

## **Abstract**

Climate crisis is arguably one of the most pressing issues of our societies currently. As social media has become an important part of our everyday lives and is a tool with the capacity to influence the opinion and behaviour of people, this master thesis wants to explore how climate activists portray themselves on the visual social media platform Instagram and encourage offline green action among their followers. The research is based on the qualitative content analysis of 12 semi-structured interviews with young climate activists who use Instagram and the analysis of their posts. The thesis uses Goffman's presentation of self in an online context, internet activism, the personalisation of politics, social media influencers and climate communication as its theoretical framework. Results showed that climate activists not only use social media strategies of influencers on Instagram (often unwillingly), but also heavily rely on the personification of their messages and sharing aspects of their personal lives to establish connections with their followers. Climate activists interviewed qualified as micro-influencers, which allowed them to form deep relationships with their audience because of the small follower base and gave them the possibility to assess the extent of their impact on their audience's green behaviours and actions.

## **Keywords**

social media, Instagram, climate activists, influencers, micro-influencers, environment, presentation of self, personalisation of politics, green behaviour