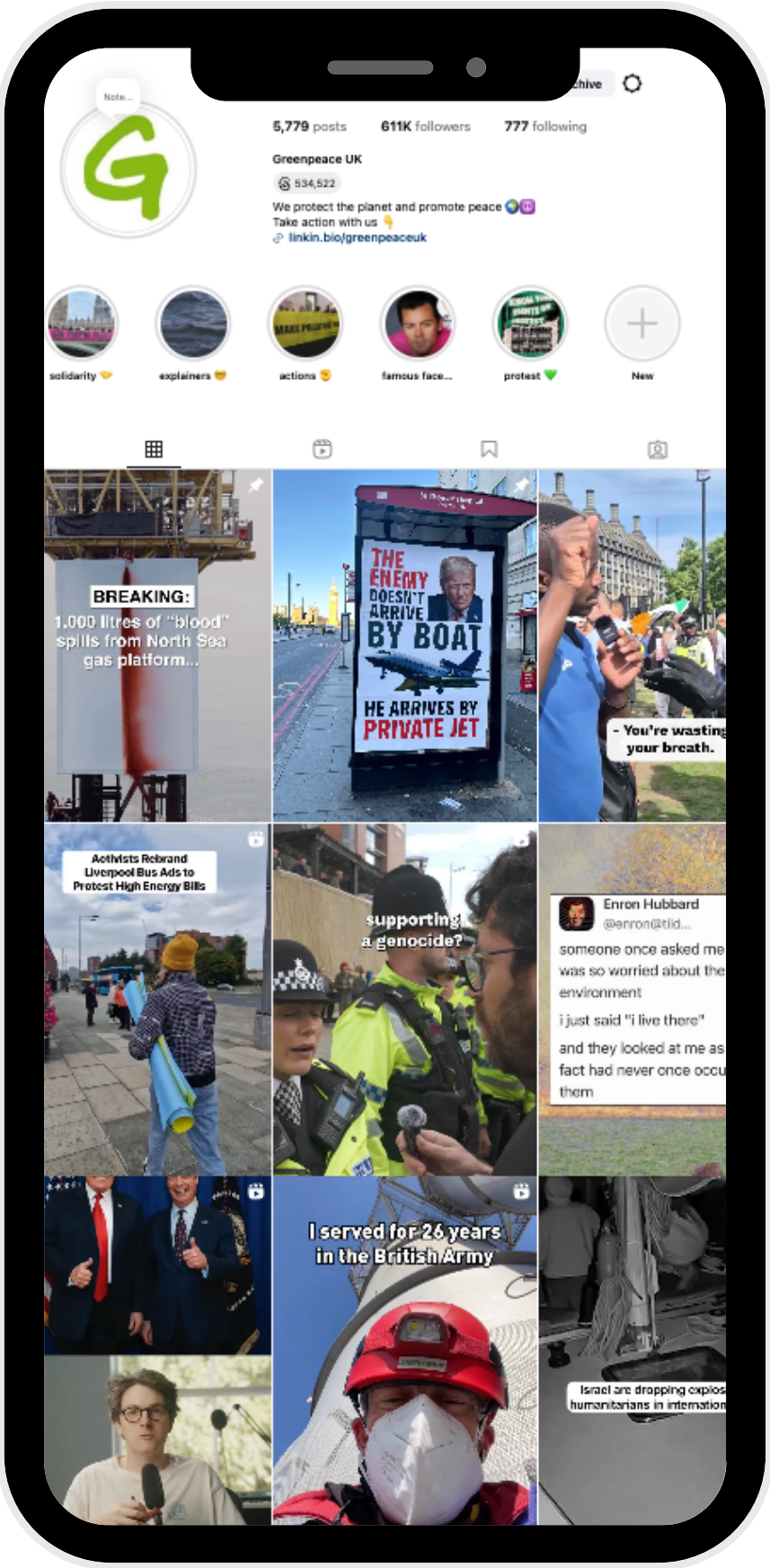


DATE
October 2025

Sam Wockner

Greenpeace



OUR IMPACT

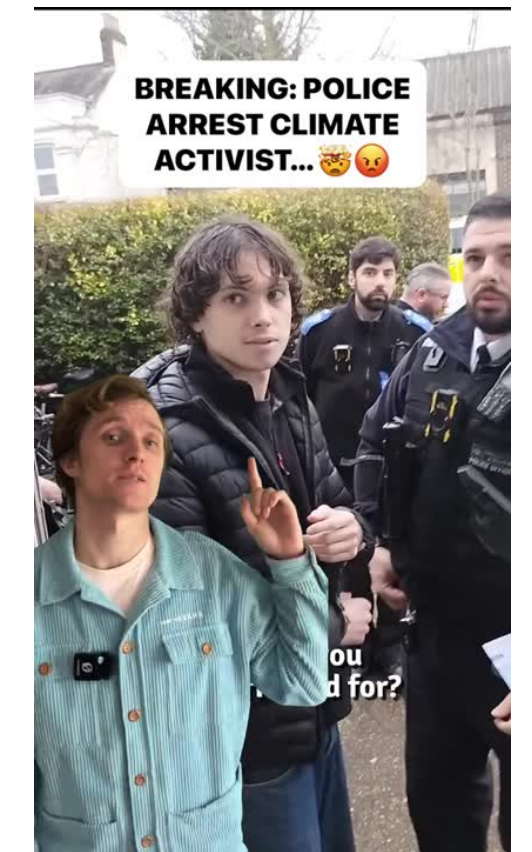
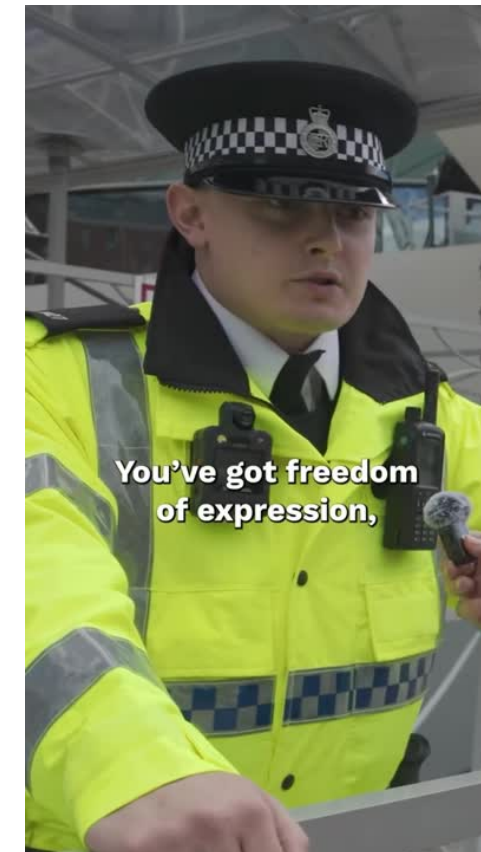
2025: our biggest year yet

Reach: 157M (+189%)

Engagement: 7.26M (214%)

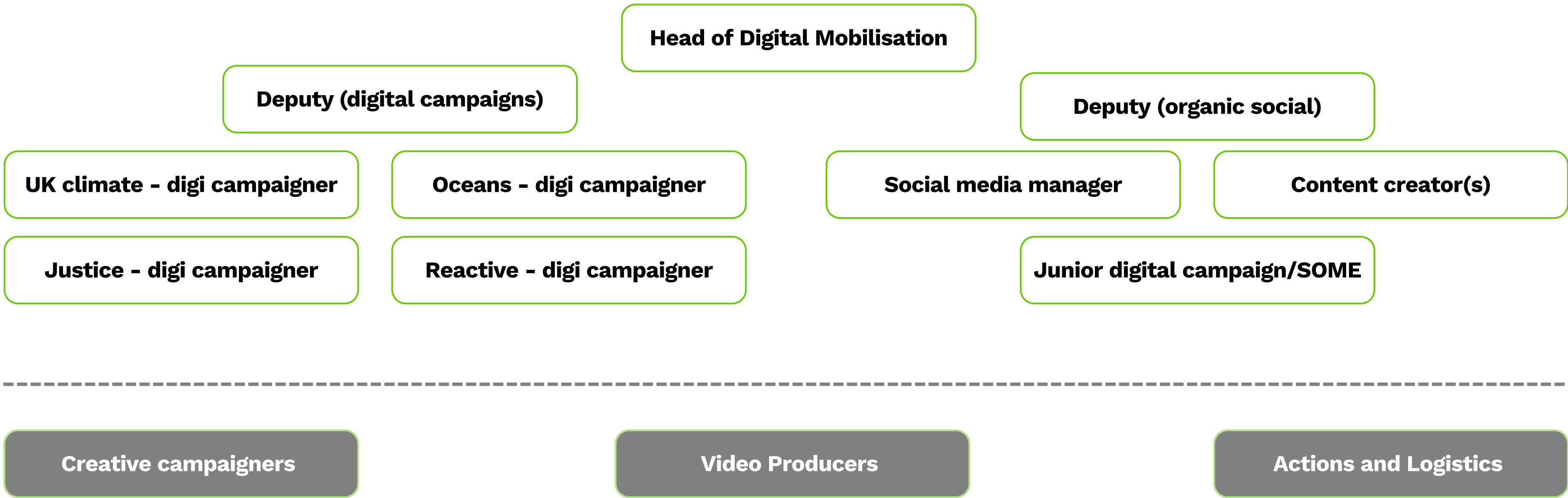
Petition signs: 141K (+98%)

New supporters: 27K (+55%)



OUR IMPACT

Team behind it



HOW WE WORK

Key Roles

Deputy - focused on social

Sets our strategy, quality control, makes sure all content follows the key needs eg: makes sense in 2 seconds, speaks to the value or emotion, what makes a good hook.

Content creators who are social natives

Able to script, film and edit. Have a knack for social, 'get it', come with ideas and fresh energy.

