



Sustainability Communications Internship for Cornell Campus Sustainability Office

By Jewel Melvin



Cornell University

Elevated the Reach of the Sustainable Campus Website & Sustainability Office



- leaf Facebook & Twitter (Using Hootsuite - Social Media Management)
- leaf Blogged events & created news posts with links to drive traffic back to Sustainable Campus Website
- leaf Tabling
- leaf Monitored and analyzed strategies with Google Analytics, Facebook Analytics, and Hootsuite Analytics to review posts that generated the most traffic and created new marketing strategies from this
- leaf Assisted with PR for event campaigns such as SpringFest PR campaign
- leaf Collaborated with other interns in the Sustainability Office
- leaf Consulted with Lisa Hogarty, Erin Moore, and Interns to craft communication strategies



Strategies Implemented to Expand Outreach Channels

Leaf icon Promoted events to Denise Cassaro Community Connection Newsletter

Leaf icon Posted events in various Facebook groups (e.g. Cornell Environmentalists, Free and For Sale Cornell, Cornell Class of 2015, Cornell Transfers, other general Cornell groups)

Leaf icon Tagging and posted to existing Facebook networks

Leaf icon Encouraged use of quarter cards to be advertised on the free popcorn bags given out to every student

Leaf icon Encouraged use of digital signs at Mann library and around campus for events



Je Welle shared Sustainable Cornell's photo.
March 26

Get FREE COFFEE when you bring your own mug to Hollister Hall Bus stop this Thursday, March 26, from 10 am to 12 pm. Part of the Kick the Cup campaign for #Recyclemania #CUWasteLess

This is the last free coffee event of the Kick the Cup Campaign for Recyclemania.

Be sure to visit: <http://ir5.fs.cornell.edu/mania/> for more info on Recyclemania! ... See More



The image shows a Facebook post for "CORNELL COFFEE DAYS". It features a yellow header with the Cornell logo and the text "CORNELL COFFEE DAYS". Below the header is a list of bus stops: 10am-12pm, 2/12 - No Plaza, 2/19 - Vet School bus stop, 2/26 - Balch Hall bus stop, 3/5 - Bradfield Hall bus stop, 3/12 - Flag Pole bus stop (West Campus), and 3/26 - Hollister Hall bus stop. A large image of a red travel mug is displayed below the list.

Sustainable Cornell

Get FREE COFFEE when you bring your own mug to Hollister Hall Bus stop this Thursday, March 26, from 10 am to 12 pm. Part of the Kick the Cup campaign for #Re...

Like · Comment · Share

3 people like this.

Strategies Implemented to Expand Outreach Channels

Tabling

Make it simple

- Have “go to” box with all you need; candy, promotional items, giveaways, table cloth, etc.
- Allows tabling to be spontaneous and always ready
- Have poster board with events promoting

Mann library

- Recruited volunteers for LED Event and promoted other Sustainability Month events, newsletter sign-up recruitment, & Cornell Sustainability Office

Created a Pinterest

Made a plan and suggestions for future outreach expansion



Sign up to help Cornell go LED!

Help Cornell go green by reducing lighting energy use by 50%. Help survey existing lighting throughout campus. Volunteer credit available.

April 15, 2015
135 Baker Lab
5pm - 7:30pm
Pizza & Soda

To sign up scan the QR code, or email energy-sustainability@cornell.edu.

Bring a friend...and bring your appetite

(Deadline to sign up 4/14)



Cornell University

Strategies Implemented to Expand Outreach Channels



Picture Frame Events

- Created a picture frame large poster to be used for SpringFest and future events
- Photo frame concept is to take and post photos with the frame to generate student interest, students can share photos on their Facebook
- Each Facebook photo post to Sustainable Cornell Facebook page should have a link back to Cornell Sustainable Campus website or event hashtag to drive traffic back to website
- Combo of student Facebook sharing plus Sustainable Campus website link on each photo should effectively drive traffic back to website and raise awareness



