• We gained 164 more followers on Facebook this semester
• This was due to:
  • OfS Staff inviting relevant individuals to be involved with our page
  • Engaging posts
Our highest engagement was on National Campus Sustainability Day! We reached 696 individuals.
MOST SUCCESSFUL POSTS

- **WMU Office for Sustainability**
  - A great shot of Students for a Sustainable Kalamazoo to all who came out to see him speak on Thursday!

- **Sustainability Slam | WMU Sustainability**
  - Sustainability Slam It's the 2013 National Campus Sustainability Conference, "the Office for Sustainability of the Kalamazoo... W estern Michigan University"

- **WMU Office for Sustainability**
  - A possible slot time to be an energy manager

- **WMU Office for Sustainability with Kelsey Pitschel**
  - Meet Kelsey Pitschel! She is the Design Challenge Coordinator here at the office and is working on researching and writing guidelines for a sustainable design competition. Her research focuses on structure and design, an educational display, and photovoltaics. Kelsey is all about alternative energy and loves being able to conduct research with the Office for Sustainability!
We gained approximately 40 new followers on Twitter this semester!
This semester I maintained the Office for Sustainability social media platforms on Facebook and Twitter. I also assisted in occasional events as well as updating our Constant Contact database. My daily activities involved updating our social media, engaging with other entities the Office for Sustainability follows, as well as researching and implementing new engagement techniques for social media.

A significant portion of my duties included updating our media with new posts. To get an idea of what I needed to be posting about, I conducted a bit of research. I started to follow similar offices at other universities as well as other offices on Western's campus to see what they posted about and what got the most attention. I also had some guidance from the Office for Sustainability staff on important happenings that needed some publicity. I specifically worked with Anne, Derek, and Jeff to promote certain events such as National Campus Sustainability Day as well as Student Sustainability Grants.

From my research I learned that Facebook is the platform most widely used in America and presumably on Western's Campus. I used this platform to reach more people and from there attempted to also direct them to our Twitter. I successfully reached more individuals through a few different avenues. When I first started here I sent an email out to all of the staff with directions on how to invite their relevant WMU and Kalamazoo area friends to “Like” the Facebook page. From this, we gained 62 more followers. Every time we gained a new employee throughout the semester I sent them an email welcoming them and explaining why our social media is important to our relevancy on campus. I then had them do the same and invite their friends to “Like” our page.

To increase our followers even more, I attempted to create engaging posts. Posts with photos, I learned, gained the most attention. From this I determined I would be successful if I highlighted some of the excellent work our students are doing by including a short bio and photo. Through this our existing followers learned more about what goes on at the office, and we gained more followers overall. These posts every Friday gained a lot of attention. This semester I got to highlight Marley McVey, Lauren Giulianu, Nikki Ledbury, Heidi Jimenez, and Kelsey Pitshel. For example, the
post on Marley McVey, had 39 Likes, comments, and shares. It had 92 separate post
clicks and was our fourth most successful post by reaching 502 individuals overall.

The most successful post was about the Apiary Horticulture Student Sustainability Grant. It was a photo collage I put together in Photoshop with a short
description of the work being done courtesy of Mike and Weston. It reached 625
people overall. I have all of these numbers thanks to Facebook insights, a very useful
tool in determining the success of posts on Facebook. I used it to make decisions
about the best way to connect with our audience and I also used it to determine what
might be successful on Twitter.

On our Twitter page, I generally posted almost exactly what I posted on
Facebook. I would occasionally post something different if the Facebook post wasn’t
gaining much attention. On Twitter I also would retweet relevant information from
other entities such as WMU accounts, environmental nonprofit organizations, and
people such as Bill McKibben. Interacting with other entities is important and helped
us gain more followers on Twitter.

While I learned the best practices for social media posts within the Office for
Sustainability, I created a four-page guide to instruct the next Social Media intern on
how to best utilize these platforms. I have a page each for both Facebook and Twitter
dedicated to best practices. I also have a page each with examples of successful
posts and how to construct an engaging post. This guide will assist any future social
media interns in successfully representing the Office for Sustainability on social media
platforms. Of course, social media is ever changing so this guide should continue to
be updated on a regular basis.

