

## Sustainability Rhetoric: Slomads

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## **Abstract**

In a time of environmental uncertainty, this article sheds light on an eco-conscious subset of digital nomads dubbed by the media “slomads” to uncover themes and rhetorical techniques used to persuade their audience. Data collected from digital nomad influencers was analyzed to identify the slomads in the sample. Using topic modeling, four topics were uncovered from these posts and three ways that slomads engaged with them. Their rhetoric consisted heavily in the stylistic features of rhetorical questions among other stylistic devices. Understanding these patterns enables marketers, policy makers, companies, and other social media users to understand what strategies to incorporate when discussing sustainability in the social media sphere.

**Keywords:** *Digital nomads, sustainability, rhetoric*