



THOMPSON RIVERS
UNIVERSITY

Office of Environment
& Sustainability

USING SOCIAL MEDIA TO AUGMENT WCA INITIATIVES

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TRU's Office of Environment & Sustainability Vision & Mission

To empower and inspire TRU students, faculty and staff to know that they can affect change and create a sustainable future.

Why Social Media?

- Build relationships with relevant audiences: Students, staff, faculty and industry leaders.
- Provide an additional, low-barrier method for target audiences to interact with the department to provide feedback, seek help and suggest ideas.
- Extend awareness and reach of the Sustainability department and our messages.
- Increase participation of energy efficient initiatives and campaigns.
- Educate and address concerns regarding campus specific projects.

Primary Social Media Platforms

Facebook: (618 Fans)

Facebook focuses on connecting with existing students, faculty and staff to share information about TRU Campus sustainability initiatives.



Twitter: (1,566 Followers)

Twitter aids the department in sharing sustainability tips, articles, news and initiatives to not only our target audience but to the general public and industry leaders.



Yammer (510)

Yammer posts go to faculty and staff members – ideal for targeted or daily discussions



Secondary Social Media Platforms



Instagram: (153 Followers)

Instagram aids the department in visual storytelling of events and campaigns on campus to students, staff and the local community.



Blog:

The TRU Sustain Blog is our main hub for more detailed updates, projects and announcements to students, staff and faculty.



YouTube:

YouTube aids the department in hosting videos that can then easily be shared by the other platforms.

Supporting WCA Initiatives

TRU Environment & Sustainability updated their cover photo.

THE TRU SUSTAINABILITY GRANT FUND

IS NOW ACCEPTING APPLICATIONS



You Could Receive up to **\$50,000**

[Click Here To Apply](#)

#MyGreenTRU

about a month ago

Like Comment Share

10 Likes 2 Comments 2 Shares

403 people saw this post

Boost Complete

THOMPSON RIVERS UNIVERSITY

Together we can all make TRU,
#MyGreenTRU

2:08 / 2:15

TRU Sustainability Grant Fund

TRU Sustain · 1 video

5,293

- Sustainability Grant Fund had over 52,500+ social media impressions.
- Twitter: 35,250+; Facebook: 12,000+; YouTube: 5,293 views

Supporting WCA Initiatives



- Selfie campaign – Building occupants take pic of turning off light and post – for prizes.
- Social media ideal for creating initiatives that are relevant, fun and engaging

Providing Feed Back

 **TRU Environment & Sustainability**
December 6, 2013

"All I want for Christmas is... an iPad mini!"

Well, you could win the newest one with Retina Display just by doing our Energy Conservation Survey:
<http://www.conservationsurvey.ca/education/tru.php>

It takes about 4 minutes, and then you c... See More



 **TRU Sustainability @TRUsustain · Oct 25**

Enter to win an iPad mini by completing the TRU Energy Conservation Survey: [conservationsurvey.ca/education/tru....](http://www.conservationsurvey.ca/education/tru....) #myTRU #MyGreenTRU

Reply Retweet Favorite Buffer More HootSuite Assign To Trans. RT DM

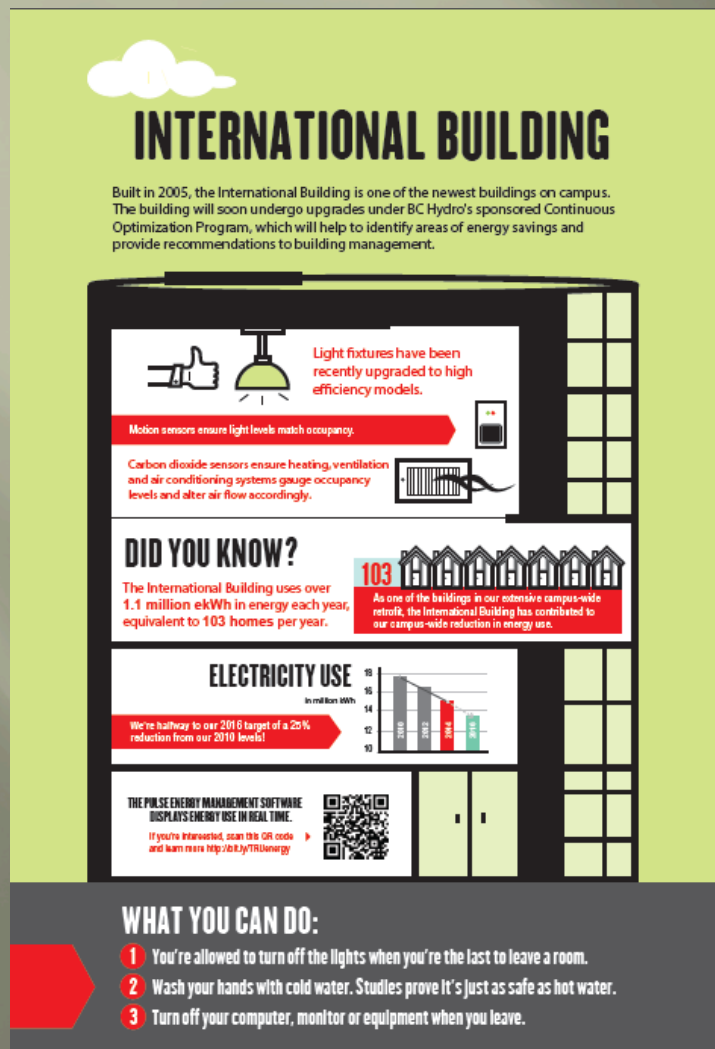
 **TRU Sustainability @TRUsustain · Nov 4**

Enter to win an iPad mini by completing the TRU Energy Survey (4/5 mins)...easy :) ... [conservationsurvey.ca/education/tru....](http://www.conservationsurvey.ca/education/tru....)

Reply Retweet Favorite Buffer More Assign To HootSuite Trans.

- We saw 15 X the participation of the BC Hydro/TRU Energy Conservation survey compared to the previous survey.

Educating



- We focus on using social media as a tool to educate and provide feed back of the results from campaigns.
- Creating images, infographics and short videos makes the content more engaging to the audience.
- Regular tips and tool kits (links) via Social media regarding energy efficiency at the workplace