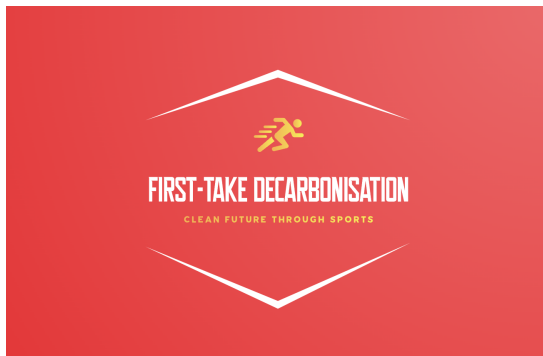


DA “First-Take Decarbonisation” Instagram and TikTok Upload Timeline & Research/Findings

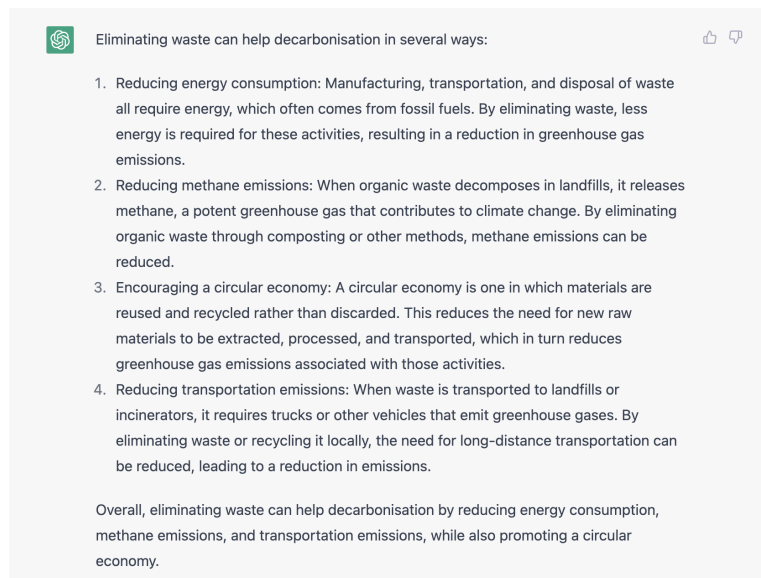
- 9/3/23
 - After week 2 tutorial and everyone putting ideas in was super helpful to stimulate some ideas of my own. I was thinking something along the lines of using the sporting industry as my focus and how teams/companies within sport are helping influence the decarbonisation topic.
 - In terms of my delivery I was thinking of doing a weekly or fortnightly mini podcast/video where I talk about a new sporting company or team each week/fortnight that's making an impact. Whether that's with their clothing, distribution or even outside organisations that they are supporting tackle the decarbonisation issue.
 - Also, in terms of my multi platform delivery I could use Instagram to upload images each week/fortnight of that particular team/company to help give a visual take to what I am talking about in my videos.
- 12/3/23
 - Decision to choose TikTok as my platform of use to upload my weekly/fortnightly ‘short’ podcast videos, supported by Instagram as a use to deliver images and other visual images/videos to my audience.
 - Creation of the name “First-Take Decarbonisation” for my DA where I will be publishing on both Instagram and TikTok accounts.
 - Both a TikTok account and an Instagram account were established.
 - Development of a “First-Take Decarbonisation” Logo for both my TikTok Podcast account and Instagram account. Did further research into the most ‘eye catching colours’ that were red and orange and a decision to use those colours for my logo was made.



- 13/3/23
 - Background research done on what company/sport team I will first start with.
- 14/3/23
 - Nike is the first company I have chosen to start with. “How Nike is Paving the Way to a Zero Carbon & Zero Waste Future”, written by Man of Many. ><https://manofmany.com/fashion/sneakers/nike-zero-carbon-zero-waste-future#:~:text=A%20greenhouse%20gas%20called%20SF6,built%20toward%20a%20sustainable%20future>.
 - Followed multiple other accounts on both First Take TikTok and Instagram platforms. Those accounts included companies such as Nike, Under Armour

and other like minded companies, teams and organisations who are making an effort to help with the climate change crisis.

