



TurnUp ToolKit

**Messaging & Content Strategies for Gen Z
Climate Action Voter Mobilization Campaigns**

Based on 6-Week A/B Social Media Campaign Results (Summer 2025)

by
Max Kurzweil

CAMPAIGN GOAL

To identify the most resonant messages and high-performing platforms for reaching Gen Z audiences on climate action issues through grassroots, relational, and digital organizing.

Campaign Duration:

June 9, 2025 - July 25, 2025

Target Demographic:

Male and Female; Ages 17 - 30; Resident of New Jersey

Platforms Tested:

- TikTok
 - YouTube
 - Instagram (*Abandoned Due to Ad Rejection / Extensive Identification Requirements*)
 - Google Ads
 - Snapchat (*Abandoned Due to Inconsistent Policy Moderation / Political Restrictions*)
-

TOP 5 ACTIONABLE INSIGHTS

1. TikTok + YouTube outperform all other platforms in reach, engagement, and retention.
2. Attention Span / Hook: **Average of 3 to 4 seconds**
 - Engagement Hook must land in the first 3-4 seconds.
 - **For TikTok:** Rational dissonance was the most effective hook (coupled with trending audio and hashtags). Present a question, puzzle, or sudden, jarring piece of information and reveal purpose/call to action at the end (think Superbowl commercial)
 - **For YouTube:** Emotionally charged, cinematic content was the most effective hook (think Movie Trailers / Previews). One of the most common search terms over the course of the campaign was climate movies, so capitalize on this.
3. Full Watch-Through Rate: **Average of 3 to 5% of viewers**
 - Scale marketing/advertising to this. If you want 100 conversions (people visiting a website or clicking a link), you need an ad goal budget that gets a total campaign reach of at least 20,000-40,000 people.
4. **Charged emotional appeal** was the most effective way to draw people into text-based search ads.

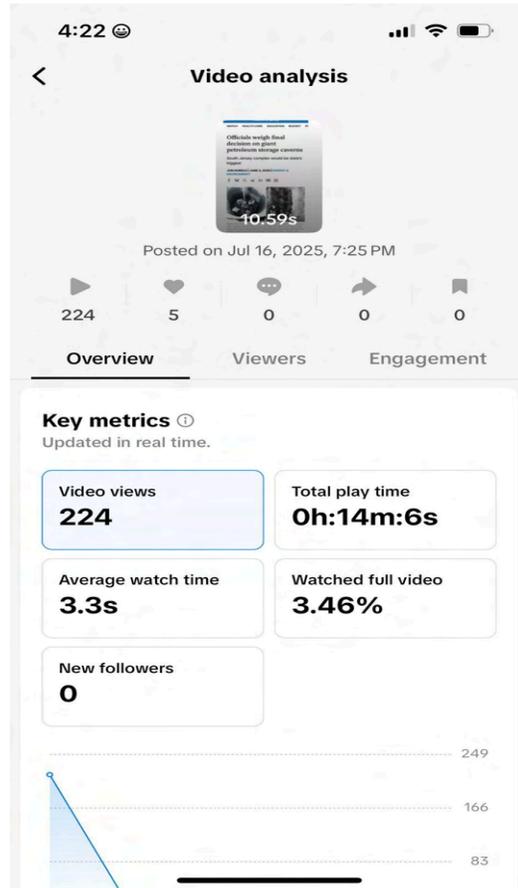
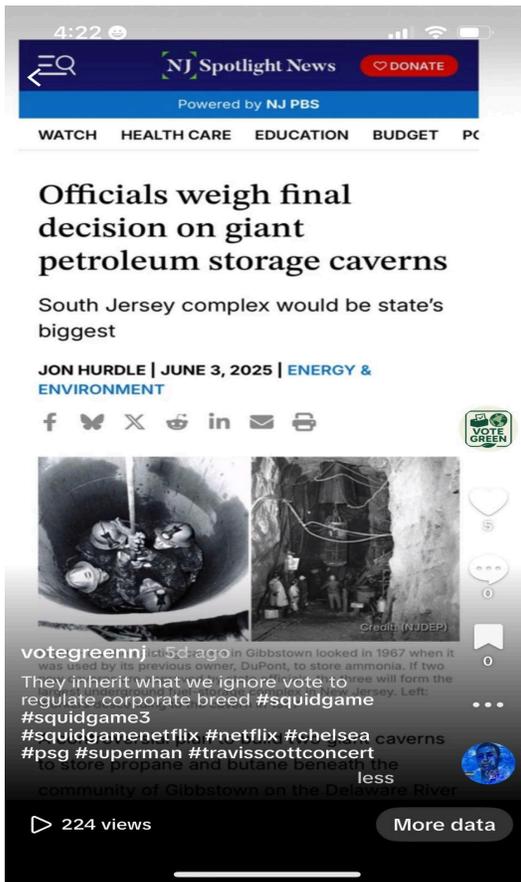
- Headlines and descriptions that worked best with click through rates linked to website visits included **charged language** (*fail, gaslighting, cancelled, safe space, triggered, lazy, main character energy, NPC, etc.*) and **accusatory language** (*“you stayed home, they didn’t”, “you didn’t vote, now you have to live with the consequences”, “if you don’t vote, you’re part of the problem”, “you’re siding with the oppressors”, “check your privilege”*)
- **You do not need to, and should not, include generic phrasing** like “click here to register”, “check your registration status now”, “are you registered to vote”, etc.
 - When you link a final website url that you want your ads to take people to, Google automatically associates content on your final destination to people searching for sites like yours.
 - Common search terms that showed ads were: *“how to register to vote”, “voting in nj”, “how to get proof of voter registration”, “am I registered”* - and none of these keywords were used in the ad itself.

