



Co-funded by the
Erasmus+ Programme
of the European Union

Social media

Question: Can social media be
eco-friendly?

The number of people who use social
media, increases exponentially each year.

Key Facts

- 4.33 billion users worldwide
- 2 hours and 24 minutes are spent on average per day
- produce 262 million Tons EqCO₂ per year
- equals 0.61% of the EqCO₂ emissions worldwide
- Average energy consumption per social media is 10.73 mAh
- used 740 TWh of electricity in 2018

Resulting Problems

- More energy consumption --> More CO₂ emissions --> damage to environment
- Increased usage of water (for cooling of IT devices)

What is eco-friendly social media?

- Eco friendly social media produces less carbon emissions
- Eco friendly social media doesn't try to manipulate people to stay online on social media (content recommendation algorithms)
- It must educate people about climate change by promoting such content

Current market situation

- Cloud providers have pledged to cut their carbon emissions.
- Some companies use green energy to power their servers.
- In some parts of the world, they are still largely powered from the burning of fossil fuels.
- Facebook has set goals to reduce its greenhouse gas emissions by 75 percent in 2020.

Start with yourself

- What can you do to reduce energy consumption on social media?

We can swap email attachments for links to documents, send SMS messages as they are the most environmentally friendly

- To track and limit time spent on phone, we can use the time tracking app Stayfree and other alternatives...
- 5 recommendations for everyday usage to reduce your carbon footprint:
 1. Try to talk to people face-to-face
 2. Write one longer text instead of many shorter ones
 3. Watch videos at lower resolution
 4. Limit the amount of posts
 5. Install time monitoring app to reduce the time spent on social media

Links:

<https://greenspector.com>

<https://www.bbc.com>