

# Integrating Sustainability into Social Media Opportunities



Collegiate Recycling Council Workshop, March 23, 2015

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# Mission Statements

- To capture and share the world's moments.
- To give everyone the power to create and share ideas and information instantly, without barriers.
- To give people the power to share and make the world more open and connected.



# About Social Media



- Considered to be user generated content.
- Social networking using websites and applications.
- Facebook (2004)
  - 890 million daily active users (Dec 2014)
  - Average person spends 40 minutes a day on it



- Twitter (2006)
  - 288 million daily active users (2014)
  - 500 million tweets per day



- Instagram (2010)
  - 300 million users (2014)
  - 70 million photos a day

# Social Media Numbers at CCU

## ○ Twitter Dream Team at CCU

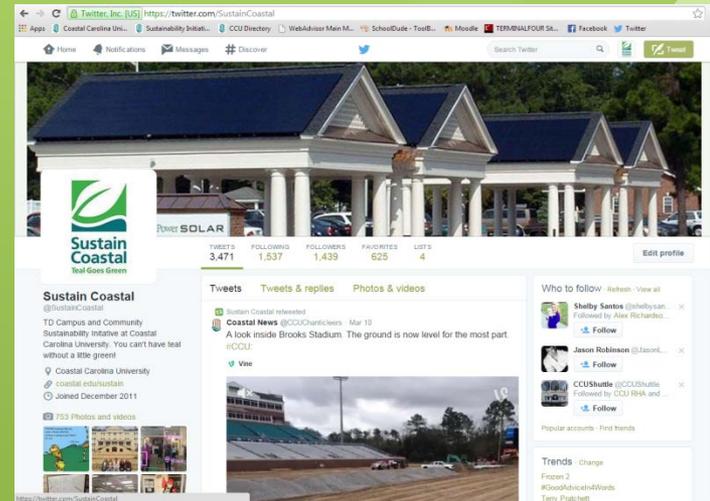
- @GoCCUSports 7,380 Followers
- @CCU\_DSO 4,283 Followers
- @CCUFoodman 2,964 Followers
- @CoastalAlumni 1,638 Followers

## ○ CCU @CCUChanticleers

- Facebook: 18,604 Likes
- Twitter: 4,739 Followers
- Instagram: 2,610 Followers

## ○ Sustain Coastal @SustainCoastal

- Facebook: 376 Likes
- Twitter: 1,439 Followers
- Instagram: 208 Followers



# Social Media Numbers Elsewhere

- Clemson University @ClemsonUniv
  - Twitter: 39.1K
- USC @UofSC
  - Twitter: 66.5K
- UNC Charlotte @UNCCharlotte
  - Twitter: 30.6K
- UNC Chapel Hill @UNC
  - Twitter: 37.5K
- Harvard @Harvard
  - Twitter: 456K



# Collaborative Sustainability



# CCU Sustainability Stakeholders

- Sustainability Council
- Facilities
- Student Life
- Campus Recreation
- Campus Dining Services
- Transportation Services
- Peer Education Groups
- Social Justice Initiative
- Wellness Coalition
- Bike Advisory Council
- Mobility Task Force
- Athletics
- ....and more!



# Recycled Boat Race Homecoming 2012 and 2013



# New Idea: Homecoming 2014 Social Media Treasure Hunt #CCUTreasure

- Student engagement – to gain awareness about CCU, its history and sustainability
- List of 54 items (CCU was founded in 1954)
- On-campus only, walkable
- One day during Homecoming Week, 12-6pm
- Utilize Twitter and/or Instagram
- May not interrupt classes
- 12 items were “Teal Goes Green”
- Hidden treasures included: Starbucks gift cards and catered meal for your student organization
- Items such as:
  - Hug a tree
  - Selfie with favorite CCU staff member
  - Cardboard swordfight
  - Selfie with a recycling bin
  - Proof that wildlife exists on campus