5. TikTok was the best way to generate organic engagement without spending money; so for budget conscious campaigns, TikTok is the way to go.

- Ensure that you always review what is trending and try to **connect your message to a “hot topic”**
- Always use a **trending audio file**. I found it best to start by reviewing top audio trends each week and then creating an ad around that sound (such as “I Made You Look” by Meghan Trainor to show the progression of someone unconcerned with sustainable agriculture, to the same someone leading the creation of a new community garden in her community).
- **Review trending hashtags** on TikTok for every post made and include (at a minimum) the top 10 in your video. Also be sure to always include *#fyp* and *#foryoupage*. The hashtags don’t have to relate to your video, but they boost who sees your ads.

	Week	Platform	A/B Group	Type	Theme/Issue	Message	Impressions/Views	Engagement	Time on Ad
Baseline - Generic, Not Targeted	1	Google	A	Text	Generic	Get Out the Vote	11	0	0
	1	TikTok	A	Slideshow	Generic	Stop Urban Sprawl	88	0	2.1 seconds
	1	TikTok	B	Image	Generic	Register to Vote	100	0	4.3 seconds
Baseline - Climate Action Campaigns, Not Targeted	2	Google	B	Text	Rational	Boomers Vote More That's Why They Win	1,682	18	
	2	TikTok	A	Viral Trend Video	Emotional	What I Ordered, What I Got (Oh No)	303	1	4.7 seconds
	2	TikTok	B	Slideshow	Rational	Protesting Isn't Voting	334	16	3.6 seconds
	3	Google	B	Text	Emotional	Vote For Your Future Before Its Gone	7,777	86	
	3	TikTok	A	IRL Video	Emotional	Stop The Flood	341	11	4.7 seconds
	3	TikTok	B	IRL Video	Rational	Next Gen Leader	163	3	2.5 seconds
Land Conservation	3	YouTube	A	IRL Video	Emotional	Get Out Fast	5,005	94	13 seconds
	4	Google		Text	Emotional	Asphalt	8,000	72	
	4	TikTok	A	Viral Trend Video	Emotional	Green Audiences	93	2	37 Seconds
	4	TikTok	B	Viral Trend Video	Rational	Made You Look	90	7	28 seconds
	4	YouTube	A	IRL Video	Emotional	What One Man Can Do	154	2	21 Seconds
Corporate Responsibility	4	YouTube	B	IRL Video	Rational	Out of Power. Out of Time. Plug In With Your Vote	128	16	11 Seconds
	5	Google		Text	Rational		208	14	
	5	TikTok	A	Viral Trend Video	Emotional	Inherit What We Ignore (Oh No)	224	5	3.3 seconds
	5	TikTok	B	Viral Trend Video	Emotional	Greenwashing - Nobody's Gonna Know	117	1	4.6 seconds
	5	YouTube	A	IRL Video	Rational	You Did This	3,380	51	23 seconds
Sustainable Agriculture	5	YouTube	B	IRL Video	Emotional	Future With No Regulation	2650	31	6 seconds
	6	Google		Text & Image	Emotional	We Got Played for Profits	658	34	
	6	TikTok	A	Viral Trend Video	Rational	Put a Finger Down Challenge	94	0	1.8 seconds
	6	TikTok	B	Viral Trend Video	Emotional	This Land Was never Your Land	134	3	5.3 seconds
	6	YouTube	A	IRL Video	Rational	Farms to Factories	5,019	281	21 seconds
	6	YouTube	B	IRL Video	Emotional	Lost and Gained Since the 80s	3,775	60	10 seconds

KEY POINT: Always sync messaging with trending hashtags and a viral sound



This post showed viewers a carousel slideshow of newspaper headlines demonstrating the climate action issues facing New Jersey right now. The "Oh No, Oh No, Oh No, No" audio trend was used and hashtags trending for that week included: #squidgames3, #squidgamesnetflix, #netflix, #chelsea, #psg, #superman, #travisscottconcert. This was one of the best performing ads for engagement. Over the span of just 3 days, 224 people viewed the video and 5 people liked it.

