

**Greenfluencers' content generation:
What effectively motivates pro-climate behavior?**

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This study investigates the effects of greenfluencers' posts on their followers' intention to protect the climate based on a sample of Australian Instagram users who completed an online survey. Results showed that greenfluencers' posts positively enhanced their followers' intention to engage in climate-friendly behaviors. Specifically, content generated related to activism of the greenfluencer had a stronger influence than posts commercially promoting pro-environmental products. The study contributes to the understanding of the impact of greenfluencers on pro-environmental behavior.

Keywords: greenfluencer; social media; pro-environmental behavior; activism, promotion