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# Extreme Heat Social Media Outreach Campaign

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UConn Climate Corps - Spring 2025

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# Introduction



My name is Heather Kim! I'm currently a Junior at the University of Connecticut majoring in Environmental Studies and minoring in Geography. I chose this project because I think social media is a great way to foster awareness in an impactful and direct way especially about extreme heat.





# UConn Climate Corps Program



Climate Corps is an academic program at UConn focused on service learning and workforce development related to climate change adaptation at the local, community level.

The program includes:

- One-semester lecture course
- One-semester hands-on practicum semester where each student is paired with a local community partner

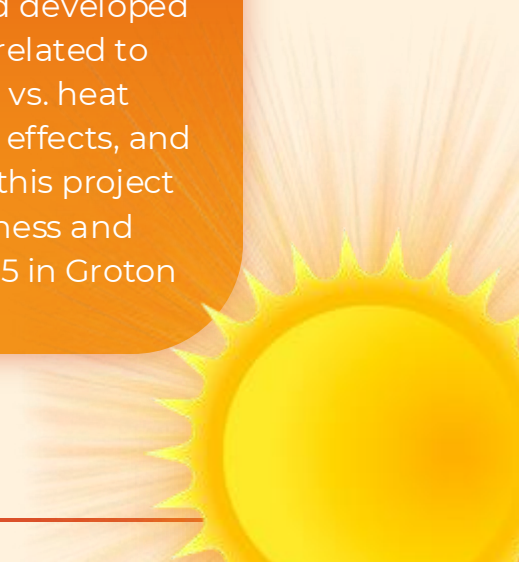


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# Project Info

## Extreme Heat Social Media Outreach Campaign

The project I worked on this semester with the town of Groton is the extreme heat social media outreach campaign. I researched and developed 5 infographic posts and 1 video that explore the critical topics related to extreme heat. These covered essential areas like heat stroke vs. heat exhaustion, tips to stay cool, locations to stay cool, mental health effects, and safety measures for children and pets. The primary objective of this project was to deliver valuable accessible information to raise awareness and promote heat safety during extreme heat in the summer of 2025 in Groton through the instagram page @ResilientGroton.



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**1**

# **Heat Exhaustion vs. Heat Stroke**

# Heat Exhaustion vs. Heat Stroke



- This infographic provides essential information to help the Groton community identify what the difference is between heat exhaustion and heat stroke, including key symptoms, and actions to take.
- This will help provide awareness throughout Groton residents to know how to respond to extreme heat and prevent heat related illnesses.

# Heat Exhaustion vs. Heat Stroke

Link: [Heat Exhaustion vs. Heat Stroke](#)

Caption: The heat is no joke! Know the difference to save a life.

Emojis:   

Hashtags: #HeatSafety #HeatExhaustion  
#HeatStroke

Tags & Invite Collaborator: Slide 2:  
@grotontownpolice

When to post: First day of Summer June 20th







**2**

## **Tips to Stay Cool**

# Tips to Stay Cool



- It's vital for the Groton community to know essential tips to stay cool during extreme heat.
- These tips include staying hydrated, dressing in light, breathable clothing, cooling off in air-conditioned spaces, planning heat-safe activities, and eating digestible foods.
- With these tips, Groton residents can stay comfortable and safe during the hot summer of 2025.

# Tips to Stay Cool

Link: [Tips to Stay Cool](#)

Caption: Heat got you sweating? Here's some tips to help you stay cool and hydrated!

Emojis: 🧐 🧊 💧

Hashtags: #CoolTips #HeatSafety

Tags:

- a) Slide 4: @grotonpubliclibrary @cogparksandrec
- b) Slide 5: @mysticmuseumofart

