

Our work with Augustana Sustainability began in August 2018. The team met weekly throughout the duration of the semester to create a comprehensive Digital Public Relations Plan with intentions to implement during the spring semester. Our team began by conducting a SWOT analysis, defining three key publics, researching sustainability efforts nationwide, creating a content calendar, and designing graphics for use on social media and campus signage.

The objectives of this Digital Plan are divided into three types of impact objectives to increase awareness of sustainability efforts that promote the mission of the organization: informational, attitudinal, and behavioral. Augustana Sustainability's mission is, "ENTER HERE" Our initial research guided the focus of the project to empowering people to make one small change in their daily lives. Informational objectives focus on increasing knowledge of ways to decrease your negative environmental impacts. Attitudinal objectives are focused on changing perceptions of what sustainability means and decreasing the "burden" of a sustainable lifestyle. Behavioral objectives were made in order to reinforce sustainable behaviors and focused on targeting areas where those behaviors would be enacted.

The key publics for this plan are students that live on campus, students that live off campus, and faculty and staff. These publics were selected because the initiative is focused on the college campus. College students were divided into separate publics because on campus students require different tactics to reach than off campus students. Faculty and staff were selected due to the time spent on campus as well as the hope that sustainable practices could be implemented in a home.

The criteria that will be used to evaluate this digital campaign will be social media insights and analytics. The budget for this plan was \$2000, a majority of which is being used for print media and will be used for boosting posts if needed.

The execution process relied heavily on the content calendar (provided as a supporting material) as well as a social media management app, Buffer, to schedule posts. Part of working on a sustainability campaign is making sure that the program itself is sustainable. The content calendar includes weekly focuses, as well as daily suggestions for posts. Two of the members of our team will continue to manage the social media accounts. This allows anyone to pick up from where we left and continue a cohesive brand. In addition, we will be supplementing this material with pre-written blog posts (provided as a supporting material). Execution will also include pre-designed graphics (provided as a supporting material).

Evaluation of this project will be conducted following each semester term. On a campus of roughly 2,000 students, the Augustana Sustainability Facebook page currently has 152 likes, Instagram account has 325 followers, and Twitter account has 257 followers. An increase in followers is one measurement that can be increased and tracked easily. The two social media managers will be evaluating content bi-weekly based on engagement with posts to redirect our focus and better reach our target audiences.

Monday #MotivationMonday Sustainability Challenges Do less/more of something	Tuesday Tip Tuesday Here's how	Wednesday What's Sustainability UN Goals Why does it matter Wildcard- articles, etc.	Thursday Trivia First to answer, gets a prize	Friday Did you know? Campus Facts Augie Pride	Focus of the Week
START HERE Explain grant Define sustainability in bite size terms #MotivationMonday Why it matters	1 Do just one thing	2 UN Sustainability Infographic	3 QUESTION	4 Augie Statistic based on Survey	Why does it matter?



Sustainability Tip

Lights

Swap your
standard lightbulbs
for LED lightbulbs