

# The Art of Environmental Engagement: How NGOs Campaign on X/Twitter

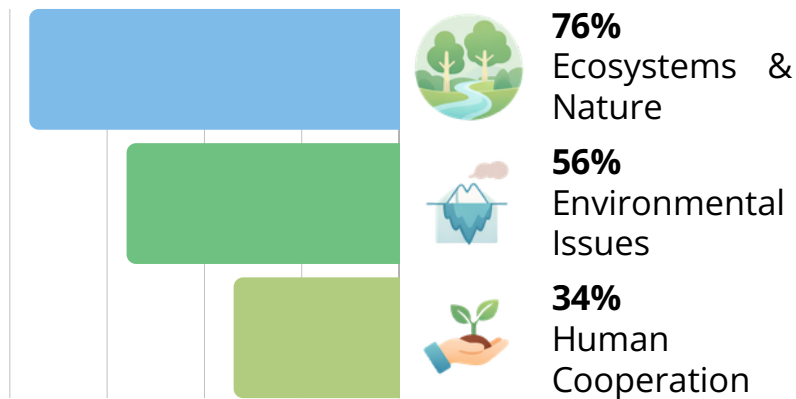
Analyzing 100 posts from WWF and Greenpeace, the data reveals how specific verbal cues and multimedia elements build legitimacy and mobilize their audiences on social media.

## Self-Presentation: Building the Brand Voice

### WWF

#### Focusing on biodiversity protection

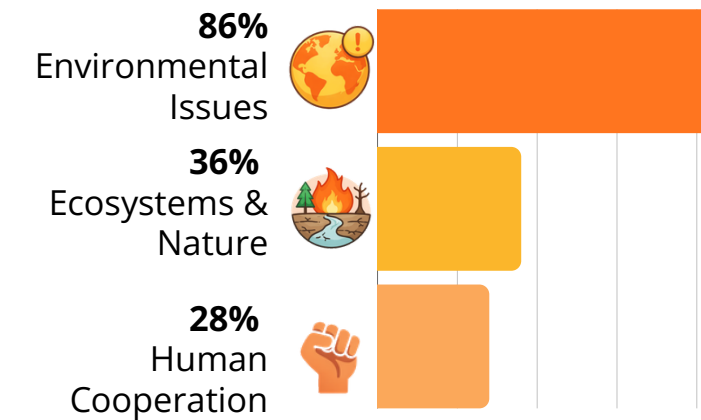
Prioritizes "Ecosystems and Nature," while balancing negative threats with hopeful, positive lexis.



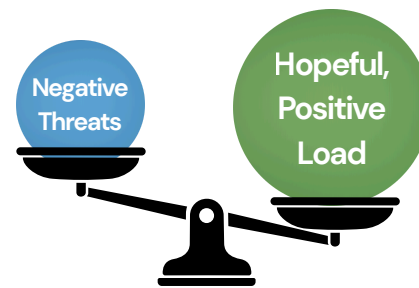
### Greenpeace

#### Acting as a global campaign network for environmental concerns

Focuses heavily on "Environmental Issues" and crises, using negative language to stress urgency.



### Emotional Polarity in Discourse

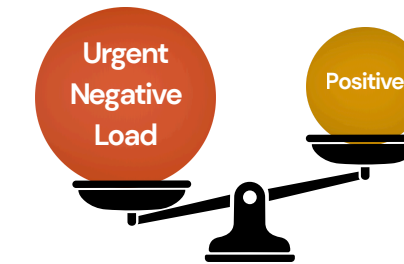


### The Power of "We"



**Shared Strategy:** Both NGOs avoid "I", using inclusive "we" to reduce distance from the public.

### Emotional Polarity in Discourse



## Audience Projection: Mobilizing the Community



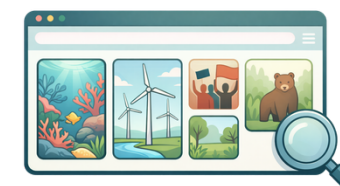
### Reader Proximity & Visuals

Reader as Equal: Uses 'you/your' more frequently to treat readers as community members.



### High Visual Connectivity

73% of posts include multimedia To provide "realism" and verify the NGOs' claims.



### From Reading to Acting

Both NGOs use "Directives" to convert followers into activists.

### Action Oriented Dialogicity



Prompting participation: Uses imperatives like 'Join the movement' for immediate action.