SAMPLE SCRIPTS & STORYBOARDS

YouTube (60 Second) - "[If You Could Turn Back Time](#)" - Nostalgic (Cinematic)

TITLE: "IF YOU COULD TURN BACK TIME"

SONG: "Fireflies" by Owl City begins softly under.

TEXT ON SCREEN: [1985]

MONTAGE (VARIOUS ARCHIVAL CLIPS FROM 1985)

- Discovery of the Titanic wreck
- Premiere crowds at *Back to the Future*
- Audience cheering at Live Aid concert
- Chicago Bears win the Super Bowl

(V.O.)

Since 1985, we've gained...

QUICK CUTS (MODERN FOOTAGE)

- Close-up of plastic-wrapped produce in a grocery store
- Cows packed tightly in a feedlot, standing on concrete
- A family eating at a fast food restaurant

(V.O.)

Plastic-wrapped produce. Pasture-raised nothing. Ultra-processed everything.
And we've lost...

CUT TO CONTRASTING VISUALS (WARM, NATURAL LIGHT)

- Roadside farm stand, cars lined up, animals grazing nearby
- Juicy burgers sizzling on a backyard grill
- A family gathered around a dinner table for a home-cooked meal
-

VO (V.O.)

Real fresh produce. Real pasture-raised meat. Real home-cooked meals.

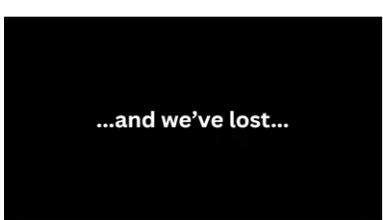
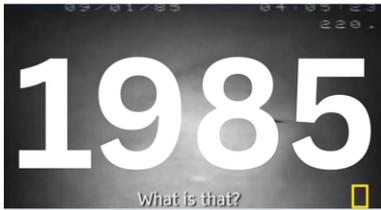
SONG TRANSITIONS TO: "If I Could Turn Back Time" by Cher

VO (V.O.)

That's 27 football fields a day. 30 Central Parks every month.
350,000 acres of land lost in the last 40 years.

TEXT ON SCREEN: [We can't turn back time. But we can change the future.]

“If You Could Turn Back Time” STORYBOARD



We can't turn back time

But we can change the future.

TikTok (30 Second) - "[Out of Time](#)" - Rational

IMPRESSIONS: 343

INTERACTIONS: 13

TITLE: "OUT OF TIME"

FADE IN:

BLACK SCREEN

(No visuals – only audio and text on screen in white typewriter font)

SFX: *Distant rumble of floodwaters rushing. Occasional splashes. Subtle, rising panic.*

911 OPERATOR (V.O.)

911, what is the location of your emergency?

Text appears typed in time with V.O.s

SFX: *Faint crackling static of a phone call.*

FATHER (V.O.) *(distant, echoing, panicked)*

Help us... my house is flooding. My family is trapped... Please help us!

SFX: *A faint child's cry echoes in the background. The sound of water intensifies.*

911 OPERATOR (V.O.)

I'm sorry, but emergency response services are currently not available in your region due to a recent budget redistribution plan enacted by your state representatives.

SFX: *A loud wooden CRACK. Water surges in. Child's crying grows more desperate.*

911 OPERATOR (V.O.) *(robotic politeness)*

Is there anything else I can assist you with today?

FATHER (V.O.)

Hello? Hello? Hell—

SFX: *The father's voice cuts off in a gurgling sound, fading beneath rushing floodwaters.
Silence follows.*

(V.O.)

When your home is under water, it's too late to ask where the help went.

ON SCREEN TEXT: [VOTE CLIMATE!]

(V.O.)

Vote for candidates who care about climate change.