I learned a lot about connecting with other staff and students within the office
and how to best utilize our opportunity on social media to represent ourselves. With
assistance from others I gained access to relevant links our followers enjoyed as well
as general office happenings I would not have known about. Being connected and up-
to-date with office happenings is extremely important, and I hope to continue to
stress this point in the coming semester. We should continue to create engaging posts
to better inform the WMU and Kalamazoo community about the fantastic things we do
here at the Office for Sustainability.
Social Media

Best Practices for Twitter & Facebook
Twitter

Getting started with Twitter is simple. Go to [www.twitter.com](http://www.twitter.com) and login with the email address [wmu-sustainability@wmich.edu](mailto:wmu-sustainability@wmich.edu) and use the password X@IIIXXX. 140 characters or less is the basis for Twitter and this page is dedicated to the best ways to utilize those characters for the Office for Sustainability.

The four main functions on Twitter involve following relevant entities, using #hashtags, retweeting, and choosing to favorite certain tweets. The OfS follows approximately 170 entities and has approximately 305 followers (as of 11/26/13.) The OfS should continue to stay up to date on groups to follow and this can easily be done by using the “Who to Follow” sidebar on the Twitter newsfeed page. Examples of good groups to follow are: WMU RSOs, WMU colleges, other WMU offices, other university’s sustainability groups, local news groups and local environmental nonprofits, and general nature/environmental/sustainable groups.

The Content of Tweets Should Vary

Mixing up what we Tweet about is the best way to continuously engage our followers. The Social Media Marketing University online suggests sticking with the model to the left. This model will work for Facebook as well. Since there is such a limit on how much you can write on Twitter, this is a good guide. Examples:

Entertain: Link to an interactive website such as the Carbon Footprint Calculator.
Inspire: Include a link to an inspiring photo and quote from Pinterest, or make one up yourself!
Start Conversation: Ask an engaging question to elicit responses, such as “What does sustainability mean to you? #youtellus”
Teach How To Do Something: Link to our YouTube video on How to Recycle.
Provide Relevant Information: Post about current events and happenings regarding sustainability on campus.

Tweeting Etiquette:

- **Engage with followers.** Retweeting certain posts by groups you follow are a good way of being active in the Twitter and WMU community. Just make sure they are relevant to the OfS and greater WMU community. Favoriting posts is another good way to engage. An example of a good post to favorite or retweet is a group looking for volunteers. Spreading the news to help find them volunteers makes the OfS look friendly and helpful- which we are!
- **Use hashtags appropriately.** It’s always good to include one or two hashtags in a tweet to have your post potentially reach more users. It’s recommended that you don’t use more than two hashtags in a tweet by multiple social media experts. Don’t overload your tweet #with #hashtags #becauseitisannoying #andeveryonewillstopfollowingyou.
- **Use less than 140 characters.** It’s hard to keep your tweets down to 140 characters in the first place, but overall aim for a shorter character count. In general, shorter tweets get more attention.
- **Always keep your audience in mind.** Students at WMU are your primary followers so remind yourself of that before you tweet.


## Examples of appropriate and engaging Tweets:

**WMU Sustainability** @WesustainWMU
30 Sep
Have a glorious Monday Broncos! Come see Dr. Glasser speak on Climate Change Tues. 7pm @ the Office for Sustainability! #WeSustain #WMU

**WMU Sustainability** @WesustainWMU
29 Mar
Volunteer opportunities are now available at the Community Garden on Stadium Drive from 12-5pm Fridays! Sign up now! .wmich.edu/sustainability

**WMU Sustainability** @WesustainWMU
14 Oct
We had a fantastic turn out to see @billmckibben speak on Climate Change last week! @350 #sustainability pic.twitter.com/xttPUtuhnj

**WMU Sustainability** @WesustainWMU
2 Oct
Confused about Climate Change? These charts will help explain: shar.es/KES5vP

## Examples of appropriate and engaging Retweets:

**HuffPost Green** @HuffPostGreen
16 Sep
"I’m not about a mission to eat less meat but to eat more vegetables." #MeatlessMonday huff.to/1eiEPlp
Retweeted by WMU Sustainability

