

# Fall 2019 Communication Team Project Debrief

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# Art Wall

- Newer project
- Target: art department
- Email advertisement, web and social media posts, poster
- Four submissions, three accepted



# Art Wall

- REVAMP
- Submissions are due January 24 2020



# Student Sustainability Grant

## Fall Campaign Overview

- Facebook: 6 posts & 2 stories
  - 1425 reached, 237 avg
  - 108 engaged, 18 avg
- TV Ads: 4 locations
- SSG Applicants: 9
  - Faculty: 6      Website: 2      Poster: 1

## Spring Campaign Plans

- Tabling
- Faculty Outreach



# Sustainability Chats

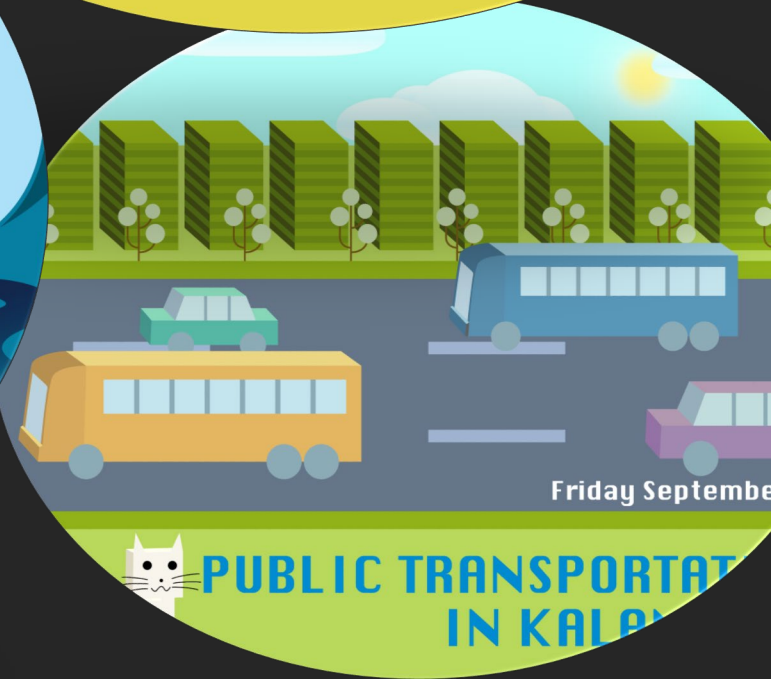
## FALL 2019 OVERVIEW

1. Did not table/speak enough
2. Posted about one thing at a time
3. Switched to combining events into one post
4. Tabling; networking to find new speakers

## SPRING 2020 PLAN

1. Tabling and speaking to classes
2. Include sus chat graphic with other graphic
3. Conglomerating events together on SM
4. Poster outside of campus

**SUSTAINABILITY  
CHATS**




# Examples of FB Post Performance

**Post Details**

Reported stats may be delayed from what appears on posts

**WMU Office for Sustainability**  
September 12 · 🌐

Hey you! Come on over to the Office for Sustainability at 10:30 AM tomorrow to learn about Mosquito Surveillance in Kalamazoo!



**SUSTAINABILITY CHATS**

**FRI, SEP 13**  
**Mosquito Surveillance in Kalamazoo**  
WMU Office for Sustainability · Kalamazoo, MI

You like WMU Office for Sustainability

**96** People Reached  
**6** Engagements

Like Comment

**Performance for Your Post**

96 People Reached

3 Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

3 Post Clicks

0 Photo Views	1 Link Clicks	2 Other Clicks
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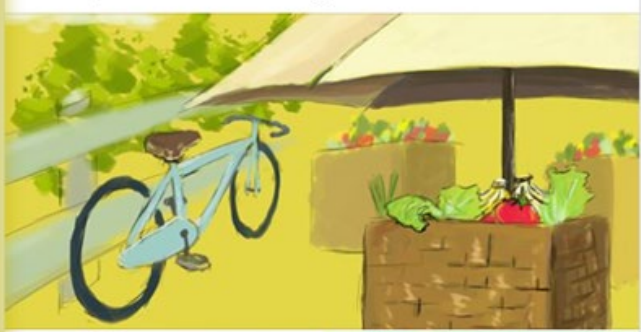
**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**WMU Office for Sustainability**  
October 11 · 🌐

We are really hoping to see all of you at the office today! Sustainability Chats, Fridays for Future, Art Wall Gallery Opening, oh my! As Steven Tyler once said, "I don't want to miss a thing!"