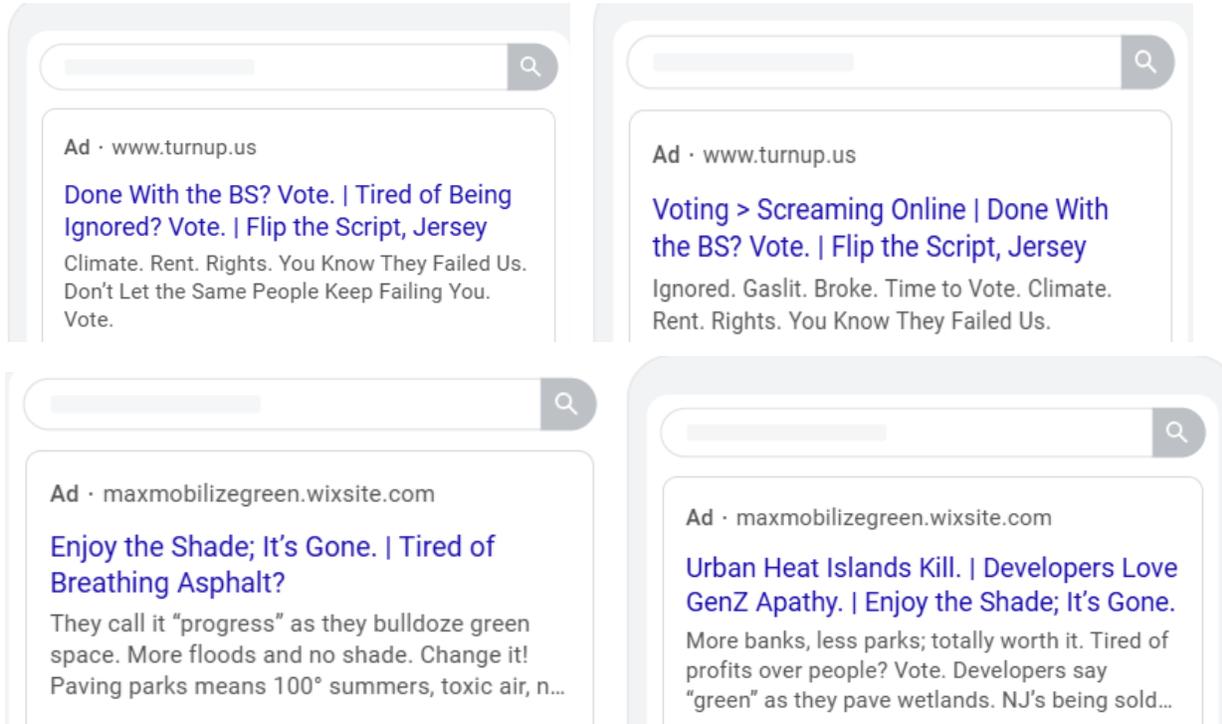
“Out of Time” STORYBOARD

<p>911... What is the location of your emergency?</p>	<p>Help Us... My House is flooding... My family is trapped... Please help us...</p>	<p>I'm Sorry but Emergency Response Services are currently not available in your region</p>	<p>Due to A recent budget redistribution plan enacted by your state representative.</p>
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<p>911 dialer: Is there anything else I can assist you with today??</p> <p>911 caller: Hello? Hello? Hello?</p>	<p>*Gurgling in the Background</p>	<p>Vote Climate!</p>
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Google Text Ad (Emotionally Charged Words and Phrasing)

Example of Effective Text Ads with High Click Through Rates:

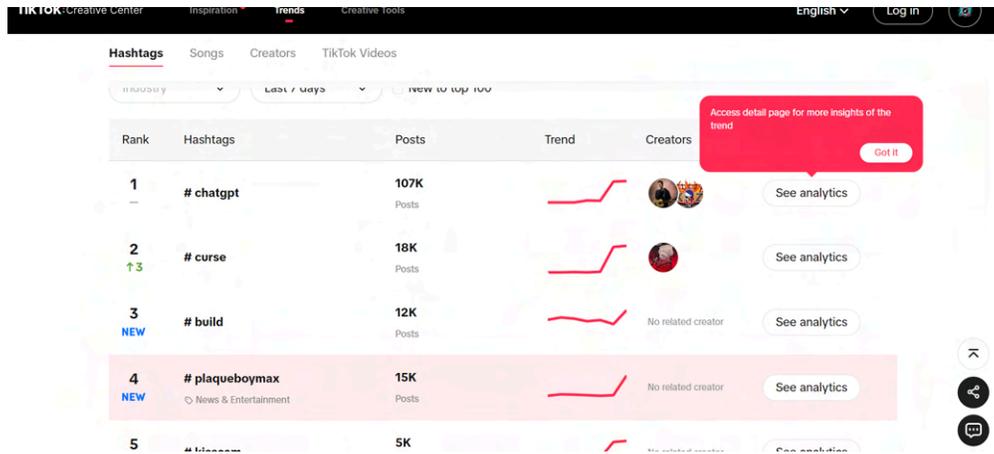


WEEKLY CONTENT CYCLE EXAMPLE

Platform	Hashtag(s) or Keywords	Topic Focus	Format	Angle
TikTok	Current trends: #squidgames #chelsea #epstein #fyp	Sustainable Agriculture	Viral Video Trend	Rational
YouTube	GenZ Tags: #viral #trending #explorepage #genZ	Land Conservation	Cinematic Movie-Style Trailer	Emotional
Google Ads	GenZ Slang: gaslight, toxic, locked in, , fail, NPC energy, brain rot, rizz, flex, drip	Corporate Regulation	Text	Charged and Accusatory Language

