

Sustainability Social Media Strategy

This document aims to address, in brief, the social media platforms utilised by the sustainability team and the Student Green Office for communications, including the purpose, practise, etiquette and monitoring employed for each channel.

It conforms to the University's wider *Social Media Guidelines for Promotion and Communication* and aims to expand upon, rather than reiterate, the areas of this policy that relate directly to social media activity for sustainability at CCCU.

Social Media Platforms Overview

In line with University marketing objectives, and to set this strategy in context, we are using our social media platforms as follows:

Facebook - to humanise it We are increasing engagement in sustainability through the development of an online community, by posting varied content to encourage conversations and create a space for our users to talk to each other.	facebook.com/cccusustainability
Twitter - to broadcast it We are using Twitter to keep everyone informed about the rich variety of sustainability activity that takes place here and elsewhere and to create links with other significant people and organisations. We are also using it to gain valuable audience insight and to engage with key audience groups.	twitter.com/cccuscn
Wordpress - to enrich it Rather than host our own You Tube and Flickr feeds, we are using centralised university media channels but focusing our richer and more digitally engaging content through a Wordpress blog that supports our marketing and communication needs, and gives us a dynamic platform for peer-to-peer student engagement and from which to celebrate and explore student perspectives on sustainability.	cccusustainability.wordpress.com

Responsibility

Responsibility for the maintenance and monitoring of all social media platforms falls to the Sustainability Engagement Officer, but may in practise be shared with the Sustainability Projects Officer and Futures Initiative Co-ordinator, and aspects delegated in part to members of the Student Green Office, including a dedicated SGO Communications Officer.

Social media platforms are checked daily on weekdays, even if new content is not being added, to monitor activity and respond to any queries or concerns that may arise.

Evaluation

Basic engagement statistics are gathered by our social media platforms for trend analysis, and posting schedules are aligned with periods of heaviest site traffic where possible.

Personality

Our social media presence should be operated with a consistent tone of voice throughout. To achieve this, we try to communicate with the following aims in mind:

Be Friendly: Our collective 'tone of voice' should be a welcoming one, written in language that is appropriate for all, in a relaxed and engaging way.

Be Informative: Sustainability is a very broad topic and quite hard to grasp, so we need to assume that while our audience is likely to be aware of broad concepts, we must introduce specific issues in such a way that our audience will understand the context and be able to seek out further information if they choose to.

Be Open-minded: Inclusivity and accessibility are core values for the University, and our audience may come from a myriad of cultural, political, religious and socio-economic backgrounds. Sustainability issues can be controversial and sensitive topics for some, and while we may not always be in agreement with our audiences, we must be open-minded and respectful in our approach to exploring such issues.

Be Encouraging: In the face of some of the issues we address, it is easy to feel pessimistic and disempowered; we should always aim to be encouraging, and explore what *can* be done, not just about what has been.

Platform: Facebook (facebook.com/cccusustainability)

Purpose

Our Facebook presence is based upon building a community space in which we can interact with students and staff, and connect with other communities such as course groups, Student Union societies and local community organisations. We use it as a conduit to publicise current and future events and initiatives, to share news, reviews and photographs, and to provide a platform for informal engagement between the sustainability team and Student Green Office staff and volunteers, and other students and staff around the University and beyond.

Practice

New content should be added to the Facebook page every week, and in peak times of activity or when resource allows, on two or three different days of the week. This content is likely to be a mixture of scheduled content and spontaneous posts, sourced from blog updates, communications plans and events, and from local, national and world news and community groups.

Creation and moderation may be split between any number of staff and student members through the authorisation of other Facebook accounts as editors on the page, but responsibility for monitoring and keeping access up to date lies with the lead administrator.

Etiquette

On Facebook we will often utilise other sustainability-friendly pages to publicise upcoming events, and so we should be prepared to share and support the activities of other CCCU pages and local community groups in turn.

The Facebook page should not be used for any third-party advertising without our prior consent and should aim to be equitable and accessible in its engagement with students and staff members and community groups.

Platform: Twitter (twitter.com/ccuscnc)

Purpose

Our Twitter presence allows us to broadcast our activity to university staff and students and the wider world, and to keep up to date on sustainability news and events, and the practises and successes of other organisations.

We use it as a conduit to publicise current and future events and initiatives, to share news, reviews and photographs, and to connect with the larger national and international sustainability community.

Practice

New content should be added to the Twitter feed every week, and in peak times of activity or when resource allows, on two or three different days of the week. This content is likely to be a mixture of scheduled content and spontaneous posts, sourced from blog updates, communications plans and events, and from local, national and world news and community groups.

Creation and moderation may be split between small number of staff and student members through shared access to a single Twitter login, and so activity must be carefully managed and security maintained, the responsibility for which lies with the lead administrator.

Etiquette

On Twitter a large amount of our content is likely to entail public responses to other organisations' posts and retweets of engaging content, as we rely on these methods in turn to maximise the range and effectiveness of our own tweets through others.

To streamline and provide steady and reliable access to good news and content, we should only 'follow' current student and staff members on Twitter, and individuals or official representatives of organisations and groups who post quality content regularly on sustainability issues.

Platform: Wordpress (cccusustainability.wordpress.com)

Purpose

Our Wordpress blog allows us to document our sustainability journey in a rich and dynamic format, with embedded photographs, videos and audio-files, and supporting a mixture of written content and formats including reviews, thought-pieces, research and lifestyle blogging from multiple student and staff bloggers.

We do not use it for marketing materials or for advertising upcoming events, unless as part of a larger post in which they are the 'call to action'. Content posted through the blog should be posted to illuminate, inform and explore first and foremost, and only to advertise or publicise as a secondary purpose.

Practice

New content should be added to the Wordpress blog every week, and in peak times of activity or when resource allows, on two or three different days of the week. This content should always be original, custom content produced by staff or students of CCCU, and is submitted for approval by the lead administrator before going live.

Content creation led by the SGO Communications Officer, and additional opportunities are offered among any number of bloggers who each have the opportunity to establish their own blogging 'voice' and presence on the larger blog, but who adhere to a set of Blogging Guidelines, through the addition of any number of Contributor blog accounts.

Etiquette

We do not, at present, engage in the wider blogging community on Wordpress, but rather use it as an online storyboard and timeline of activity. Categorisation and tagging protocols for search engine optimisation, however, are outlined in the aforementioned Blogging Guidelines document.

Posts submitted by anyone other than the Sustainability Engagement Officer have the author(s) credited at the foot of the post and in the tagging conventions.

Handling negative content

The procedure for handling negative content from social media audiences is covered comprehensively in the University's wider *Social Media Guidelines for Promotion and Communication*.