**Michigan DOT** @MichiganDOT
9 Oct
Today is Walk to School Day! Drive cautiously in neighborhoods & school zones both this morning and this afternoon. .1.usa.gov/1bb5igo
Retweeted by WMU Sustainability

**Haworth COB** @HCOB27m
27 Oct
Bo Miller of @DowChemical will speak on global citizenship this Thursday, Oct. 24 at 3:30 p.m. in 2150 Schneider Hall .ow.ly/pPy8U
Retweeted by WMU Sustainability

**NRDC** @NRDC2h
2h
#GreenTip: Use homemade or chemical-free cleaning products to avoid releasing #toxins into your home & environment. .j.mp/1bVtmZg
Retweeted by WMU Sustainability
Facebook allows for a wide variety of engagement strategies— all of which the OfS can utilize to really be creative! To become an Administrator of the Facebook page, an existing Administrator must first add that person as a Friend, then go into settings and make that person an Administrator. When posting on the OfS page, remember to check the top of the page to see if you are acting as yourself or as the OfS page. Always switch to OfS before a post, or else it won’t show up on the Newsfeed. See how in the figure below.

Take Advantage of Facebook Insights: Facebook Insights allow the administrator to track the success of the page. Utilize these tools to figure out what type of posts are most engaging (photos, just text, links, etc.) as well as what time of day posts get the most engagement. The OfS Social Media intern should post during their work hours to best utilize time, but it may be in the Facebook page’s best interest to also post at other times when the intern is out of the office. The intern should plan these posts out so they can post when they are out of the office if necessary.

What to post:
Use the chart on the Twitter page to get started with types of posts. Here is a general idea of what a week of posts on Facebook might look like:

**Monday**: Announce an upcoming event! Write a 1-2 sentence post and include a link to a page with more details about the event. If a link is not available be sure to mention in the post what specifically is going on, the date, time, and location.

**Tuesday**: Post fun information or a link to fun information! We want to keep our audience engaged and including interesting links on our page will keep them coming back for more. Use the OfS Twitter feed to get ideas for relevant links. The Nature Conservancy, Huff Post Green, 350 Dot Org, and more of the groups we follow post tons of articles, links, and interactive pieces that students would be interested in.

**Wednesday**: Post a photo, quote, or question! Mix it up and pick one of these to do. Post a photo and/or overlay a quote about nature or sustainability, ask a question that’s likely to elicit responses, or just throw a great photo up there and ask them if they can guess where it was taken or what’s featured in the photo.

**Thursday**: Announce another event! Throw out a reminder that a great event is coming up or feature an entirely new event. Just keep it fresh and relevant. Only announce events that are within two weeks, preferably within one week.

**Friday**: Highlight a staff member or student worker from the office! Include a photo, description of why the OfS would choose to highlight them, and tag them! This is a great way to get new followers/likes on Facebook and an excellent way to recognize the fantastic things our staff and students do.

Always Remember:

An important aspect of social media through Facebook is to remember to be SOCIAL. Do not logon to Facebook and write a post everyday and call it good. We don’t want good, we want excellent! Expand the socialization by going to other pages (pages relevant to Kalamazoo, Sustainability, and WMU) to comment and like great posts by other pages and people!
Examples of effective and engaging Facebook Posts

- **Volunteers needed to help sheet mulch at the Gibb**
  
  Saturday, November 16th
  
  8am-11am
  
  4805 Parkview
  
  Hot drinks and light snacks provided. Bring your fri...

- **Student Sustainability Grant allocated to: Apiary Horticulture Research**
  
  Students for a Sustainable Earth applied and received $11,068 in the Spring of 2015. This research is on the ecological significance of the honey bee and current colony collapse disorder. They have been in lab doing basic bee anatomy, in the apiary getting hands on experience, and reading a book by their advisor, Dr. Lawrence Conson.

- **Looking for a volunteer opportunity? Check this one out!**