



Beat Climate Crisis Fatigue: 10 Inspiring Eco Experts to Follow on Social Media

By Megan Edwards
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On a global scale, January 2023 was one of the [warmest Januarys](#) on record over the past 175 years. Around the world we're seeing [unprecedented weather events](#), [population decline](#) amongst animal species, and alarming [rates of water pollution](#) that impact the health of millions of people. These issues demand serious attention—but the barrage of climate crisis headlines can often inspire more apathy than action.

Cue an unlikely source of climate optimism: social media. While the internet isn't always known for being a positive space, there are dozens, if not hundreds, of social media accounts that are injecting the climate conversation with much-needed creativity, hope, and joy. We've rounded up some of the best organizations and eco experts to follow so your daily scroll is filled with environmental news that aims to make this urgent issue more approachable. Stay up-to-date on the latest scientific research, discover impactful actions you can take to combat global warming, and learn about the activists who are galvanizing change across the planet by following these incredible accounts.

Natural Resources Defense Council (NRDC)

Since 1970, this coalition of scientists, lawyers, and activists has helped pass landmark legislation that protects the Earth's natural resources, such as the Clean Water Act of 1972. Through both political action and boots-on-the-ground projects, they work to protect wild spaces, serve communities most impacted by climate

change, and build a sustainable future. Their social media accounts feature helpful explainers and engaging infographics about key developments in environmental policy so you can stay abreast to the ever-evolving fight against climate change. Find them on [Instagram](#), [Facebook](#), and [Twitter](#).



Youth Climate Save

Genesis Butler is the 16-year-old Afro-Indigenous founder of this environmental and animal rights organization that's galvanizing younger generations to speak out about the climate crisis. Butler rose to global recognition after becoming one of the youngest people to give a TED Talk at just 10 years old about the connection between climate change and the animal agriculture industry. Youth Climate Save unites young people through education on how to adopt a vegan diet, why it's important to advocate for plant-based solutions both on and off the dinner table, and how to lobby political representatives to enact green policies. Their social pages include easily digestible breakdowns of recent environmental studies, animal conservation news, and engaging graphics that link the plight of farmed animals with the wellbeing of humans. Find them on [Instagram](#), [Facebook](#), and [Twitter](#).



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A post shared by Youth Climate Save (@youthclimatesave)

If you're curious about integrating the wisdom of Indigenous leaders into your understanding of the climate crisis, her social accounts offer an inside look at what's happening on First Nation reserves, the political action she's taking at both local and international levels, and interviews with other important activists who are dedicated to protecting our waterways. Find her on [Instagram](#), [Facebook](#), and [Twitter](#).

Sierra Club

Sierra Club's first president, renowned naturalist John Muir, helped found the organization in 1892 on the principle that everyone should have equal access to the wild places on our planet. Since then, this vast network of professional environmentalists and volunteers has fought to preserve parklands, support wildlife conservation, and prevent industrial interests from influencing climate policy. Follow them to increase your fluency in climate-related vocabulary, learn about interesting eco initiatives, and see how people around the country are organizing to protect Mother Earth. Find them on [Instagram](#), [Facebook](#), and [Twitter](#).

[View this post on Instagram](#)

A post shared by Sierra Club (@sierraclub)

[View this post on Instagram](#)

Autumn Peltier

Extreme weather events negatively impact our water supply—through both contamination and drought—which makes access to clean drinking a major concern in the climate conversation. Indigenous teen Autumn Peltier has made it her mission to advocate for healthy water systems on First Nation reservations in Canada and beyond. She is the chief water commissioner for the Anishinabek Nation, the subject of the short documentary film *The Water Walker*, and a top finalist for the 2022 International Children's Peace Prize. If

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A post shared by Autumn Peltier
(@autumn.peltier)

C40 cities

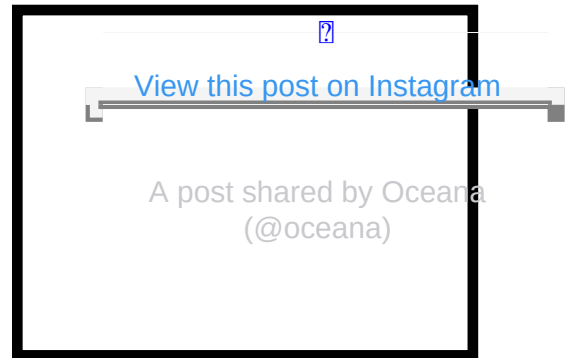
Nearly 100 mayors from major cities around the world have banded together to form C40, an organization dedicated to confronting the climate crisis through green legislation aimed at drastically reducing carbon emissions by 2030. Membership is based on performance-related requirements instead of admission fees, which means all the cities included in C40 are actively making strides to change their carbon footprint with eco-friendly initiatives that support thriving communities. Check out their social media for engaging ways you can contribute to lowering greenhouse gases and inspiring explainer graphics on initiatives being enacted around the world. Find them on [Instagram](#), [Facebook](#), and [Twitter](#).



