



Social Media Guide

On 30 July, Shell will announce its latest profits

Every heatwave is a reminder that the climate crisis isn't a future problem, it's affecting people right now.

While communities are dealing with dangerous temperatures, Shell continues to make billions from oil and gas – and it has plans to develop hundreds of new fields. The company will report its latest profits on 30 July, at the same time parts of southern England are expected to continue facing extreme temperatures.

On the day of the profits announcement, and every heatwave that follows it, we're making sure people connect extreme heat with the companies driving the climate crisis. We also want people to see that renewable energy is the solution.

Most people already recognise that the climate crisis is making heatwaves like this more likely. Our role is to **help people connect those experiences with who's driving the climate crisis, and the renewable energy solutions we need.**

Step 1: Start a conversation

One of the best ways to get people talking is to post about your own experience of the heatwave and ask an open-ended question.

People are much more likely to respond when a post feels personal rather than political.

You could mention things like:

- A hot home that's difficult to cool down
- Travelling in the heat
- Children or schools being affected
- Pets struggling in the heat
- Local parks turning brown

- Water shortages
- Changes you've noticed over the years

Then end your post with a question that invites people to share their own experiences.

Conversation starters

- How is the heatwave affecting you this week? My flat has been an absolute sauna.
- Has your workplace or your children's school changed anything because of the heat?
- How are people staying cool? Every lido near me seems fully booked!
- What's been the biggest impact of the heatwave for you?
- Do you think our towns and cities are prepared for hotter summers?
- Have you noticed weather like this becoming more common?
- What's one thing you'd like to see change before the next heatwave?

Don't worry about mentioning Shell straight away. The goal is to get people talking first, you can always build on the conversation in the comments.

Top tip: Posts with photos or videos usually reach more people. It could be a photo of your thermometer, a local park that's turned brown, your fan working overtime, or even a screenshot showing every local lido fully booked.

Step 2: Join existing conversations

People are already talking about this heatwave across social media. Spend 10–15 minutes looking for conversations you can naturally join.

Places to look include:

- Local Facebook groups
- Community WhatsApp groups
- Local newspaper Facebook pages
- Instagram posts from local media
- Posts from councils, schools or transport providers

Once people are already talking, add your own perspective. The strongest comments sound like something you'd genuinely say rather than campaign messaging.

For example:

- Feels wrong that communities are dealing with this while Shell announced billions in profits recently.

- Another heatwave while oil companies continue expanding.
- We need renewable energy, not more oil and gas.
- Hard to ignore the connection between these summers and companies still making huge profits from fossil fuels.

Keep it short, friendly and authentic. You don't need to mention every point in every comment. Often one simple sentence is enough to get people thinking.

Step 3: Keep the conversation going

If people reply, stay friendly and curious.

Ask questions like:

- Have you noticed summers changing where you live?
- Has this affected your family?
- What changes do you think would actually help?
- Should the government allow companies like Shell to open up new oil and gas fields in the North Sea?
- Would investing more in renewable energy make a difference?

The goal isn't to "win" an argument. It's to help more people connect their own experiences with what's driving the climate crisis, and the solutions available.

Step 4: Use memes to boost engagement

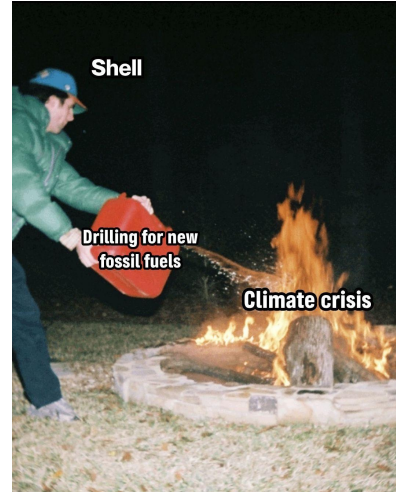
Humour helps people stop scrolling.

We've created a small pack of memes you can post or adapt across Facebook, Instagram and X.



bus drivers trying
to cool down in
35C heat

meanwhile, Shell



👉 [Download the meme pack here](#)

Feel free to personalise captions with your own thoughts or local experiences.

Report your activity

Please complete the activity report after you've posted!

Include:

- Number of posts you created across platforms
- Total number of likes, comments and shares
- Links to posts that performed well

This helps us understand which messages are resonating and build an even stronger campaign together.