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Summer 2014 Social Media Report

This summer I managed the Facebook and Twitter account for the Office for Sustainability. Social Media has proved to be important in providing WMU students, faculty, and community members with a window into what is going on at the Office for Sustainability. It is also a good way to let students know about jobs and internships that are available at the office as well as volunteering opportunities.

Here are a few examples of some of the posts throughout the summer:

On Facebook and Twitter I posted about events or links to different sustainability related topics. The links included a variety articles about the office and the sustainability efforts made on campus, as well as links like taking a pledge to save more water. The summer did not have many events so I posted more links to keep the audience engaged.
One thing I posted about often was the progress at the Gibbs house. I posted pictures of the work that was being done to provide updates on the progress. I posted about the Gibbs house once a week for a month.

Not only were the posts meant to engage the people that already liked or followed us but to get out reach to people who have not yet and encourage them to like and follow us as well. With each post I encouraged friends and other staff to like and share the posts in order to get the reach further and to gain more likes and follows. At the beginning of the summer the Facebook page had 808 likes and we gained 46 more likes putting us at 856 likes. On twitter we gained 51 new followers. The new likes and followers were due to all of the people that shared, liked, retweeted, and favored posts, which made it possible for new people to see our page.

From maintaining the social media for the office for sustainability I learned how important having an online presence is to reaching new people and getting news out to students, faculty, and community members in a fast and convenient way.