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## VIRGINIA TECH CAUGHT GREEN HANDED TWIST

### 1. Contact info

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### 2. Choose type of promotion

Other—Social Media Campaign

### 3. General description of Promotion

Our office is trying to do a new version of Caught Green Handed. Student interns, equipped with buttons and certificates (photo to right), approach folks on campus who are using reusable water bottles and coffee mugs. The interns then snap a photo of person with their button and bottle, and the photo gets posted to our Facebook and Instagram for all to admire. Students are approaching students, faculty, and staff people alike.

Additionally, people are encouraged to send us “selfies” with their bottles and mugs, which, again, get posted to both Facebook and Instagram (some choice examples attached). Every person who sends a selfie is entered into a raffle. At the end of the two week campaign, five winners will be chosen and showered with RecycleMania swag. Their winning selfies, along with photos of them with their new swag (sunglasses, water bottle, and t-shirt) will be featured on all of our social media channels.



### 4. Planning Steps to prepare for Promotion

- Create and establish social media channels. For this one, we’re using Facebook and Instagram as the primary vehicles, but promo materials are being released on Twitter and Tumblr. The more followers you have on each of these channels, the better.
- Order or make buttons. We decided to order the I [Recycled] buttons from the RM store
- Create Certificates. Ours are 1/8 page, printed on card stock with the button pinned to the top corner (photo above). The certificate heavily features our social media handles so people can go find themselves when we post the photos.



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- Take a few photos to get yourself started. I went around and took photos of the rest of the Energy and Sustainability Staff, University Planning Staff (the folks we share an office suite with), and our student interns—plus a selfie!
- Post your starter photos along with competition rules on social media channels. Make sure the rules are short and simple. Ours went like this: *“Get Caught Green Handed and win some sweet prizes from OES! Just take photos of you and your friends using reusable water bottles and coffee mugs. Post them on Instagram and tag us @VTSustainable, or post and tag us right here on Facebook!”*
- Send student volunteers/interns out with buttons and certificates. I basically made a deal with them: I will give you 10 buttons at the beginning of the campaign. By the end of the campaign, you’ll give me 10 photos.
- Post photos you receive from student interns and raffle entries, and watch your social media channels BLOW UP. People love seeing themselves and their friends on social media, and you’ll be amazed how many likes, comments, and followers you’ll get out of the deal. In the first week, we gained 40 new Facebook followers, and our engagement was triple what it is normally.
- Keep a list of raffle entry names. At the end of the campaign, pick 5 names at random. Contact those winners (either email or social media) and let them claim their prize.
- Celebrate how awesome recycling and social media are!



## 5. **Resources and people involved**

We ordered 200 buttons from the RecycleMania store, which cost \$100. The raffle prizes are coming from the free swag we got with the \$75 RM Store credit and the CGH event-in-a-box, so none of that was a cost to our office. The certificates were printed on card stock, which our office already had on hand. Our student interns are not paid, but we have 11 of them, and they are all really passionate and hard workers. That’s luck on our part, but essential for this campaign to work as well as ours has.

## 6. **Describe the Results of the Promotion**

When we announced the campaign, the student newspaper, the official Virginia Tech News, and the local news channel all contacted us for interviews and stories. The Division of Student Affairs sent our campaign around their social media channels (which have a much larger reach than ours does), as did the Student Government Association.