Office Organizational Communication Strategies/Recommendations

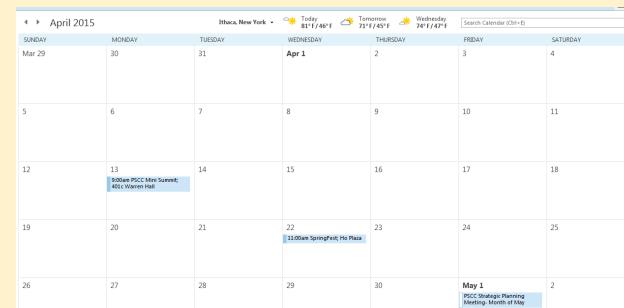
Shared Calendar indicating major events/campaigns

Now implemented using Office Outlook Calendar

Office Tracking Sheet for each event/task (including responsibilities of each member, date to be completed, etc.)

Personal Tracking Sheet: Tracking sheet for engagement events and SpringFest and shared with interns, supervisors, and staff

Communications task list								
	A	B	C	D	E	F	G	H
1	Task assigned							
2	Date Requested	Event Title	Date of Event	Location	Engagement Tasks Needed	social media tasks w deadlines	taks (other) w deadlines	graphics-see spreadsheet (to be created)
3								
4								
5	Sustainability Month/SpringFest	4/1/2015			Keep re-hosting lk9 Check FB SpringFest Event Share to FB et. lk9	Quarter cards and Posters to Resource center-		
6	Shredding Event	4/17/2015	Parting Lot (SW corner of campus road and tower road	none	Event Blog- 4/11/lk9 OU Event-4/10/15/lk9 Hosting DONE, re-hosted 4/16 lk9 dense cassaro community		flyer-lk9 4/10-updated	
7	4/14/2015	EcoRep promotion		Poster, Blog (lk9)				
		SpringFest- see PR spreadsheet	4/22/2015					



Methods to Improve Communication Outreach Suggestions

Leaf Incorporate new slogan “Every Day is Earth Day” as Sustainability Marketing Tool to create a recognizable brand in addition to Think Big Live Green

Leaf This slogan I created is on the picture frame poster

Leaf More on-campus tabling to physically speak with students, raise visibility of Office on an interpersonal level

Leaf Tabling can be used to recruit for volunteers, promote events, and encourage behavior change to raise the awareness Sustainability initiatives on campus

Leaf Tabling events should be implemented at least once a month.

Leaf Expand Sustainable Campus media channels

Leaf Pinterest, Reddit, Tumblr, etc.



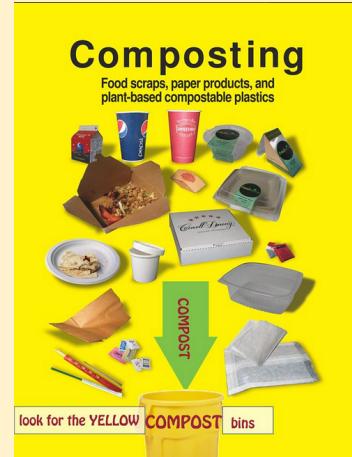
Methods to Improve Communication Outreach Suggestions

- leaf Make media channels more visually focused
 - leaf Use pictures to drive traffic back to website in Facebook, photo frame events, Pinterest, etc.
 - leaf Contact newspapers and different departments to post stories on the interns and what they are doing
 - leaf Slope Media
 - leaf Ask slope media to help make videos and photos for Office to post on website
 - leaf Outsource event or campaign work to student groups/clubs to engage more students
 - leaf Make Feedback button more visible on website
 - leaf Was unable to attend PSCC or Department meetings due to conflicts with class schedule
 - leaf Future interns could submit a monthly report to PSCC and/or Department



Methods to Improve Communication Outreach Suggestions Continued

- leaf Future campaign strategy idea—social media campaign about education on **composting and recycling**: what it is, what goes in, have signs across campus
- leaf Make better posters with easy to read infographics for composting and recycling
 - leaf See signs in Mann library for “best” signs
- leaf Do a research study with Professor Schultdt (jps56@cornell.edu) about student behaviors with recycling and composting
 - leaf Come up with analytic data to back
 - leaf Contact facilities about synchronizing all colors for recycle & compost bins
 - leaf Create social media campaign for this