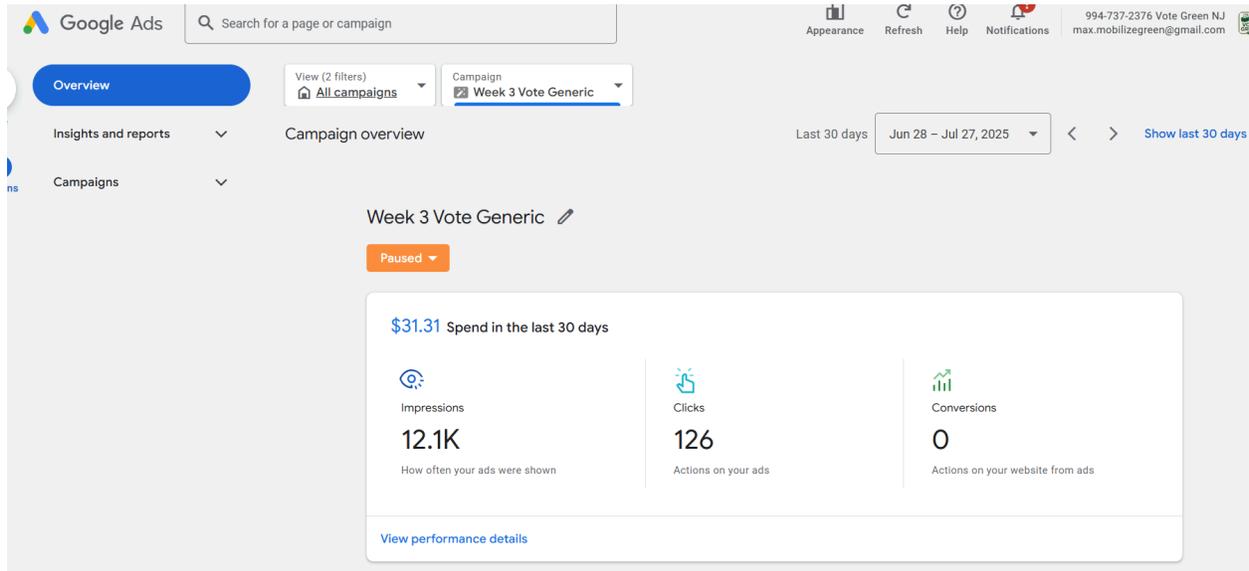
TOOLS USED

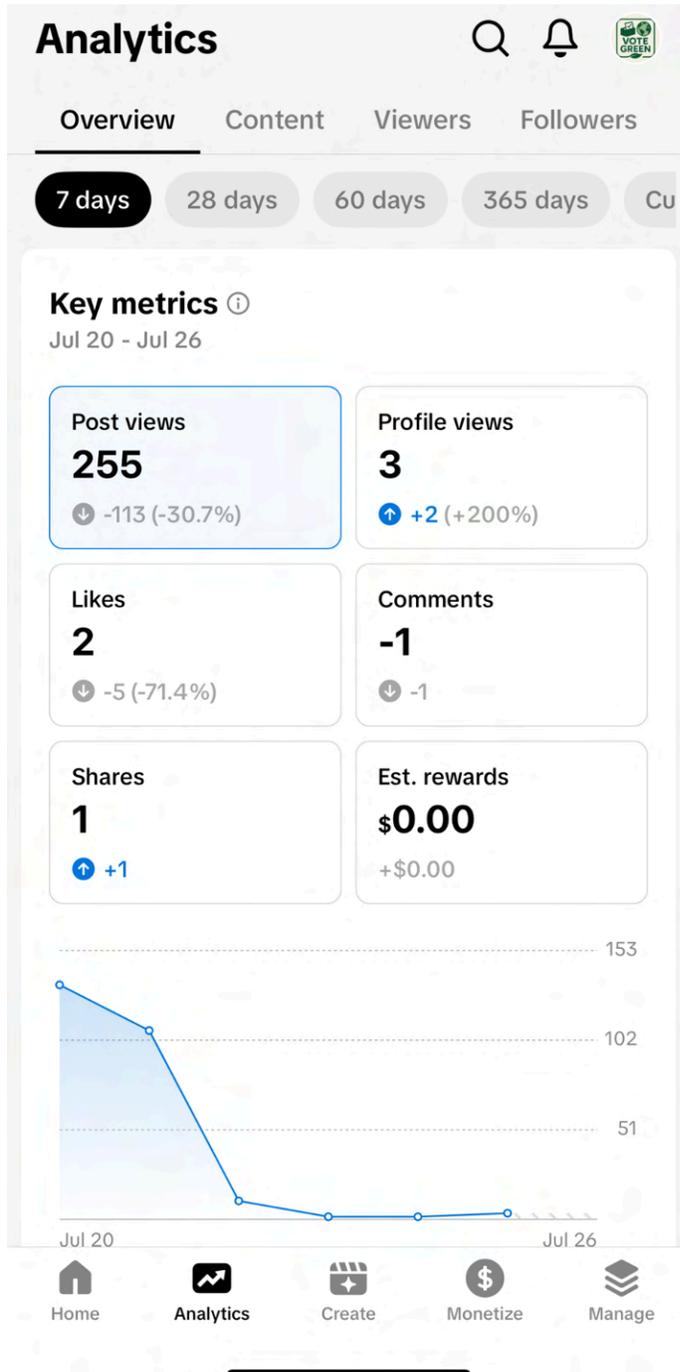
[Trending Hashtags Website](#)



