



# **Transportation Sustainability**

## **Social Media Plan**

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## **OVERVIEW OF SOCIAL MEDIA CAMPAIGN**

A social media campaign has been developed for Winthrop University's Office of Sustainability for the spring of 2016 with the goals of encouraging students to use alternative modes of transportation and promoting awareness of sustainable transportation resources currently available to Winthrop students. By centering the campaign on a hashtag, the message will be social media-friendly and student engagement can be traceable.

### **THE EVENT**

#GettingThereGreen will be used on Winthrop's Office of Sustainability's Facebook, Twitter, and Instagram platforms to encourage students to post pictures of themselves when using alternative modes of transportation such as walking to class, skateboarding along Scholar's Walk, or riding the Eagle Bus to sporting events.

The Office of Sustainability's recent survey results show that Winthrop students seldom utilize the alternative modes of transportation available to them on campus and around Rock Hill. The idea behind this campaign is to provide examples of students who are choosing sustainable transportation options in a real-time setting. If students see their peers engaging in positive, sustainable behaviors, they will be more likely to consider such sustainable options for themselves. Instead of using impersonal posters or disconnected infographics, the use of social engagement on a peer-to-peer level through social media may influence a change in students' daily transportation choices.

## **IMPLEMENTATION OF THE SOCIAL MEDIA CAMPAIGN**

- Initial posts will come from individuals in the Office of Sustainability who will post selfies onto Winthrop University Sustainable Initiatives Facebook page and onto their personal social media accounts.
- An Instagram and Twitter page will be created for the Office of Sustainability that will also “regram” and “retweet” (share) these posts.
- Winthrop University Sustainable Initiatives Facebook page will further promote these shares by posting a message informing students that whoever posts the most pictures, with the hashtag #GettingThereGreen, each week will win an all-day pass (and training session) at the Giordana Velodrome cycling track located on Cherry Road). The Giordana Velodrome is major sustainable resource in Rock Hill that promotes alternative modes of transportation.
- The winners will be featured on all Office of Sustainability’s social media platforms as the “Getting There Green King/Queen,” enabling the winner to share their winning posts onto their own pages, gaining more word-of-mouth and engagement for the campaign.
- As engagement increases, the Office of Sustainability will be able to trace all students’ posts by searching the hashtag.
- Screenshots and collages of the selfies will be composed and posted onto the Office of Sustainability’s Facebook and Instagram platforms to create a “community” of students who are striving to make Winthrop’s campus a more sustainable transportation environment.

## **OVERALL GOAL OF SOCIAL MEDIA CAMPAIGN**

- To raise awareness of and promote the use of the alternative modes of transportation available on Winthrop's campus and in Rock Hill

## **OBJECTIVE**

- To gain 100 likes on the Winthrop University Sustainable Initiatives Facebook page and 100 followers on the Winthrop University Sustainable Initiatives Twitter account during the month of April 2016

## **GENERAL STRATEGY**

- Post and share social media posts on the Office of Sustainability's Facebook and Twitter pages to reach the target audience
- Use a hashtag to engage the Office of Sustainability's target audience and to trace the target audience's engagement
- Reward a winner each week by featuring the individual on all social media sites to gain further word of mouth and visibility of the social media campaign

## **TACTICS**

- Starting on the 1<sup>st</sup> of April 2016, the Office of Sustainability's Facebook page will post a detailed message with campaign details (see page 6). The campaign will last the duration of the month of April.
- Sharing social media posts about the event information and winners on the Office of Sustainability's social media pages, as well as on various Winthrop group pages for wider visibility.
- Posting a series of two blog posts (see pages 9-10) that can be linked to both the Office of Sustainability's website and to all social media platforms to further inform students of

transportation issues and alternative sustainable resources available on campus. These posts will also mention the campaign and hashtag to promote student interaction.

- Tweeting campaign-related information onto the Office of Sustainability's Twitter site to increase visibility (see pages 7-8).
- Using #GettingThereGreen as the focus of the campaign enabling traceability of the campaign's key messages. This catchy and relevant hashtag can easily be used by students for their posts.
- Rewarding students each week who post the most selfies (photos including the hashtag #GettingThereGreen) while using alternative modes of transportation with a free one-day pass and training session at the Giordana Velodrome, valid for two people.
- Featuring the winners in a special post with the title of "Getting There Green King/Queen" on the Office of Sustainability's social media pages to celebrate their sustainable efforts.

