

Streamlining Your Communication Efforts



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Today's Road Map

- Importance of communication efforts
- Components to streamlining
- Your audience
 - Influence
- Assessment

Themes

Resources

Messages

Schedule

Channels

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)**

Schedule

MON	TUES	WED	THURS	FRI
Highlight sustainability newsletter article	Tips	What You Can Do (How to Get Involved) #nowastewednesday	Related to the monthly theme #throwback	Fun facts

Schedule

MON	TUES	WED	THURS	FRI
Newspaper Ads due by 5 pm Digital signs	Digital signs	Digital signs	Digital signs	Associated Student Government newsletter content Digital signs

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

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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

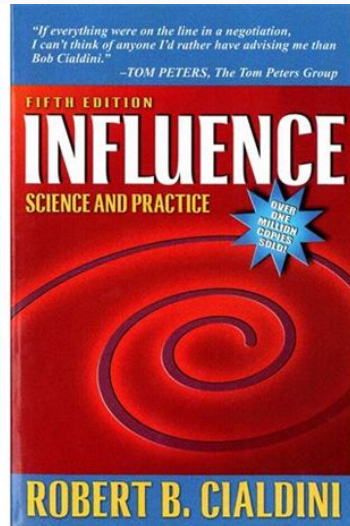
How to Influence your Audience

- 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

Your Audience: Principles of Influence

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

Authority

Perceived
“Hierarchy?”
“Expert?”



Your Audience: Principles of Influence

Consensus

People are more willing to take a recommended action if they see evidence that many others, especially similar others, are taking it.





Please watch
this 11-minute
video

Assessment

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)

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www.scu.edu/sustainability

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