- 23/3/23
 - First upload onto Instagram. Nike. Podcast to be released on TikTok Sunday 27/3/23.
 - Following like-minded users and accounts on both TikTok and Instagram to gain interactions via posts.
 - <https://www.elle.com.au/fashion/sustainable-activewear-brands-22997> (Sustainable Activewear Brands). Finding other sustainable activewear brands on social media and interacting with them and their users.
- 24/3/23
 - <https://about.nike.com/en/impact/initiatives/eliminating-waste> (Eliminating Waste) - how does that connect to decarbonisation and how has Nike taken direct action against it.
 - <https://kingcounty.gov/depts/dnrp/solid-waste/programs/climate/climate-change-recycling.aspx#:~:text=Waste%20prevention%20and%20smart%20shopping,process%20materials%20to%20manufacture%20products>. (Eliminating Waste link to decarbonisation)



- 30/4/23
 - 2nd week instagram upload (Patagonia) used relevant hashtags with this week's post, unlike last week to see whether they will draw more user interactions to the post.
- 2/4/23
 - Podcast talking about Patagonia was uploaded. Used more frequent and higher viewed hashtags this post to help increase user interactions with my podcast upload.
- 9/4/23
 - The 3rd podcast was uploaded onto TikTok which was focused on Major League Baseball. This week's podcast focused on direct action solutions that the MLB is using such as renovating stadiums and changing, minimising their flight distance and usage.

- 13/4/23
 - The 4th podcast topic, Adidas. In this week's podcast we'll look more into not just Adidas' commitment to decarbonisation and climate change but what directly they are doing to impact it. What developments and changes have Adidas made to contribute to limiting decarbonisation.
 - <https://www.adidas-group.com/en/sustainability/environmental-impacts/climate-change-and-decarbonization/#/own-operations/>
 - <https://www.gameplan-a.com/2022/07/how-adidas-is-striving-to-become-a-climate-neutral-company/>
- 19/4/23
 - NEW DISCOVERY: Last week's Instagram and TikTok uploads both under-performed in user interaction and feedback in comparison to the past few weeks. That week's topic was on Adidas and their decarbonisation efforts as well as their sustainable line 'MyFlex'. Why is that? I had previously spoken about other brands like Nike and Patongia but why didn't Adidas grab as much attention?
- 22/5/23
 - TikTok changed and removed the ability to create voiceover sound on photos, stopping me from creating my last podcast episode on David Pocock. Also, when I decided to create a photo template of multiple photos of David, climate change images, etc I was informed that TikTok was no longer able to process this type of video/upload. My account was informed by TikTok that there was an 'analytics update' which removed that setting from TikTok in order to allow for more advanced view and video insights by hour and day on the platform.

Date of Upload :	Context of the Upload :	Response to the Upload :
Week 4: 23/3/23 (Instagram) 26/3/23 (TikTok)	Nike and their business model to make a difference to a zero carbon and zero waste future. How does this help decarbonisation? Podcast to be uploaded Sunday 26/3/23.	(Instagram) - 5 followers, 8 accounts engaged, 1 like (TikTok) - 1 follower, 6 likes, 241 views
Week 5: 30/3/23 (Instagram) 2/4/23 (TikTok)	Patagonia, how are they making a direct impact to tackle decarbonization? Initiatives include: reducing emissions, advocating for climate policy, sustainable products and donating to environmental programs. Podcast uploaded Sunday 2/4/23	(Instagram) - 1 like, 0 new followers, 4 accounts engaged (TikTok) - 3 followers gained (4 total), 18 likes (24 total), 1 saved video, 396 views.
Week 6: 5/4/23 (Instagram) 9/4/23 (TikTok)	Major League Baseball, how is the league adapting to the changing environment of climate change and directly helping decarbonisation?	(Instagram) - 1 like, 1 comment, 5 accounts reached, 1 new follower (6 total followers). (TikTok) - 0 followers gained, 16 likes (40 total), 467 views.