Ad Testing and Analytic Platform

[Google Ads](#)





Survey Tools

Google Forms

Mobilize Green Survey

Questions Responses Settings

30 responses [View in Sheets](#)

Summary Question Individual

Who has responded?

Email

- bmk102@case.edu
- alexisladner.ai@gmail.com
- blackwelzhyela19@gmail.com
- arjntac29@gmail.com
- 67dac1b683291848024da1c2@auth.prolific.com
- jenx44@gmail.com
- weisz754@gmail.com
- tonisawesome7@gmail.com

Demographics

What is your gender?

30 responses

Female 50%
 Male 50%
 Non-binary 0%
 Prefer Not To Say 0%

Google Sheets

Item	Platform	Seen in past 7 days	Political or election-related ads							
2	Instagram	Yes	No							
3	Instagram	Yes	No	Yes	1-2	No	No	No	Yes	Yes
4	Instagram	Yes	3-5	Mostly left-leaning	No	Yes	3-5	Mostly left-leaning	No	No
5	Instagram	Yes	1-2	Mostly right-leaning	No	Yes	3-5	Mostly nonpartisan	No	No
6	Instagram	Yes	More than 10	Mostly right-leaning	No	No	No	No	No	No
7	Instagram	Yes	6-10	Mostly left-leaning	No	No	No	No	No	No
8	TikTok	I Don't Use Instagram	No							
9	Instagram	Yes	3-5	Mostly left-leaning	No	Yes	1-2	Both left and right	Yes	Yes
10	Instagram	No	No	No	No	No	No	No	No	No
11	Instagram	Yes	1-2	Mostly left-leaning	Yes	1-2	Yes	3-5	Mostly left-leaning	Yes
12	Instagram	Yes	6-10	Mostly left-leaning	No	Yes	3-5	Mostly right-leaning	No	No
13	Instagram	No	No	No	No	No	No	No	No	No
14	Instagram	Yes	1-2	A mix of right and left	No	I Don't Use TikTok	No	No	No	No
15	Instagram	Yes	3-5	A mix of right and left	Yes	More than 10 hours	Yes	3-5	Both left and right	Yes
16	Instagram	Yes	3-5	A mix of right and left	Yes	3-5	Yes	3-5	Both left and right	Yes
17	I Don't Use Instagram	No	No	No	No	No	No	No	No	No
18	Instagram	Yes	3-5	A mix of right and left	Yes	3-5	Yes	3-5	Mostly left-leaning	Yes
19	Instagram	Yes	1-2	A mix of right and left	No	No	No	No	Yes	Yes
20	Instagram	No	No	No	No	No	Yes	1-2	Mostly left-leaning	No
21	Instagram	Yes	1-2	Mostly left-leaning	Yes	1-2	I Don't Use TikTok	No	No	No
22	Instagram	Yes	6-10	Mostly left-leaning	No	No	No	No	No	No
23	Instagram	Yes	6-10	A mix of right and left	Yes	3-5	I Don't Use TikTok	No	No	No
24	Instagram	Yes	3-5	Mostly right-leaning	No	No	I Don't Use TikTok	No	No	No
25	Instagram	Yes	6-10	A mix of right and left	Yes	3-5	Yes	6-10	Both left and right	No
26	I Don't Use Instagram	No	No	No	No	No	I Don't Use TikTok	No	No	No
27	Instagram	No	No	No	No	No	I Don't Use TikTok	No	No	No
28	Instagram	No	No	No	No	No	I Don't Use TikTok	No	No	No
29	Instagram	No	No	No	No	No	I Don't Use TikTok	No	No	No
30	I Don't Use Instagram	No	No	No	No	No	I Don't Use TikTok	No	No	No
31	TikTok	I Don't Use Instagram	No	No	No	No	I Don't Use TikTok	No	No	No
32	Instagram	Yes	3-5	Mostly left-leaning	Yes	3-5	Yes	1-2	Mostly nonpartisan	Yes
33	TikTok	I Don't Use Instagram	No	No	No	No	I Don't Use TikTok	No	No	No
34	Instagram	I Don't Use Instagram	No	No	No	No	I Don't Use TikTok	No	No	No
35	Instagram	No	No	No	No	No	I Don't Use TikTok	No	No	No
36	Instagram	Yes	6-10	Mostly left-leaning	Yes	1-2	Yes	3-5	Mostly left-leaning	Yes

