

DA 'ChangeEco' Instagram Upload Timeline

Date of Upload	Context of the Upload	Response to the Upload
22/8/22 - 1st upload on ChangeEco. (Week 5)	'Global Warming & Rising Temperatures'. <ul style="list-style-type: none"> - Why the Middle East may be too hot to live in by the end of the century. 	<ul style="list-style-type: none"> - 66 likes - 2 shares - 2 saves - Reached 507 accounts/engaged 67 of them.
26/8/22 - 2nd upload on ChangeEco. (Week 5)	'Heatwave & Global Warming' <ul style="list-style-type: none"> - Record-breaking heatwaves in Europe will be the norm by 2035, analysis shows. 	<ul style="list-style-type: none"> - 79 likes - 2 comments - 14 shares - 3 saves - Reached 683 accounts/engaged 85 of them.
29/8/22 - 3rd upload on ChangeEco. (Week 6)	'Floods & Natural Disasters' <ul style="list-style-type: none"> - Pakistan floods hit 33 million people in the worst disaster in a decade, minister says. 	<ul style="list-style-type: none"> - 74 likes - 5 comments - 8 shares - 0 saves - Reached 665 accounts/engaged with 76 of them.
29/8/22 - 4th upload on ChangeEco. (Week 6)	'Global Warming & Satellite Imagery' <ul style="list-style-type: none"> - Pakistan's deadly floods have created a massive 100km-wide inland lake, satellite images show. 	<ul style="list-style-type: none"> - 100 likes - 3 comments - 21 shares - 4 saves - Reached 867 accounts/engaged with 109 of them.
5/9/22 - 5th upload on ChangeEco. (Week 7)	'Climate Reports & Communication' <ul style="list-style-type: none"> - IPCC reports are a climate science beacon. So why do these scientists say they have to stop?. 	<ul style="list-style-type: none"> - 66 likes - 1 comment - 8 shares - 3 saves - Reached 801 accounts/engaged with 71 of them.
8/9/22 - 6th upload on ChangeEco (Week 7)	'Climate Deception & Corporations' <ul style="list-style-type: none"> - Big oil companies are spending millions to appear 'green'. Their investments tell a different story, the report shows. 	<ul style="list-style-type: none"> - 65 likes - 1 comments - 9 shares - 5 saves - Reached 592 accounts/engaged with 74 of them.
12/9/22 - 7th upload on ChangeEco (Week 8)	'Climate Crisis' <ul style="list-style-type: none"> - World on brink of five 'disastrous' climate tipping points, study finds. 	<ul style="list-style-type: none"> - 88 likes - 3 comments - 17 shares - 10 saves - Reached 932

		accounts/engaged with 95 of them.
15/9/22 - 8th upload on ChangeEco (Week 8)	<p>'Extreme Weather & Climate Prediction'</p> <ul style="list-style-type: none"> - Australians are bracing for more pain from rain this summer as third La Nina confirmed. 	<ul style="list-style-type: none"> - 58 likes - 2 comments - 5 shares - 3 saves - Reached 775 accounts/engaged with 63 of them.
16/9/22 - 9th upload on ChangeEco (Week 8)	<p>'Climate Crisis & Aid'</p> <ul style="list-style-type: none"> - Experts slam 'pittance' in aid to Pakistan as they find the climate crisis played a role in floods. 	<ul style="list-style-type: none"> - 75 likes - 2 comments - 8 shares - 2 saves - Reached 643 accounts/engaged with 80 of them.
19/9/22 - 10th upload on ChangeEco (Week 9)	<p>'Fossil Fuels & Greenhouse Gases'</p> <ul style="list-style-type: none"> - Burning world's fossil fuel reserves could emit 3.5tn tons of greenhouse gas. 	<ul style="list-style-type: none"> - 46 likes - 1 comment - 3 shares - 0 saves - Reached 389 accounts/engaged with 48 of them.
21/9/22 - 11th upload on ChangeEco (Week 9)	<p>'Fossil Fuels & Rich Economies'</p> <ul style="list-style-type: none"> - Tax fossil fuel companies 'feasting' on profits as 'planet burns' and power bills soar, UN chief urges. 	<ul style="list-style-type: none"> - 49 likes - 2 comments - 10 shares - 1 save - Reached 307 accounts/engaged with 51 of them.
23/9/22 - 12th upload on ChangeEco (Week 9)	<p>'Pollution & Eco-Friendly Solutions'</p> <ul style="list-style-type: none"> - Single-use plastic is wreaking havoc on the planet. Here's what you can do to minimise your impact. 	<ul style="list-style-type: none"> - 55 likes - 2 comments - 10 shares - 1 save - Reached 413 accounts/engaged with 59 of them.
27/9/22 - 13th upload on ChangeEco (Mid-Session Recess)	<p>'Energy & Climate Crisis'</p> <ul style="list-style-type: none"> - Huge expansion of oil pipelines endangering climate, says report. 	<ul style="list-style-type: none"> - 52 likes - 1 comment - 4 shares - 2 saves - Reached 490 accounts/engaged with 54 of them.
28/9/22 - 14th upload on ChangeEco (Mid-Session Recess)	<p>'Net Zero & Climate Targets'</p> <ul style="list-style-type: none"> - Australia urged to adopt 75% emissions reduction target by 	<ul style="list-style-type: none"> - 67 likes - 1 comment - 2 shares

