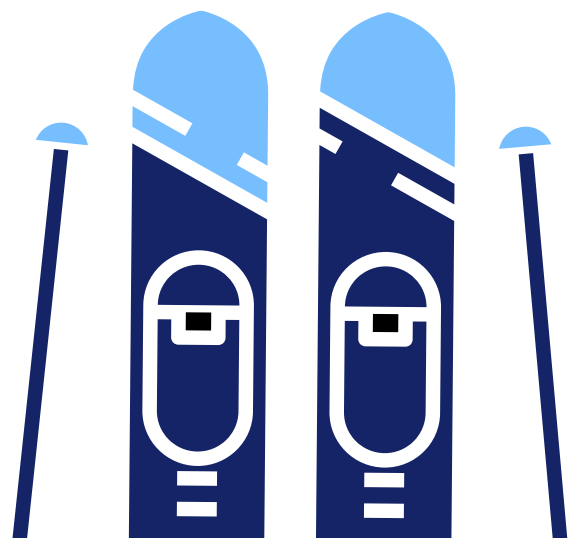
**5 VIDEO POSTS** on current news and latest statistics.

**3 Q&A INTERVIEWS** which will be a video with a local skier or rider about climate change issues & what they plan to do to combat climate change.

## Posting Schedule

In order to get all this content out in a reasonable amount of time I plan to **POST THREE TIMES A WEEK.**

At the end of seven weeks I will have 15 posts on the account and a community of followers.



# Project Artifacts & Deliverables

## Posting Format

Below is the order and topic of all 15 Instagram posts.

### **POST 1** What is Climate Change?

*Explain and break down the key points of climate change.*

### **POST 2** Infographic on greenhouse gasses and its effect on weather changes

*This post dives into greenhouse gasses, one of the major causes of climate change and how it effects our everyday weather.*

### **POST 3** Major weather events from climate change

*Information will come from an annual report and will break down the recent storms we have been seeing.*

### **POST 4** Skier interview

*A Q&A with skiers in the community to talk about climate change.*

### **POST 5** What 1.5 degrees warmer means for the planet

*A detailed breakdown of how just a small increase in warmth can affect us and what it means for our planet.*

### **POST 6** Past extreme weather events

*A look into past weather events that happened because of climate change.*

### **POST 7** Facts about mountains and climate change

*How mountains are directly affected by climate and what trends scientists are noticing.*

### **POST 8** Skier interview

*A Q&A with skiers in the community to talk about climate change.*

# Project Artifacts & Deliverables

## **POST 9** How climate change is changing winter sports

*A video bringing to light how our sports are being impacted.*

## **POST 10** What can I do to help with climate change?

*An infographic on how to help the environment.*

## **POST 11** 5 ways ski areas are reducing their carbon footprint

*A video on how ski resorts are adapting to be more green.*

## **POST 12** Easy actions skiers and riders can do to help the planet

*Easy tips so that we can all do our part.*

## **POST 13** Skier interview

*A Q&A with skiers in the community to talk about climate change.*




## **POST 14** How to keep winter sports around

*Staying informed on climate change and how to keep skiing sustainable.*

## **POST 15** Warming temperatures and mountains

*How rising temperatures are affecting mountains and how the mountains are affecting human life.*

### Color Key

	Q&A interview post
	Infographic or regular post
	Video post



# Conclusion

With the research I found on climate change I am confident that I will have enough information to create all the above posts and continue to inform my followers with the latest news. I am hoping to provide this community with a safe space to learn about climate change and provide ways we can make a difference in this fight. While this topic is every changing, it is important to stay informed and bring awareness to the people who cherish our outdoor spaces.

As a skier myself, I am very passionate about protecting our mountains. Each year I see the weather and the snow fall fluctuating, and I always wondered what I could do to help the planet. With this project, I know I will be doing my part and informing other who may not know what is going on around us. I truly believe the winter sports community needs a space online like this to come together and fight for our mountains. Without it, we may be the last generation to enjoy our winters.

Please follow up with any questions, comments, or concerns at:  
**Elyse Duffy | [eduffy1@quinnipiac.edu](mailto:eduffy1@quinnipiac.edu)**