Prolific

The screenshot shows the Prolific workspace interface. The top navigation bar includes 'Prolific', 'My Workspace', 'Apps & Integrations', 'Refer a friend', and 'MK'. A sidebar on the left contains navigation options: Home, Projects, Participants, AI Task Builder, Finance (\$0.38), Messages, Team, API Tokens, and Workspace Settings. A notification banner at the top right says 'Protect your account' with a 'More info' link. The main content area is titled 'Gun Violence' and features a 'New study' button. Below this, there are tabs for 'All studies', 'Draft', 'Active', 'Scheduled', and 'Completed' (3). A table lists the completed studies:

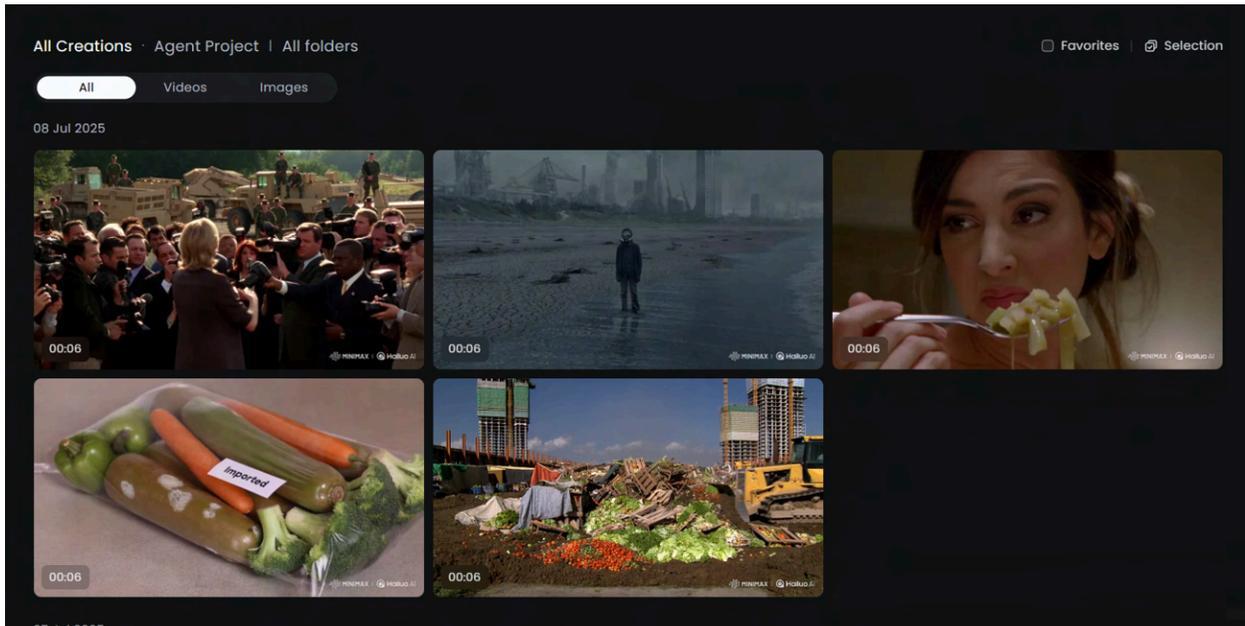
Status	Internal name	Name	Created ↓
Completed		Social Media Survey	7 Jul 2025, 18:33
Completed		Climate Action Voting	9 Jun 2025, 17:55
Completed		Brief U.S. Gun Violence Questionnaire	3 Jun 2025, 13:30

Video Editing Apps

Canva

The screenshot shows the Canva video editing interface. The central preview window displays a video frame with the year '1985' in large white text on a dark background. Below the year, the text 'What is that?' is visible. The interface includes a left sidebar with navigation options: Design, Elements, Text, Brand, Uploads, Tools, Projects, and Apps. At the bottom, there is a timeline with a play button and a sequence of video clips, including one with the year '1985' and another with the text 'VOTI turnup.us!'.