Social media manager

Manages the reflection and traffic flow. Becomes the expert on what formats work. Chronically online.

Digital campaigners

Understand the campaign, but from an audience perspective. Also make great presenters.

HOW WE WORK

Daily & Monthly Rhythms

Daily 30 minute huddles - “social response”

Scan the news, spot opportunities, build the muscle to respond. Assign people to stories.

Monthly social retros

What worked, what flopped, and why; learning as a team.

We love looking at vanity metrics

More reach → more engagement → more sign-ups.

Digital campaigner + content creator collab

Campaign vision + creator craft = sharper, faster content.

HOW WE WORK

Culture & Buy-in

Leadership carries the buy-in

Managers own the sign-off battle, so staff can focus on ideas.

Show, don't tell

Testing ideas helps build trust and make new approaches feel achievable.

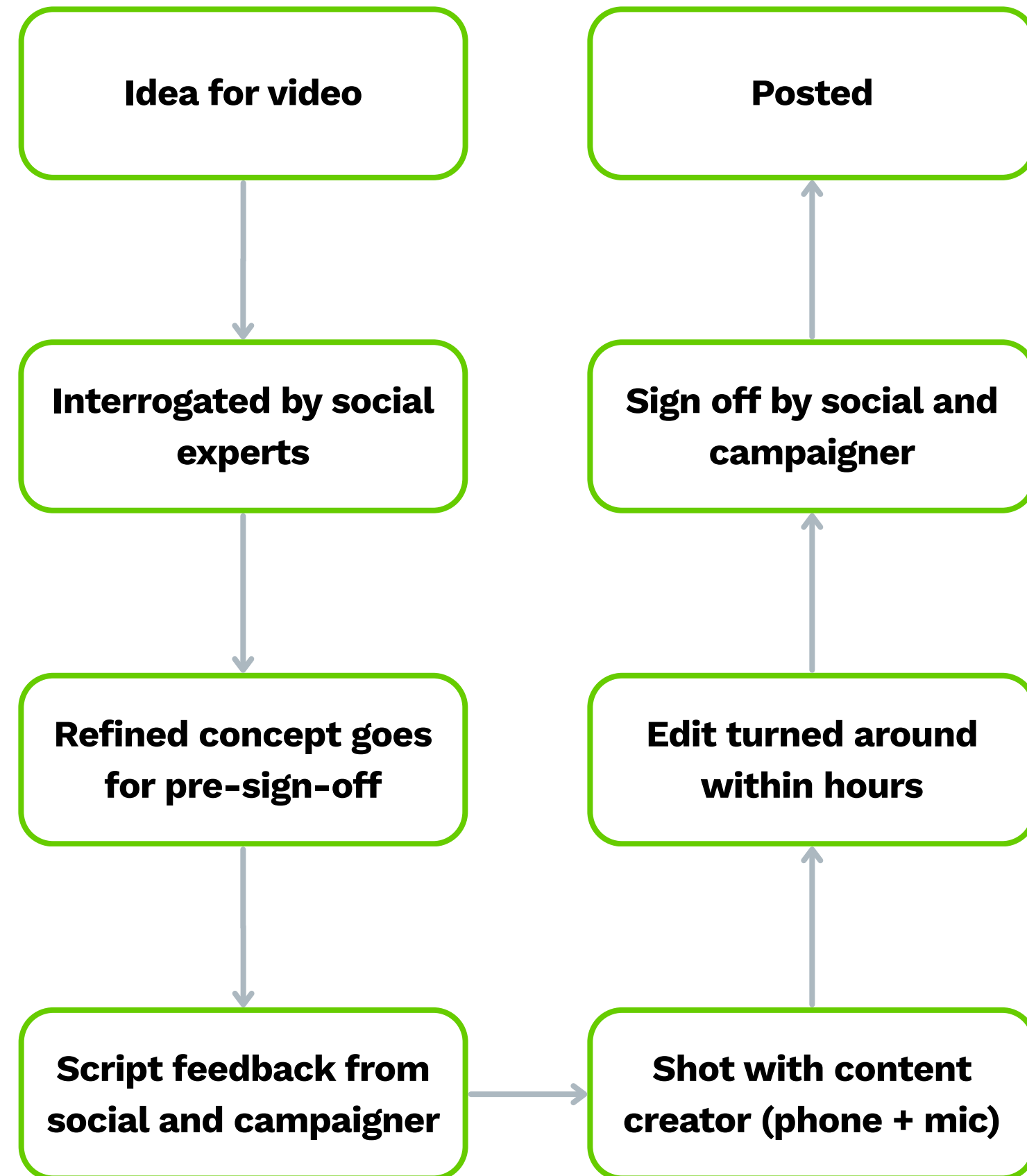
Invest in your people and skills

Skills, training and shared language unlock creativity under pressure.

Set the ar for impact

Someone has to think about how the message lands. What works in two seconds? Does it spark emotion? If not, cut or sharpen it.

FROM IDEA TO POST



Sam Wockner (find me on LinkedIn)

Thank you