When to post: June 23rd

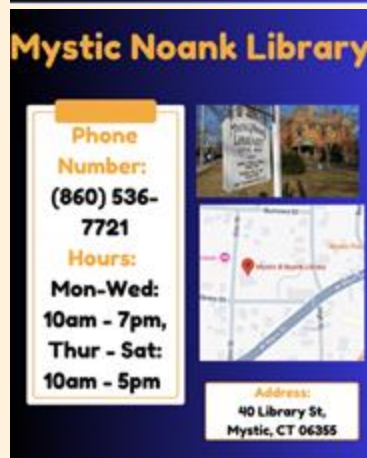




**3**

## **Locations to stay Cool**

# Locations to Stay Cool



- It's important for the Groton community to know the locations to stay cool during extreme heat if your central air ever breaks or for those who do not have access to fans and air conditioning in their homes.
- Key places to beat the heat include the Groton Public Library, Thrive 55+ Active Living Center, and the Mystic and Noank Library.
- These locations offer air-conditioned areas where you can stay hydrated, relax, and cool off from the sun.
- By taking advantage of these cool spots, Groton residents can stay comfortable and safe during the extreme heat this summer.

# Locations to Stay Cool

Link: [Locations to Stay Cool](#)

Caption: When the heat's out, chill out here!

Emojis: 📍 ☀️ 🧊

Hashtags: #StayCool #BeattheHeat

Tags + Invite Collaborators : @billmemorialgrotonct  
@grotonpubliclibrary @cogparksandrec

When to post: June 24th day after tips to stay cool gets posted.





**4**

# **Mental Health Effects**

# Mental Health Effects



- Extreme heat doesn't just physically affect the body - it can negatively affect your mental health.
- The extreme heat temperatures are linked to mood swings, irritability, increased stress, and difficulty sleeping. This impacts the overall well-being of residents of Groton.
- It's extremely important to stay cool to help maintain emotions and mental clarity.
- The cooling centers in Groton offer air-conditioned spaces that provide a break from the heat and a chance to relax. By staying hydrated, rested, and cool, Groton residents can support not only their physical health but their mental health during the intense summer heat.



# Mental Health Effects

Link: [Mental Health Effects](#)

Caption: Feeling off from the heat? Here's how extreme heat affects your mental health! Use these tips and check out our post tips to stay cool/where to stay cool to help you feel relaxed during extreme heat.

Emojis:  

Hashtags: #HeatandMentalHealth #StayCool #MentalHealthMatters

Tags: @mentalhealthamerica

When to post: June 30th





**5**

# Child Safety

# Child Safety

## Child Safety in Extreme Heat



Learn how to protect them.



## Never leave a child in a car



Temperatures can increase in a car up to 20 degrees in 10 minutes.

## Hydrate, Hydrate, Hydrate



Encourage kids to drink water throughout the day even when they say they aren't thirsty.

## Take Breaks From the Sun



Cool down in shaded areas and avoid being out during peak heat hours 11am-4pm.

## Apply Sunscreen



Help apply sunscreen every 2 hours with SPF 30 or higher

## Cool Places for Hot Days






Head over to libraries, museums, community centers, malls, or cooling centers during peak heat hours to stay cool.

- The hot weather can be extremely dangerous for children, so it's crucial to keep them safe.
- Some safety tips include never leaving a child alone in a parked car, helping them stay hydrated throughout the day, taking regular breaks in the shade and wearing sunscreen to protect their skin.
- In addition, bringing children to cool, air conditioned places like libraries and museums.
- With these important steps, families in Groton can help keep their children safe, hydrated, and cool all summer.

# Child Safety

Link: [Child Safety](#)

Caption: Little ones overheat faster than adults. Keep them hydrated & cool and check out these tips!

Emojis:    

Hashtags: #ChildSafety #HeatAware #ProtectourKids #ParentTips

Tags: @childrenfirstgroton @officialchildrenfirstgroton

When to post: July 14th

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# **Pet Safety**

# Pet Safety



**Dispatch it's  
Officer  
Heather and  
Chase here**



Link: [Pet Safety](#)

Caption: Follow these tips from Officer Heather and Chase to keep your pets safe this summer!

Emojis:



Hashtags: #PetSafety  
#KeepPetsSafe

Tags: @grotontownpolice

When to post: July 14th

# Conclusion

- 5 infographic posts and 1 video to be posted @ResilientGroton instagram page
- Deliver accessible information through instagram
- Foster extreme heat awareness with residents of Groton and anyone who sees the resilient groton page.
- Keep Groton residents safe this summer from extreme heat



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**Thank You  
&  
Questions?**

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