<p>NON-Teaching Week:</p> <p>12/4/23 (Instagram)</p> <p>15/4/23 (TikTok)</p>	<p>The fourth episode included insight into Adidas and their efforts to address decarbonisation. In this week's episode I also touched on Adidas's 'MyFlex' innovation material that they have introduced into their sustainable material/eco-friendly clothing line.</p>	<p>(Instagram) - 1 like, 1 comment, 3 accounts reached, 4 new followers (10 total followers).</p> <p>(TikTok) - 0 followers gained, 2 likes, (42 total), 179 views.</p>
<p>Week 7:</p> <p>19/4/23 (Instagram)</p> <p>23/4/23 (TikTok)</p>	<p>The fifth episode touched on the Olympic Games and their role in combating climate change and decarbonisation. This week's episode also touched on how the Olympic Games are making progress towards decarbonisation efforts such as future sustainable olympic hosts, transportation throughout the games and events powered by energy efficient systems. The future of the Olympic Games and the impacts it will face climate wise such as host locations for the Winter Olympic Games were also talked about in this week's episode.</p>	<p>(Instagram) - 3 likes, 1 comment, 9 accounts reached, 2 new followers (12 total followers).</p> <p>(TikTok) - 0 followers gained, 8 likes (50 total), 12 comments, 1426 views.</p>
<p>Week 8:</p> <p>26/4/23 (Instagram)</p> <p>1/5/23 (TikTok)</p>	<p>EnGo Planet, a clean tech company that is contributing to decarbonization efforts in the sports industry, particularly in the World Cup. As we know, the World Cup is one of the largest sporting events in the world and has a massive carbon footprint due to the energy consumption required to power the tournament, transportation of fans, and the construction of new facilities. That's why EnGo Planet's innovative solar and kinetic energy products, such as streetlights and benches that use solar panels and kinetic tiles to generate electricity, are a game changer.</p>	<p>(Instagram) - 2 likes, 1 comment, 1 reel (1 like, 3 views), 8 accounts reached, 0 new followers (12 total followers).</p> <p>(TikTok) - 0 followers gained, 4 likes, (54 total), 0 comments, 347 views.</p>
<p>Week 9:</p> <p>3/5/23 (Instagram)</p> <p>7/5/23 (TikTok)</p>	<p>The impact of climate change on the future of sports, including rising temperatures, extreme weather events, and changing landscapes. These changes pose a threat to the safety and wellbeing of athletes and spectators, as well as the sustainability of the sports industry as a whole.</p>	<p>(Instagram) - 2 likes, 2 comments, 1 save, 36 accounts reached, 0 new followers (11 total followers).</p> <p>(TikTok) - 1 follower gained (5 total), 12 likes, (66 total), 460 views.</p>

	<p>ASICS, a sports apparel and footwear company, is taking steps to reduce its environmental impact and promote sustainability. One example is the company's use of recycled materials in its products, such as recycled polyester and recycled rubber. Additionally, ASICS has set a goal to reduce its greenhouse gas emissions by 30% by 2030 and to achieve carbon neutrality by 2050. Tread Lightly and ASICS are working together to promote sustainable practices in the sports industry and reduce the environmental impact of sports.</p> <p>Tread Lightly uses a variety of methods and technologies to help combat climate change and minimise the environmental impact of sports. For example, they promote sustainable transportation options such as carpooling and public transit to reduce carbon emissions from transportation. They also encourage the use of reusable products and the reduction of single-use plastics to minimise waste.</p>	
<p>Week 10: 11/5/23 (Instagram) 14/5/23 (TikTok)</p>	<p>The Forest Green Rovers have been recognised by the United Nations Framework Convention on Climate Change (UNFCCC) as the world's greenest football club, due to their commitment to environmental sustainability. The club's connection to the UNFCCC began in 2015 when they signed up for the Climate Neutral Now initiative, which is a partnership between the UNFCCC and the United Nations Environment Programme (UNEP).</p> <p>The Forest Green Rovers have implemented a number of initiatives aimed at reducing their carbon footprint and promoting sustainability.</p>	<p>(Instagram) - 2 likes, 1 comment, 1 save, 7 accounts reached, 3 new followers (14 total).</p> <p>(TikTok) - 1 follower gained (6 total), 42 likes (108 total), 2 comments, 2 saves, 1553 views.</p>

<p>Week 11:</p> <p>18/5/23 (Instagram)</p> <p>22/5/23 (TikTok)</p>	<p>One of the key initiatives Pocock has been involved in is the "Climate Leaders" campaign. As a founding member, he has rallied together 250 high-profile Australian athletes from various sports, including surfing world champion Mick Fanning. This diverse group of athletes leverages their influence and collective platform to push the narrative surrounding climate change and decarbonisation.</p>	
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