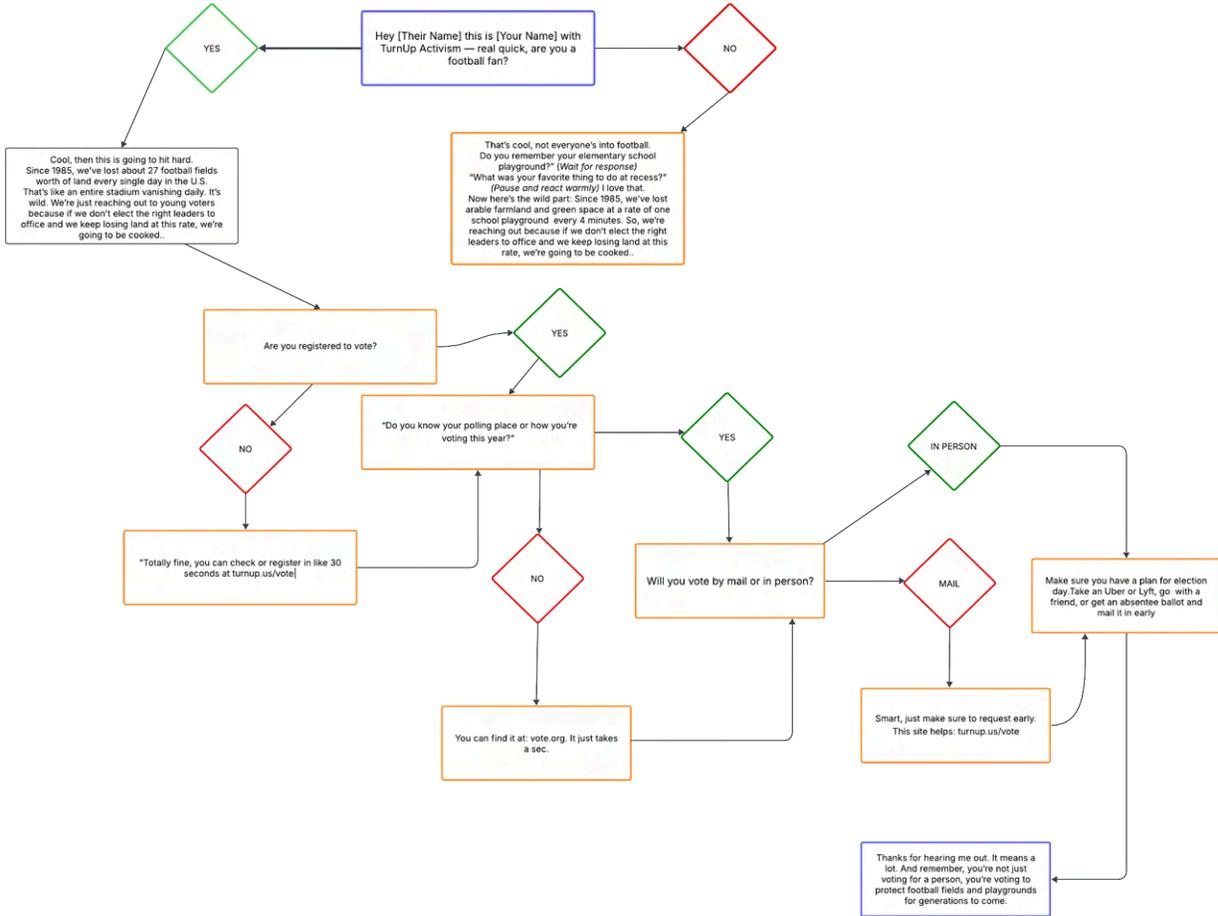
[Huailo AI](#)



RECOMMENDED NEXT STEPS

1. Launch cinematic movie trailer style YouTube series (use AI programming to help with cost and vision)
2. Focus on rational and relatable TikTok posts that resemble popular trending videos and that are based on trending hashtags and sound bytes.
3. Scale up Google text ads using micro-narratives that contain charged and/or accusatory language.

PHONE SCRIPT : Football Fan / Playground Hook + Voter First Aid



TEXT SCRIPT : Football Fan / Playground Hook + Voter First Aid