# Treasure Hunt Point System

- You will earn points for each "treasure" post that will be added to your overall Homecoming points, using the following point system:
- 0 = Incorrect answer, with no tags
- 1 = Incorrect answer, with all tags
- 2 = Incorrect answer, with all tags, and a photo
- 3 = Correct answer, with no tags
- 4 = Correct answer, with all tags
- 5 = Correct answer, with all tags, and a photo (or a video, if it asks for one)
- *1 point bonus for videos (unless it asks for a video)*
- *5 point bonus – if your team completes ALL the "Teal Goes Green" things on this list (12).*
- *10 point bonus – if your team completes ALL 54 things on this list.*

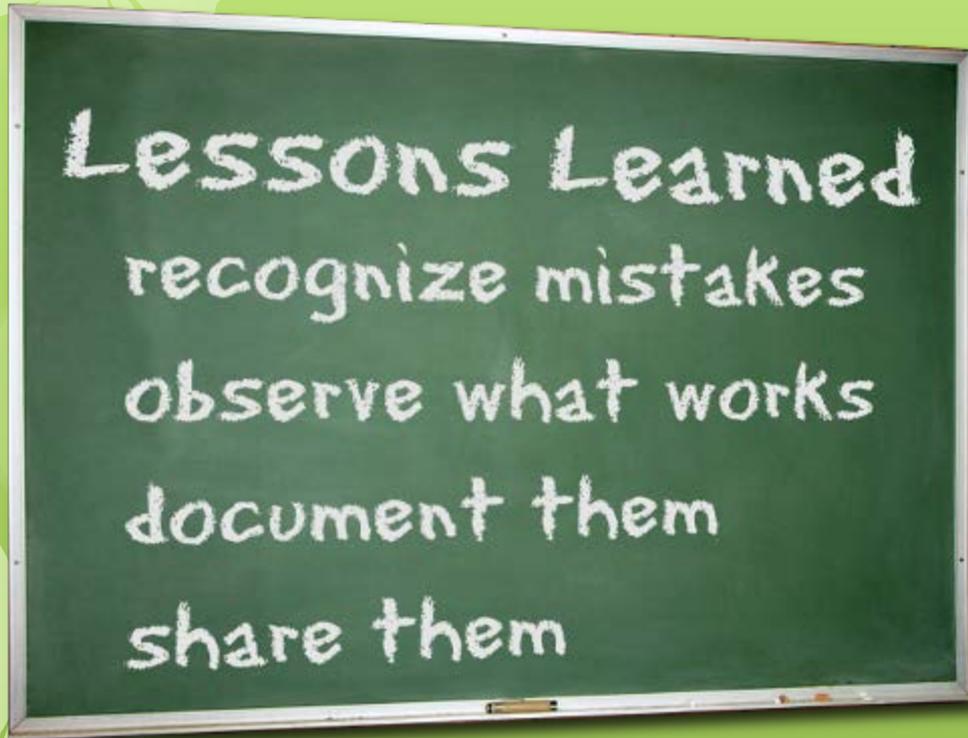


# Treasure Hunt Results

- Teams that compete are able to rack up as many points as possible to be added to their overall Homecoming participation total.
- 10 student teams participated.
- Winners included: Gamma Phi Beta = 301 / Sigma Phi Epsilon with Alpha Xi Delta = 297 / Alpha Delta Pi = 286
- The student connections and exploration of campus was overwhelming.
- Students were connected to recycling, going green and living sustainably in very creative ways.



# Lessons Learned



- Over completed point system
- Activity monitoring was daunting
- Adding up points vs. place winners
- Missed posts, if they didn't use #CCUTreasure
- Courtesy heads up for others
- Better promotion for hidden treasures
- More collaboration with other offices
- Photos and videos were awesome and fun!

# Future Treasure Hunts

- Utilizing ONE social media platform (or an app)
- Researching mobile apps
  - Goose Chase
  - Klikaklu
  - Munzee
- Hidden treasures with real prizes, possible sponsors.
- More post-exposure after event



# Thank you!

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