**Performance for Your Post**

220 People Reached

5 Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

9 Post Clicks

1 Photo Views	0 Link Clicks	8 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**220** People Reached  
**14** Engagements

Boost Post

2 Comments




# Wesustain Internship

- Very established program
- Included in Sustain-a-scaries






# Wesustain Internship

 **WMU Office for Sustainability**  
October 21 · 🌐

Don't fall on your face, get ahead now and apply for our Wesustain Internship!

Applications are due in less than two weeks on November 1, 2019 by 5 p.m.






This paid opportunity will give you the chance to learn about different sustainability related topics on Western's campus and throughout the city of Kalamazoo.... [See More](#)



**258**  
People Reached





**44**  
Engagements

[Boost Post](#)


    

6

1 Comment

 Like  Comment  Share 


**Performance for Your Post****258** People Reached**7** Reactions, Comments & Shares**37** Post Clicks**NEGATIVE FEEDBACK****0** Hide Post **0** Hide All Posts**0** Report as Spam **0** Unlike Page

 **WMU Office for Sustainability**  
October 15 · 🌐

Do you like the ideas of reducing your waste, biking, and learning to live more sustainability?

Then we want you to apply for our WeSustain Internship in the upcoming spring 2020 semester!



This paid opportunity will give you the chance to learn about different sustainability related topics on Western's campus and throughout the city of Kalamazoo.... [See More](#)







**667**  
People Reached

**80**  
Engagements

[Boost Post](#)

  Maya Gurfinkel, Bill Davis and 6 others

4 Shares

 Like  Comment  Share 

**Performance for Your Post****667** People Reached**23** Reactions, Comments & Shares**57** Post Clicks**NEGATIVE FEEDBACK****0** Hide Post **1** Hide All Posts**0** Report as Spam **0** Unlike Page

# Movie Screenings

## FALL 2019 OVERVIEW

1. Nobody showed up.
2. Not enough outreach?
3. Not an inclusive timeframe?


## SPRING 2020 PLAN

1. Interactive movie poll on social media with time options
2. Popcorn?




MOVIE  
SCREENING

# Movie Screening Post Performance

**WMU Office for Sustainability**  
October 21 · 🌐

Join us at the Office for Sustainability this Wednesday, Oct. 23, at 5:15 p.m. to see our Movie Screening of Complicit!

If you have a WMU-issued parking sticker, feel free to park in the lots near our office. If you are a driver without a WMU-issued parking sticker, please see our front desk once you arrive to receive a temporary pass. Bike storage is available for all cyclists.



**MOVIE SCREENING**

**Movie Screening: Complicit**  
WMU Office for Sustainability · Kalamazoo, MI

You like WMU Office for Sustainability

**86** People Reached **8** Engagements

Jeff Spoelstra

**Performance for Your Post**

**86** People Reached

**1** Likes, Comments & Shares

<b>1</b> Likes	<b>1</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**7** Post Clicks

<b>0</b> Photo Views	<b>4</b> Link Clicks	<b>3</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts



# Bike Shop

## Fall Campaign Overview

- New Photos that highlight current staff
- Facebook: 6 posts
  - 875 reached, 175 avg
  - 62 engaged, 12 avg
- Contacted FM about bike rack advertisements

## Spring Campaign Overview

- Informational Animations
  - Winterizing
  - Hand Signals

# Composting, Gibbs House & Community Garden Open Volunteer Hours



## FALL 2019 OVERVIEW

1. Interest in composting
2. Outreach mostly through SM

## SPRING 2020 PLAN

1. Video advertising
2. Combining campaigns
3. Poster outside campus
4. Produce Potluck at the end of plot rentals as an incentive?



# Events

FYE (~12)

Tabling Events (~15)

- Health and Wellness
- Admissions
- Transfer/Transition Students
- Medallion
- ESL (2)
- Tours (~4)

Sustainability Celebration

Fall into the Season



# Moving Forward

- Expanding outreach
- Accessibility in posts (subtitles, advertising accommodations, etc.)
- Posting on social media LESS -- use other marketing techniques --> chalking, speaking to classes, tabling on campus, etc.
- Merging events/programs of the month onto ONE poster/post
- Interactive posts – polls on SM, TikTok, Snapchat, GIFS, etc.
- Spring Event and new ideas for workshops?
- Include humor

# The End



**WMU Office for Sustainability**

Published by Carolyn Real [?] · 3 hrs ·



This is a test.



**194**

People Reached

**55**

Engagements

[Boost Post](#)



12

1 Comment

