



# Social media communications

We share content and experiences on our social media and other media aiming to educate people about agroecology, our activities and regeneration, and with a deep and respectful view of nature and our role in it.



## Our purpose

Achieve a narrative thread between the themes of agroecology, regenerative systems and nature-based learning models. ●

Share content and experiences that occur at FAI for educational purposes through our different communication channels. ●

Convey sensory experiences through words, images, music and art. ●

## Our actions

We plan an annual communications strategy with a new theme every month linked by one overall narrative thread.

With each post we aim to involve the general public, sharing questions and interactions on our social media. We do this by sharing stories, images and short narrations about the

characteristics of the Atlantic Rainforest biome. We also introduce the leaders and key players who make FAI's actions possible.

All our posts are published in Spanish and English to be able to spread our content globally.

## Our edge

### Communicate to educate

Our communications are intended to be educational. We make sure the language we use is friendly and educational for all levels of learning and we place special emphasis on making all our communications attractive and relatable for young people.



## Biological clock

We communicate according to the biological clock of nature, meaning that in each publication we consider the seasons, ecosystemic changes and natural cycles.

## Authentic depth

We communicate on our social media in depth, posting images, sounds and words that take the public beyond the limits of the screen. This way, we create the conditions for people to have an intimate, sensory experience like the one we encourage at FAI. The goal is to bring people closer through digital media to the live immersion experience at the reserve.

## Horizons for regenerating

Our way of communicating stems from hope and joy. We want to motivate all generations to focus on the challenges of territory, the beauty of nature and the desire to walk down the path of ecosystemic regeneration.

## Our data

### SOCIAL MEDIA

 [/agroecologiaiguazu/](https://www.instagram.com/agroecologiaiguazu/)


### Instagram (monthly sections)

- FAIbulous Recommendations
- Meanwhile in the jungle...
- Regenerative Chronicles.
- Log of the Senses.
- Research in Action.

 [/agroecologiaiguazu/](https://www.facebook.com/agroecologiaiguazu/)

 [Linked in](https://www.linkedin.com/company/agroecologiaiguazu/)

Monthly press articles on cases of interest for digging deeper.

 [www.agroecologiaiguazu.org/](http://www.agroecologiaiguazu.org/)