Methods to Improve Communication Outreach Suggestions Continued



- leaf Office Mascot: Contact Disney about getting Sustainable Kermit's use authorized for Cornell as the Office's official mascot
- leaf Jewel's New Mascot Idea: Create a Big Green Bear mascot with green fur, make a customized red shirt for him to wear that has Cornell Sustainability Office name and logo on it
- leaf For regular Big Red Bear, make a customized green shirt with Cornell Sustainability Office name and logo on it



Analytics & SEO Strategies and Suggestions



- leaf Analytics key purpose: find out content that engages new and returning visitors, increase retention of visitors and return rate
- leaf Google Analytics—Not clear on how to implement
 - leaf No true metric or strategy, needs strategy, focus, and goals to work
- leaf Bounce rate has stayed about 60%, 6 out of 10 bounce rate, for over one year
- leaf Reduce bounce rate by making blogs and linking to other blogs, linking to social media, photo sharing, trackbacking linking to website
- leaf Benchmarking
 - leaf Use Google Analytics to compare our Sustainable Campus website to another one



Analytics & SEO Strategies and Suggestions

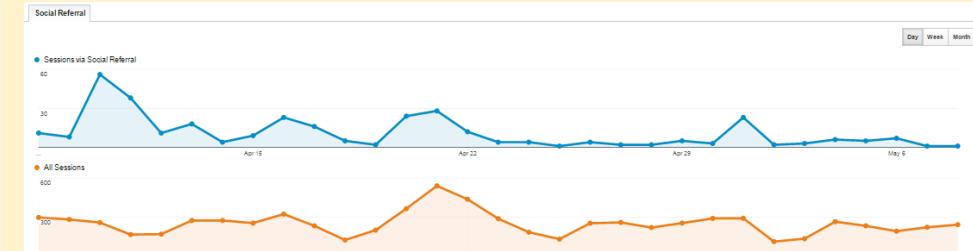
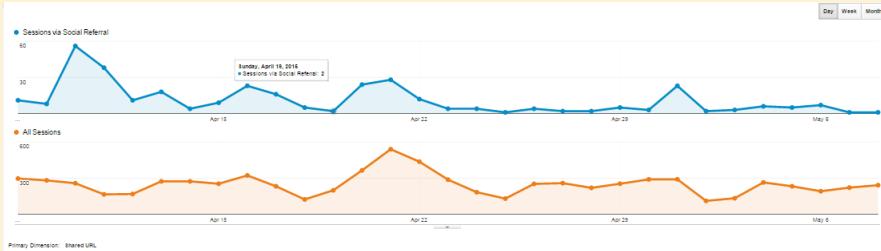
Leaf icon Most Important in Google Analytics for this Office:

Leaf icon Acquisition → Social → Landing Pages

Leaf icon Able to determine how helpful using social media is to direct traffic, shows which social media posts direct the most traffic

