

## PE 9: Social Media

Saranac Lake CSC Instagram: <https://www.instagram.com/climatesmartsl/?hl=en>

The Saranac Lake Climate Smart Communities Task Force Instagram, @climatesmartsl, is dedicated to sharing the positive climate accomplishments the Village and Task Force have achieved. The page posts about climate events, eco infrastructure, and environmentally friendly inspiration to inform the public about how to lower their carbon footprints. The account has been active since May of 2019. The page is managed in partnership with Village staff and two high school students on the Task Force: Cedar Young and Tucker Jakobe.

This page has highlighted clean energy and climate initiatives including:

- **Educational events and challenges** ([Earth Day 2020 Event](#)), ([Local Drawdown EcoChallenge](#)), ([Climate Strike](#)), ([Local Biking Event](#)), ([High School Climate Strike](#)), ([Walk and Bike to School Month](#)), ([Plastic Free July](#))
- **Share local environmental infrastructure** ([Electric Car Charging Station](#)), ([Municipal Lighting Upgrades](#)), ([Wastewater Treatment Plant](#)), ([Composting Facility](#))
- **Climate Smart Communities High Impact Actions completed by the Village** ([CEC Benchmarking](#)), ([CEC Clean Fleets](#)), ([CEC Unified Solar](#)), ([Energy Code Enforcement Training](#)), ([CEC Solarize, Clean Heating and Cooling, or Solar for All Campaigns](#))
- **Eco-friendly inspiration and education** ([Offsetting](#)), ([Adopt-a-Highway](#)), ([Plastic Bag Ban](#)), ([Terracycle](#)), ([Aquatic Invasive Species Management](#)), ([Google: Your Plan, Your Planet](#)), ([Simple Tips](#))
- **Farmers market** ([Summer Market](#)), ([Fall and Winter Market](#))

Stories are saved on the @climatesmartsl page to show upcoming and past events, climate friendly memes to appeal to younger audiences, sustainability motivation and easy eco swaps.