

LOWERING DIGITAL EMISSIONS

ENGAGEMENT	IMAGES & COPY	VIDEO & FX
 <p>Swoosh! That's the first tick in the box! Next, action these simple tips, then pass these pointers on.</p>	 <p>Take a 90's approach to content, keeping your pics and copy light. Embrace 50K images and formats such as WebP.</p>	 <p>Consider the length and quality settings of videos. Question the FX that are in use and at the very least, turn off 'auto-load'!</p>
ANALYTICS	USER EXPERIENCE	SOCIAL MEDIA
 <p>Stockpiling data generates additional CPU demands (JavaScript). There's also the question of stockpiling itself...</p>	 <p>How many ads, sign-up boxes and cookies notices are on your site? Reward quicker visits and encourage less time online.</p>	 <p>Likes, dislikes, flicks and clicks... Take a social time-out and the emissions will diminish. (Along with anxiety, FOMO...)</p>
ENERGY USE	GREENER TOOLS	GO THE EXTRA MILE
 <p>One of the easiest ways of lowering emissions is to switch to a renewable energy supplier and hosting co.</p>	 <p>Seek out greener alternatives. Like Ecosia, the search engine using the profits from advertising to plant new trees.</p>	 <p>Consider donating a percentage of income to the many change makers out there. Like 1% For The Planet.</p>

YES, THIS GUIDE WOULD LOOK GREAT PRINTED AND COVERED IN TICKS. BUT LET'S SAVE THE PAPER, INK AND PLANET AND ACT ON ITS CONTENTS INSTEAD. MANY THANKS.