Leaf icon Acquisition → Social → Network Referrals

Leaf icon Shows where/what network people came from



Primary Dimension	Secondary Dimension	Sessions	Pages/Session	Avg. Session Duration	Pages/Session
1. www.sustainablecampus.cornell.edu		83 (0.41%)	86 (1.35%)	00:00:25	0 (0.00%)
2. www.sustainablecampus.cornell.edu		35 (0.39%)	230 (26.11%)	00:15:45	0 (0.00%)
3. www.sustainablecampus.cornell.edu/posts/environmental-group-pushes-for-microbead-free-campus?fb_action_ids=10006541048855812&fb_action_type=og.comments		23 (0.39%)	24 (3.77%)	00:00:01	0 (0.00%)
4. www.sustainablecampus.cornell.edu/posts/become-a-2015-cornell-ecorp-enroll-in-abs-4000		21 (0.40%)	21 (3.20%)	00:00:00	0 (0.00%)
5. www.sustainablecampus.cornell.edu/events/posts/2015-ecorp-leader-ted-danson		15 (0.40%)	15 (2.35%)	<00:00:01	0 (0.00%)
6. www.sustainablecampus.cornell.edu/events/posts/persons-sustainability-the-conservation-of-happiness		15 (0.40%)	16 (2.31%)	<00:00:31	0 (0.00%)
7. www.sustainablecampus.cornell.edu/events/posts/annual-shredding-event		9 (0.37%)	9 (1.41%)	00:00:00	0 (0.00%)
8. www.sustainablecampus.cornell.edu/events/posts/earth-day-photo-contest		9 (0.37%)	15 (2.35%)	<00:00:58	0 (0.00%)
9. www.sustainablecampus.cornell.edu/posts/environmental-group-pushes-for-microbead-free-campus		7 (0.36%)	7 (1.10%)	00:00:00	0 (0.00%)
10. www.sustainablecampus.cornell.edu/posts/first-composting-toilet-on-cornell-ithaca-campus?fb_action_ids=102093444409949958812&fb_action_type=og.comments&fb_source=other_multiline		7 (0.36%)	7 (1.10%)	00:00:00	0 (0.00%)

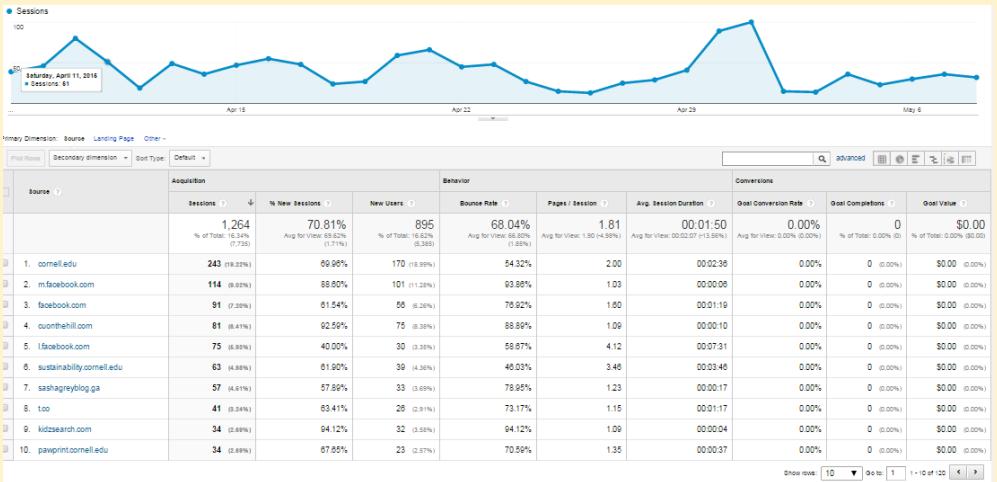
Analytics & SEO Strategies and Suggestions

leaf Acquisition → Social → Users Flow

leaf Shows a map of starting pages, to each interaction that brought the user to the exit page

leaf Acquisition → All Traffic → Referrals

leaf Shows where traffic was referred from



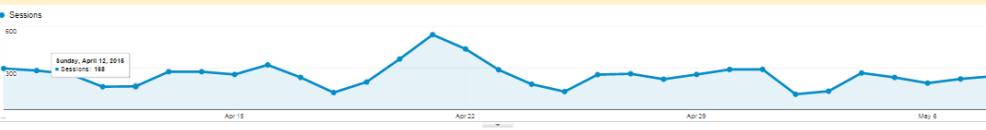
Analytics & SEO Strategies and Suggestions

Acquisition → Source/Medium

Shows originating source of referral, and if the referral was an organic search or a referral

Behavior → Site Content → Landing Pages

Shows where users go on the Sustainable Campus website



Primary Dimension: Source / Medium | Secondary dimension: Other | Sort Type: Default | Advanced

Source / Medium: Acquisition Behavior Conversions

Secondary dimension: Post Page Secondary dimension Sort Type: Default Advanced

Show rows: 10 1 - 10 of 129



Primary Dimension: Landing Page | Secondary dimension: Other | Sort Type: Default | Advanced

