Using Interactive Media and Social Tools to Change Behavior

Casey Roe, Duke University
Jessica Bilecki, Elon University
Chad Carwein, UNC Greensboro
Carla Davis, NC State University
Where We’re Headed

- Intro to speakers & topics
- Group demos & discussion
- Process & apply info
## About Us

<table>
<thead>
<tr>
<th>Casey Roe</th>
<th>Jessica Bilecki</th>
<th>Chad Carwein</th>
<th>Carla Davis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education &amp; Outreach Coordinator</td>
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<td>Sustainability Education and Outreach Specialist</td>
<td>Communications Coordinator</td>
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<tr>
<td><strong>BA in Environmental Studies, BA in Political Science, ‘09 American University</strong></td>
<td><strong>BS in Environmental Science &amp; Studies, ‘03 Towson University</strong></td>
<td><strong>BA in Psychology, ‘09 University of Kentucky</strong></td>
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<td></td>
<td><strong>MS, Environmental Studies, Policy &amp; Planning ‘12 Ohio University</strong></td>
<td><strong>MPA-MSES, ‘12 Indiana University School of Public &amp; Environmental Affairs</strong></td>
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<tr>
<td>All areas of campus sustainability, manage student intern programs, staff outreach, certifications, website, social media, newsletter</td>
<td>Intern &amp; Eco-Rep Supervisor, All communications Program design, implementation &amp; assessment, SLLC advisor</td>
<td>UNCGreen Advisor, Intern Supervisor, Website and Social Media Manager, Event Planner, GO 2.0 Program Developer, Competition Facilitator</td>
<td>Communications and marketing, media relations, e-news, publications, writing, editing, website, social media, event planning</td>
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</tbody>
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The table provides information about the roles, education, and responsibilities of the individuals listed. Each row corresponds to one of the individuals named at the beginning of the section. The rightmost column lists the skills and responsibilities associated with each role.
# About Our Schools

<table>
<thead>
<tr>
<th>Duke</th>
<th>Elon</th>
<th>UNC Greensboro</th>
<th>NC State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td>Private</td>
<td>Public</td>
<td>Public</td>
</tr>
<tr>
<td>6,400 UG, 8,300 G</td>
<td>6,500 students</td>
<td>14,592 UG / 3,482 G</td>
<td>34,000 students</td>
</tr>
<tr>
<td>39,200 faculty/staff</td>
<td>1,400 faculty/staff</td>
<td>2,734 faculty/staff</td>
<td>8,000 faculty/staff</td>
</tr>
<tr>
<td>1 college + 9 schools</td>
<td>1 college + 5 schools</td>
<td>1 college + 7 schools</td>
<td>12 colleges</td>
</tr>
<tr>
<td>6 FTEs (2 farm, 2 offsets), 18 interns</td>
<td>2 FTEs, 4 interns, 8 eco-reps</td>
<td>2 FTEs, 2 students</td>
<td>5 full-time staff, 2 student interns</td>
</tr>
<tr>
<td>Edu. &amp; Outreach Coordinator handles social media</td>
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Basics

Before using the tools, consider...
Basics:

- Purpose
- Voice
- Timing
- Partnering
- Visuals
- Success
Basics: Purpose

WHAT

| Talk | Share | Engage | Listen/Learn |

WHO

WHERE
Basics: Voice
Basics: Timing
Basics: Partner & Visuals

# @ tag lists vs. #
Success is ______________
In the breakout session:

Twitter: Plugs, Infographics, Lists
Social Media Analytics

Facebook: Shares, Events, Lists
Media Scheduler

Instagram: Photos, Memes, Lists
Instagram Analytics

SumAll:

Hootsuite - Social
Iconosquare -
In the breakout session:

- MailChimp: eNewsletter Analytics Tool
- QR Codes: Print to Web Connection
- Picktochart: Infographic Developer Generator
- Prezi: Interactive Presentation
- Google Plus: URL Shortener + Analytics
- Tagxedo: Custom WordCloud Generator
Content is 🏷️
The Loveliest Flowers to Give Your Valentine

Posted February 6, 2015 by avdavis3 & filed under All Blogs, Food, Planet.

If you're one of the millions of lovebirds that contribute toward the annual $1.9 billion that is spent purchasing flowers for Valentine's Day, you may have never asked the question: where are the flowers I'm buying grown? Odds are, not locally.

Up to 80% of the flowers sold in the United States are imported from South America, where author Amy Stewart has reported common use of underpaid labor, chemical fertilizers and potentially toxic pesticides. Add to that the long distances the flowers must travel from the field to your vase, and all of a sudden the flowers you bought have a greater cost than the dollars you paid.

Enter the locally-grown flower movement. The benefits of locally-grown flowers are
15,500+ unique visitors from 10 countries
38,000+ pageviews
Campaigns & Competitions

- Highlight existing resources
- Reward social media interaction
  - Drive traffic to existing accounts
- Make it fun
  - Team-based
  - Competitive spirit
  - Incentives
- Keep it fresh
My Profile

Casey Roe
Email: casey.roe@duke.edu
Department: Duke Sustainability Program

Individual Action
Take one or more of the following actions to earn points for you and your team this week:

25 points - I learned about the programs Duke offers for sustainable commuting by checking out parking.duke.edu/commuting
✓ You have accepted this challenge.

50 points - I downloaded or bookmarked the Transloc Rider app for real-time transit tracking on my smartphone, tablet, laptop or PC
Social Media Challenges

- Fav. transportation tool
- “How to” video
- Photo of commute
- Commuter haiku
- Brag and tag your team
Duke Employees, Students Commit to #UnparkYourself

On Earth Day, April 22, Duke community members shared their experiences of sustainably commuting to work. They arrived by carpool, kayak, on foot and more. It was an effort to highlight the variety of ways to travel without needing a car or driving alone.

Duke employees and students traveled in all sorts of ways. By land...
In the breakout session:
● Our overall communications strategy
● Our content marketing process
● Most successful blogs and how you can write one
● What would this take for you to do?
What’s Next?

Feel free to move between groups whenever you like.

Group 1

- Demonstration of how to use social media tools such as Twitter, Facebook, Hootsuite and messaging
- Demonstration of how to use online tools such as QR codes, e-newsletters, calculators, and engagement platforms such as Joulebug, One Million Acts of Good, checklists, etc.)

Group 2

- Creating a communications strategy and choosing the right media tools
- Example: How NC State uses content marketing to educate and engage
- Example: How Duke uses social media to boost engagement in campaigns and competitions
Important Questions to Ask

- Who are you trying to engage? (i.e. faculty, staff, undergrads, grads, on-campus, off-campus, all)
- What is one channel or online tool you would like people to engage with more?
- What is working well on your campus?
- What are your challenges with social media? Where can you improve?
30 MINUTE BREAKOUT SESSIONS
Where Will You Go From Here?

- Questions? How Can We Help You?
- What’s one action you plan to take within the next month?
Feel Free to Follow Up!

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Carla Davis, NC State University - cwdavis3@ncsu.edu