Streamlining Your Communication Efforts

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CHESC 2016 Fullerton
Today’s Road Map

● Importance of communication efforts

● Components to streamlining

● Your audience
  ○ Influence

● Assessment
Themes
Themes, or Annual Arc

- Individual & Collective Action
- Waste
- Thriving Communities
- Responsible Consumerism
- Energy
- Water
- Food
- Health & Environmental Justice
- Well-being
Schedule
Schedule

- Individual & Collective Action (October)
- Waste (November)
- Thriving Communities (December)
- Responsible Consumerism (January)
- Energy (February)
- Water (March)
- Food (April)
- Health & Environmental Justice (May)
- Well-being (June)
<table>
<thead>
<tr>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THURS</th>
<th>FRI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highlight sustainability newsletter article</td>
<td>Tips</td>
<td>What You Can Do (How to Get Involved)</td>
<td>Related to the monthly theme</td>
<td>Fun facts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>#nowastewednesday</td>
<td>#throwback</td>
<td></td>
</tr>
<tr>
<td>MON</td>
<td>TUES</td>
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<tr>
<td>Newspaper Ads due by 5 pm</td>
<td>Digital signs</td>
<td>Digital signs</td>
<td>Digital signs</td>
<td>Associated Student Government newsletter content</td>
</tr>
<tr>
<td>Digital signs</td>
<td></td>
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<td>Digital signs</td>
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Channels
Channels

Office of Marketing & Communications

- University Writer/ Editor
- Web/ Media Designer
- Photographer

Other on-campus departments

- Digital content and social media managers

Academic and/or Information Technology

- Computer Graphics
- Webmaster
- Network Administrator
Resources
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Your Audience
Results

(2012) Facebook - 5 likes to over 500

Introduction of Instagram

(Now) Over 1000 page likes on Facebook and over 700 and 1600 followers on Instagram and Twitter, respectively
How to Influence your Audience

● Craft effective messages using psychological principles
● Strategically use social media to cultivate a culture of sustainability
● Get (and count) likes/followers/re-tweets!
The Power of Influence

Using the psychology of persuasion to influence sustainable behavior
Research by Robert Cialdini

Reciprocity
Consistency
Similarity
Consensus
Authority
Scarcity
| Reciprocity                                      | When you give first, people will want to help you out later with favors you ask. | Mission Sustainable decals to liaisons |
|-------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------||
### Your Audience: Principles of Influence

<table>
<thead>
<tr>
<th>Authority</th>
<th>Perceived “Hierarchy?”</th>
<th>“Expert?”</th>
</tr>
</thead>
</table>

![Image of Pope Francis waving](image1.jpg)

![Image of a girl recycling](image2.jpg)
<table>
<thead>
<tr>
<th>Consensus</th>
</tr>
</thead>
<tbody>
<tr>
<td>People are more willing to take a recommended action if they see evidence that many others, especially similar others, are taking it.</td>
</tr>
</tbody>
</table>
Please watch this 11-minute video.
Four categories for review:

1. Results
   a. Attendance at event, number of people reached, etc

2. What worked well?
   a. What could be changed?

3. I learned...

4. Recommendations for next time
   a. Get feedback from colleagues, audience (surveys)