Landing Page: Acquisition Behavior Conversions

Secondary dimension: Post Page Secondary dimension Sort Type: Default Advanced

Show rows: 10 1 - 10 of 129

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Source Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	7,735 (85.64%)	69.62% (0.00%)	5,385 (83.87%)	66.80% (0.00%)	1.90 Avg for View: 1.90 (0.00%)	00:02:07 Avg for View: 00:02:07 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 (0.00%)	\$0.00 (0.00%)
1. google/organic	4,915 (85.64%)	69.64%	3,423 (83.87%)	66.23%	1.95	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct)/(none)	1,295 (16.74%)	67.80%	878 (16.30%)	68.11%	1.87	00:02:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. cornell.edu/referral	243 (3.14%)	69.95%	170 (3.18%)	54.32%	2.00	00:02:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. bing/organic	145 (1.87%)	61.38%	89 (1.65%)	64.83%	1.82	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. m.facebook.com/referral	114 (1.47%)	68.80%	101 (1.68%)	93.85%	1.03	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. yahoo/organic	104 (1.34%)	65.55%	89 (1.65%)	63.46%	1.00	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. facebook.com/referral	91 (1.18%)	61.54%	56 (1.04%)	76.92%	1.00	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. cuonthehill.com/referral	81 (1.06%)	92.59%	75 (1.39%)	88.89%	1.09	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. f.facebook.com/referral	75 (0.97%)	40.00%	30 (0.65%)	58.87%	4.12	00:07:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. sustainability.cornell.edu/referral	63 (0.81%)	61.90%	39 (0.72%)	46.03%	3.45	00:03:46	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 1 - 10 of 129

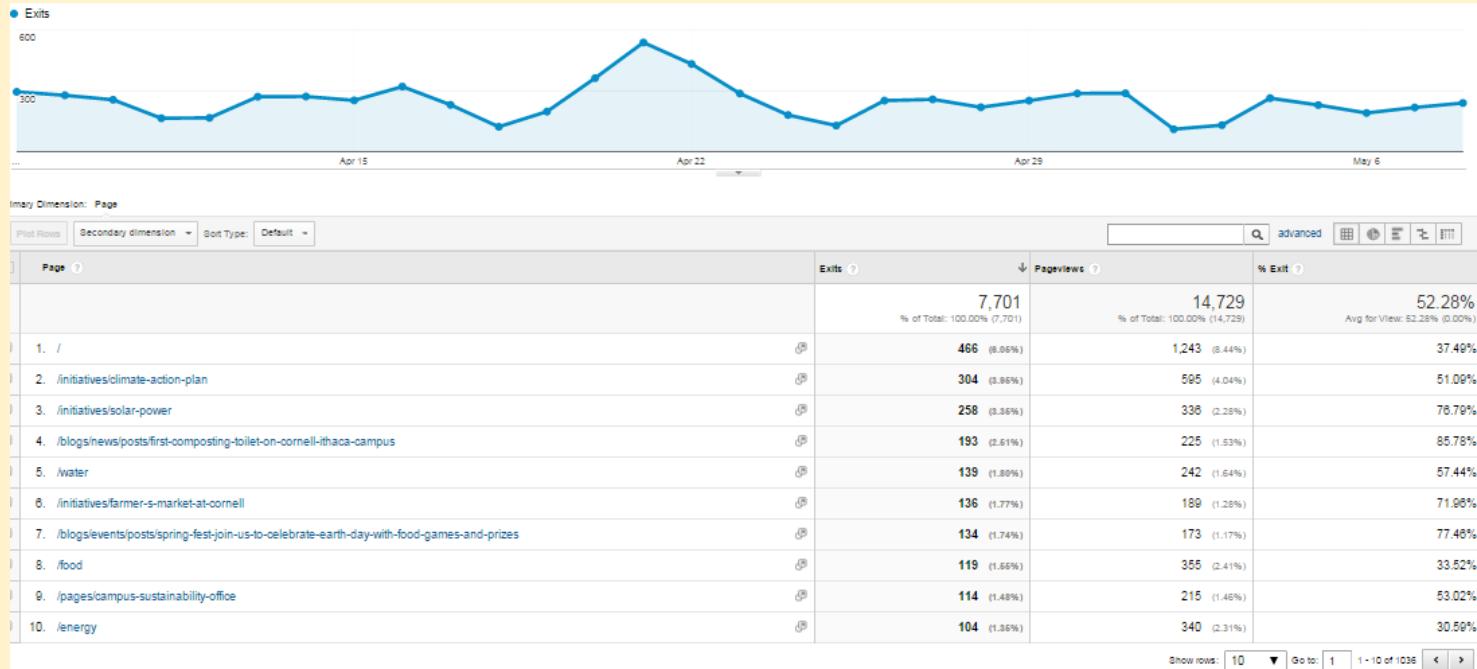
Landing Page	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
1. /	7,735 (85.64%)	69.62% (0.00%)	5,385 (83.87%)	66.80% (0.00%)	1.90 Avg for View: 1.90 (0.00%)	00:02:07 Avg for View: 00:02:07 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 (0.00%)	\$0.00 (0.00%)
2. initiatives/climate-action-plan	747 (8.88%)	49.93%	370 (8.87%)	41.50%	3.72	00:08:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. initiatives/clean-power	362 (4.88%)	53.59%	194 (3.80%)	53.87%	2.87	00:03:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. blogs/news/posts/first-composting-toilet-on-cornell-thaca-campus	264 (3.41%)	78.03%	208 (3.63%)	77.65%	1.41	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. initiatives/stem-a-market-at-cornell	193 (2.56%)	71.50%	138 (2.65%)	88.80%	1.18	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. initiatives/events/spring-fest/join-us-to-celebrate-earth-day-with-food&-games-and-prizes	154 (1.99%)	84.42%	130 (2.41%)	66.49%	1.44	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. food	145 (1.88%)	88.49%	100 (1.88%)	77.40%	1.49	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. water	133 (1.72%)	80.15%	89 (1.49%)	52.85%	2.06	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. energy	117 (1.41%)	69.23%	81 (1.39%)	47.88%	2.85	00:03:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. categories2	106 (1.33%)	74.53%	79 (1.47%)	48.11%	2.38	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 1 - 10 of 129