## FACEBOOK POST



**Winthrop University Sustainability Initiatives** November 2 at 2:59pm · 🌐

Choose alternative modes of transportation around campus and post your selfies using the hashtag #GettingThereGreen!

We want to see you long boarding, biking, taking the Party Bus to downtown Charlotte, or walking down Scholars Walk...  
...Don't forget about the Winthrop's Eagle Bus for this week's games!

Each week a winner will be selected from the top posters and will receive:

1. A free one-day cycling pass and training session at the Giordana Velodrome track! Valid for two so you can take a friend!
2. The honor of being featured on our page as the "Getting There Green King/Queen!" 👑

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 Like    Comment    Share

Chat

## TWITTER MESSAGES



**Winthrop University Office of Sustainability** @wusustainability  
We want to see your #GettingThereGreen selfies! Walking, riding the Eagle Bus, or long boarding around campus? Post a selfie with #GettingThereGreen to be featured on our page!

RETWEET 1 LIKES 10



10:46 AM - 7 Nov 2015 · Details



Tweet #1



**Winthrop University Office of Sustainability** @wusustainability  
The best #GettingThereGreen selfie this week will win two free one-day cycling passes to the #Velodrome and be featured on our social media sites as Winthrop's Getting There Green King/Queen! 👑

RETWEET 1 LIKES 10



10:46 AM - 7 Nov 2015 · Details



Tweet #2



**Winthrop University Office of Sustainability** @wusustainability  
WINTHROP STUDENTS! Are you being smart this semester by walking instead of driving your car around Rock Hill? #GoingGreen gives the environment an easy A! Post a selfie as you are walking with #GettingThereGreen

RETWEET 1 LIKES 10



10:46 AM - 7 Nov 2015 · Details



Tweet #3



**Winthrop University Office of Sustainability** @wusustainability

Long boarding seems to be a trend that is here to stay. AND WE ARE SO GLAD! Any type of transportation that keeps us out of our cars is a huge win for the environment. Post your selfie while longboarding with #GettingThereGreen to be featured on our social media sites!

RETWEET LIKES

**1** **10**



10:46 AM - 7 Nov 2015 · Details



Tweet #4



**Winthrop University Office of Sustainability** @wusustainability

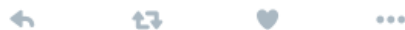
Summer is right around the corner...WALK MORE and drive less! Post your walking selfie with #GettingThereGreen to be featured on our page. What better way to burn some extra calories!

RETWEET LIKES

**1** **10**



10:46 AM - 7 Nov 2015 · Details



Tweet #5



## **BLOG POSTS**

**Title:** The Results Are In – WU Wants More Bikes!

**Content:** There has been some “talk” around campus of implementing a bike rental program out of the West Center, but such a program would take significant commitments from students. “The powers that be” need to see students using the bike paths and bike racks already available. These sustainable actions will tell the administration that investing in a bike rental system would be worthwhile. Winthrop’s Office of Sustainability is holding a social media campaign called #GettingThereGreen encouraging students to post selfies when walking, cycling, or using other means of alternative transportation. Each week, the Office of Sustainability will award top posters a free, all-day pass to the Giordana Velodrome (training session included). If students speak out for more resources to facilitate sustainable transportation, we may see new programs on campus such as rental bikes.

**Title:** ATTENTION ALL COMMUTERS

**Content:** We all know that Winthrop has a large number of commuter students. A recent survey, conducted by Winthrop University's Office of Sustainability, shows that respondents would be willing to carpool to campus if provided with incentives such as café cash or free food. For an incentive program such as this to be implemented, students need to make their voices heard by using the sustainable resources already available to them. If you want to stand out from the crowd and use alternative modes of transportation to commute to class, the Office of Sustainability encourages you to post a selfie with #GettingThereGreen as you carpool, walk, cycling, or skateboard to class. Each week, the Office of Sustainability will award top posters a free, all-day pass to the Giordana Velodrome (training session included). If other students see you positively impacting our environment, they'll be encouraged to do the same!