# Boiled Frog – Content Ideas

Target audience is our youth, the future generation(s) that will suffer the greatest impact. Focus every page with engaging and interactive content – use minimal text, maximize images, graphics, animations and videos. Where there is text, employ short, plain and ‘hard-hitting’ language.

## Writing Style – Millennium Target Audience

* Looks are everything - develop a unique, attractive web space. Aesthetics are critical!
* Focus and KISS – meet needs and stop there. Provide links to supplementary information instead of explaining it in the post itself
* Structure so the main points can be gleaned on a quick scan even without reading full post
* Visual interest – high-quality images and videos
* Teach, don’t preach -be relatable and genuine in your writing. Don’t talk down or patronize the audience. Create an experience through your writing that is interesting, relatable, and shareable
* Separate tends from fads
* Optimize for sharing. Twitter-sized ‘pockets’ of information in your posts that help in getting it shared across social media platforms.
* Proofread
* Creep – stay current! Research popular keywords, keep track of trending headlines and hashtags on Twitter, and be aware of frequently shared or liked news items

## Content Ideas

* Video - passionate and youthful advocacy, e.g., UN speech
  + <https://www.facebook.com/bbcnews/videos/367615297354109/>
* Impact on developing countries, the poor and those least resources to cope
* Impact on available drinkable water (e.g., flooding)
* Financial and economic consequences
  + Damage to property and infrastructure
  + Impact of temperatures and precipitation levels on industry sectors such as agriculture, forestry, energy and tourism (e.g., ski resorts like Whistler)
* Impact on wildlife - many plants and animal species are struggling to cope
* Mass migration of species to cooler climes has profound implications for society, pushing disease-carrying insects, crop pests and crucial pollinators into new areas. As climate change displaces everything from moose to microbes, it’s affecting human foods, businesses, and diseases
  + <https://news.nationalgeographic.com/2017/04/climate-change-species-migration-disease/>
  + <https://www.theguardian.com/environment/2017/mar/30/climate-change-global-reshuffle-of-wildlife-will-have-huge-impacts-on-humanity>
* Health consequences
* Unexpected consequences: <https://shar.es/aaNXK1>
* <https://www.youtube.com/playlist?list=PL9R0MYGYsvksSyU9BaVVd3Doz3QMdzep->
* <iframe width="640" height="360" src="https://www.youtube.com/embed/zpbsdVvEa8M" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
* <iframe width="1051" height="591" src="https://www.youtube.com/embed/ESGsS9alNqc" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>