Analytics & SEO Strategies and Suggestions

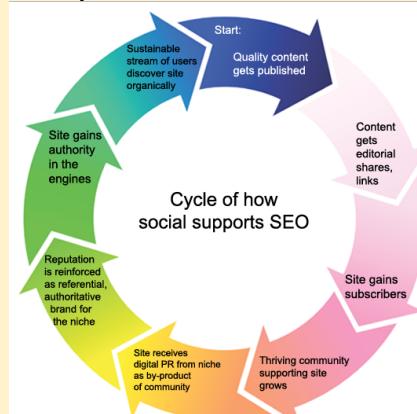
Leaf icon → Behavior → Site Content → Exit Pages

Leaf icon → Shows what pages users exited on



Analytics & SEO Strategies and Suggestions

- Use bots to post Sustainable Campus links in environmental chat groups to increase trackbacks & overall Google Search rankings of Sustainable Campus webpage
- SEO strategy
- Need regular departmental meetings (weekly, bi-weekly, or monthly) to analyze analytics and SEO strategy
- Recruit Cornell IT Department and Computer Science majors to help with analytics and SEO strategy



Internship Job Description Improvement Suggestions

- Need 2 separate internships: Sustainability Communications Intern (SCI) and Sustainability Office Search Data Analyst (SDA)
- SDA will create an overall strategy and metric for Google analytics, SEO strategies for the Sustainable Campus website, will collaborate with Communications Intern
- SCI should focus on social media, blog, news, outreach (tabling, recruiting, advertising, events), will collaborate with SDA Intern
- Make simplified training manual for Communications Interns

Two Communications Internships: Earn College Credit and Advance Campus Sustainability Efforts

Seeking Cornell Communications Majors or Minors interested in Sustainability...





- leaf icon Thank you so much for this wonderful opportunity!
- leaf icon It has been a pleasure being an SCI Intern ☺
- leaf icon Any questions?



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