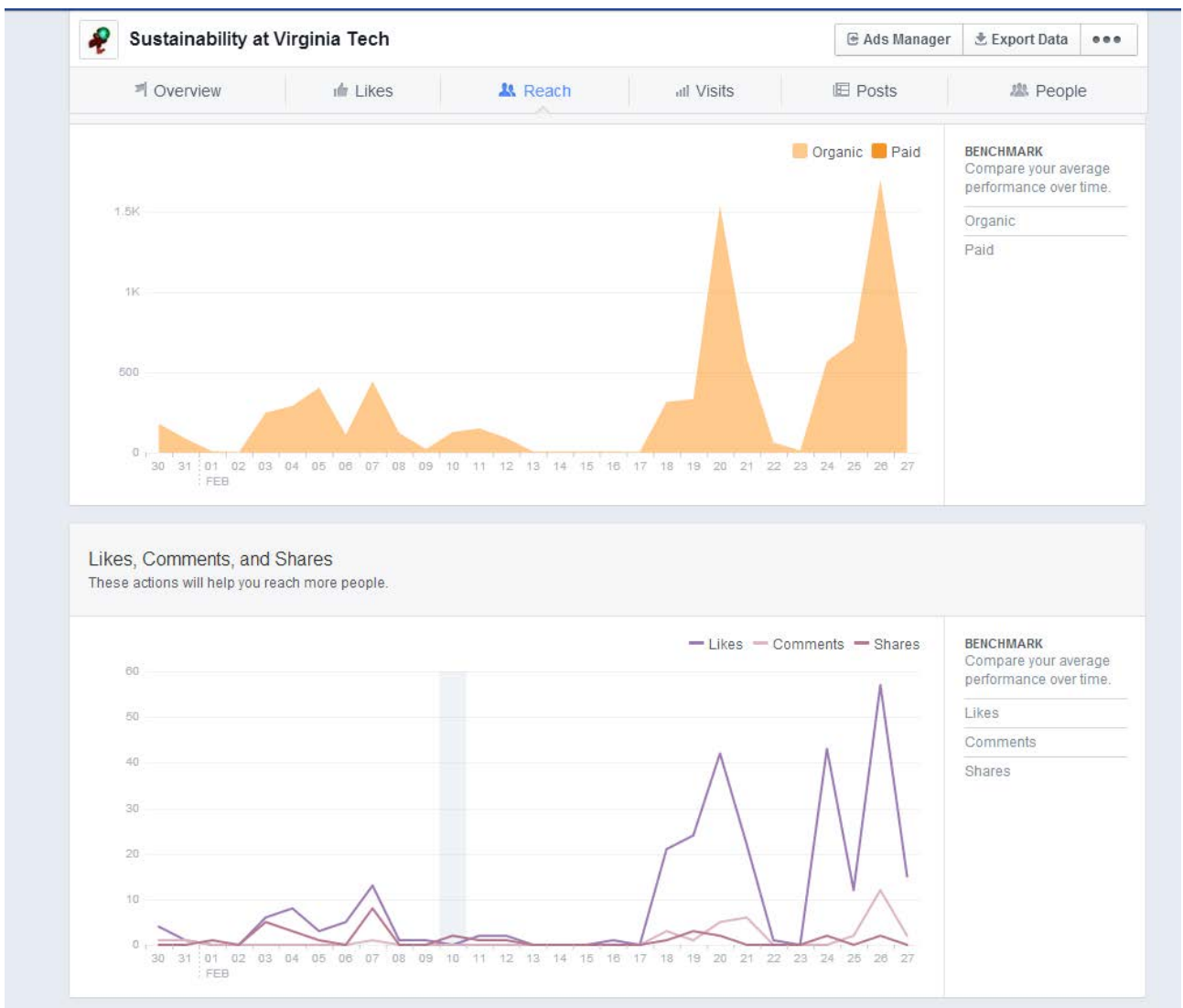


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Our Facebook gained 70 new followers

Facebook engagement increased by 300% over the two-week campaign. Below is a graph from Facebook analytics that shows engagement and likes/comments/shares from our page over the last month. The valleys in the graphs are weekends, when there is no activity on our page. It is obvious that traffic and engagement soared on our page during this campaign.



### 7. What would you do differently in the future?

We did not get as many entries on our Instagram as we had hoped we would. In future iterations of this campaign, we would find other marketing tools to get people engaged on that social media



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outlet. However, once we started taking submissions by email and Facebook, we saw a fairly dramatic increase in people sending their own photos to our office. In the future, we would offer those alternate mediums as a way to submit “selfies” from the beginning.