	2035 if it is to reach net zero.	<ul style="list-style-type: none"> - 1 save - Reached 479 accounts/engaged with 70 of them.
2/10/22 - 15th upload on ChangeEco (Mid-Session Recess)	<p>'Video'</p> <ul style="list-style-type: none"> - Hurricane Ian slammed into the Gulf Coast of Florida. 	<ul style="list-style-type: none"> - Duration, 2:10 - 1587 views - 65 likes - 4 comments - 1 share - 3 saves - Reached 1591 accounts/73 content interactions.
3/10/22 - 16th upload on ChangeEco (Week 10)	<p>'Electric/Hybrid & Low Emission Vehicles'</p> <ul style="list-style-type: none"> - The American EV boom is about to begin. Does the US have the power to charge it?. 	<ul style="list-style-type: none"> - 21 likes - 1 comment - 0 shares - 2 saves - Reached 400 accounts/engaged with 23 of them.
4/10/22 - 17th upload on ChangeEco (Week 10)	<p>'Climate Agreements & Policies'</p> <ul style="list-style-type: none"> - Almost 200 nations are set to tackle climate change at COP27 in Egypt. Is this just a talkfest, or does the meeting actually matter?. 	<ul style="list-style-type: none"> - 61 likes - 1 comment - 6 shares - 2 saves - Reached 693 accounts/engaged with 64 of them.
7/10/22 - 18th upload on ChangeEco (Week 10)	<p>'Video'</p> <ul style="list-style-type: none"> - Yahoo News; documenting the climate changes over the 2021-2022 summer in Europe and parts of Asia. 	<ul style="list-style-type: none"> - 267 views - 25 likes - 2 comments - Reached 250 accounts/engaged with 26 of them.
10/10/22 - 19th upload on ChangeEco (Week 11)	<p>'Global Warming & Heatwaves'</p> <ul style="list-style-type: none"> - Phoenix, 'Arizona' could see the deadliest year for heat deaths after sweltering summer. 	<ul style="list-style-type: none"> - 92 likes - 11 comments - 11 shares - 3 saves - Reached 934 accounts/engaged with 105 of them.
13/10/22 - 20th upload on ChangeEco (Week 11)	<p>'Energy & Climate Services'</p> <ul style="list-style-type: none"> - Climate change puts energy security at risk. 	<ul style="list-style-type: none"> - 54 likes - 2 comments - 0 shares - 1 save - Reached 596 accounts/engaged with 56 of them.
14/10/22 - 21st upload on	'Wildfire Conservation & Climate	<ul style="list-style-type: none"> - 52 likes

ChangeEco (Week 11)	Impacts' - Global wildfire populations have declined by 69% since 1970, WWF report finds.	- 1 comment - 2 shares - 3 saves - Reached 697 accounts/engaged with 54 of them.
17/10/22 - 22nd upload on ChangeEco (Week 12)	'Carbon Capture & Natural Solutions' - Climate change: Can an enormous seaweed farm help curb it?	- 96 likes - 2 comments - 15 shares - 2 saves - Reached 813 accounts/engaged with 101 of them.
19/10/22 - 23rd upload on ChangeEco (Week 12)	'Green Energy & Renewables' - Clean energy has a Tipping Point and 87 countries have reached it.	- 39 likes - 1 comment - 0 shares - 1 save - Reached 250 accounts/engaged 42 of them.

- 8/8/22 - DA project was chosen (ChangeEco Climate Change Instagram page)
- 12/8/22 - Project Pitch was written up and submitted.
- 17/8/22 - First Tweet was uploaded for my online persona project. Upload was (a video from 1985, Carl Sagan testifying before congress on climate change), using the #BCM206 hashtag.
- 22/8/22 - First Instagram post was created and uploaded onto the ChangeEco instagram page.
- 22/8/22 - 2 Twitter uploads were published online, one being my instagram post and another highlighting (the effects of global warming on our glaciers, especially the ones in Germany which experts believe will be soon gone).
- 26/8/22 - Second Instagram post was created and uploaded onto ChangeEco, 'Record-breaking heat wave in Europe will be the norm by 2035', sourced via CNN Climate.
- 26/8/22 - Tweet uploaded detailing my ChangeEco upload of the European Summer heat wave.
- 29/8/22 - Instagram account 'deerandtheantelope' posted a story on their page and tagged ChangeEco. Repost was made on the ChangeEco page.
- 29/8/22 - Third upload was created and uploaded onto ChangeEco, Floods in Pakistan.
- 4/9/22 - Feedback from DA pitch, decided i'm going to use relevant hashtags for my posts to gain more attention from audience and potential audience users. Use of stories to give followers the ability to see my posts if they haven't already in their Instagram feed. Shares are increasing by each upload which will help with my audience reach.
- 12/9/22 - After conducting external research on how to best "interact and grow my DA platform via Instagram, as well as connect with other audiences and users" I have decided to upload constantly every monday, wednesday and once on the weekend,

(3 times a week). This will give my account the extra online activity it needs to help grow the page to other users who I haven't connected with yet.