Oceana

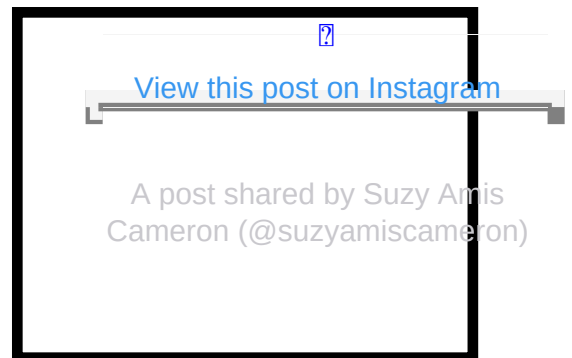
If you're passionate about preserving marine life, Oceana makes waves in the environmental realm by enacting policies that support the biodiversity of our oceans and waterways. Since its founding in 2001, the organization has protected nearly 4 million square miles of ocean and successfully implemented scientifically backed campaigns to reduce overfishing, decrease pollution, and restore marine habitats. Following their social media

accounts will provide you with incredible marine life facts, give you an inside look at current legislative actions, and introduce you to amazing people who have dedicated their lives to ensuring our oceans stay healthy. Find them on [Instagram](#), [Facebook](#), and [Twitter](#).



Suzy Amis Cameron

Author and environmental leader Suzy Cameron is a staunch advocate for plant-based diets to combat climate change. Her initiative, [One Meal a Day for the Planet](#), aims to educate people about the environmental benefits of a vegan lifestyle and expand the accessibility of plant-based foods. As the wife of acclaimed Hollywood director James Cameron, she also focuses on sustainable fashion and bringing conversations about the climate crisis out of board rooms and into mainstream spaces. Her accounts share interesting updates from the intersection of climate science, pop culture, and the plant-based food world. Find her on [Instagram](#), [Facebook](#), and [Twitter](#).



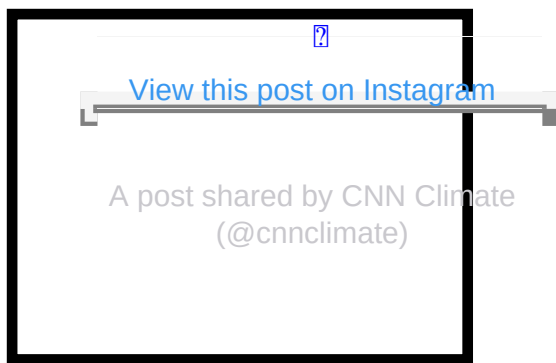
CNN Climate

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News junkies unite: CNN's dedicated climate-related Instagram account is a goldmine of real-time headlines and deep dives into all the latest scientific research. If you want a global perspective on the climate crisis that helps break down the latest stats and reports into digestible articles, then this is the account for you. The quality reporting, engaging photos, and no-nonsense graphics are perfect for people who want to engage with the latest environmental news from around the world. Find them on [Instagram](#).



Intersectional Environmentalist

Founded by Leah Thomas, a Black author, environmental leader, and social justice advocate, this environmental nonprofit has gained immense traction among young millennials and the Gen Z population on social media for their eye-catching graphics and holistic approach to the climate crisis. Intersectional Environmentalism engages in climate change actions through the lens of social justice by identifying how racism, sexism, and other systems of oppression inform the priorities of the eco movement. Their accounts highlight influential BIPOC climate activists, offer joyful and creative ways to engage in environmentalism, and give updates on the latest legislative action in a way that's palatable to everyone—not just the younger generation. Find them on [Instagram](#), [Facebook](#), and [Twitter](#).



UN Environment Programme

Interact with climate change news from around the world simply by scrolling through the United Nations' dedicated environmental social media accounts. The international organization, which is dedicated to maintaining peace and promoting social progress among countries, uses these platforms to share illuminating statistics, report on important legislative news, and showcase the voices of climate activists who are making the world a safer place to inhabit. Find them on [Instagram](#) and [Twitter](#).

