
TTU Climate Center

Social Media Campaign

April 2021

Social Media Audit

1. Start with identifying your organization and the platforms they currently use.
 - a. The organization we are doing is the Texas Tech University Climate Center. The platforms they currently use are Facebook, Twitter, Instagram, and YouTube
 2. What is the mission or overall theme for each platform?
 - a. For Instagram, the goal is to create short shareable posts that people can post on their Instagram stories and share with others to help them learn how to slow change in climate and save energy. Their twitter page has more longform posts and videos discussing climate change and promoting events hosted by them and articles written by professionals. They also retweet important information and research by the Texas Tech professors studying climate change. Their Facebook page is mostly for advertising professional interviews and discussions hosted and done by professors and students at Texas Tech University. Their YouTube page is mostly for uploading these discussions and interviews and archiving them for future viewing.
 3. What are the top three posts in terms of engagement?
 - a. Look for patterns. Do you tend to get the most response when you post photos? Videos? Do people respond to the same kinds of posts on your Facebook Page as they do on your Instagram account?
 - b. In their instagram posts, they get around 10 likes per post but their IGTV video got the most engagement which got 106 views. Their other posts that do better than their average is their "#spotlightsaturday" posts where they post pictures of their members with a little bio about the person. They rarely get comments on their instagram posts, so not many people are interacting with their posts other than liking them. On twitter, they mostly retweet other professionals' tweets, and they seem to have more engagement in the professional sphere compared to when trying to appeal to teenagers. Overall, they get very little engagement or share on any platform.
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2. How often do they post?
 - a. They can be inconsistent on posting on Instagram, but they post an average of 3 times a week. Their twitter posts mostly when important articles or events happen which can be once every few weeks. This is the same with their YouTube and Facebook.
 3. Who is the target audience on the sites?
 - a. On Instagram, they advertise to college students, but their other accounts have posts that target professionals and other professors on campus. It's important to make sure the information on each platform is still professional, but it appeals to the right demographic. The instagram shouldn't make the teens feel like they are being talked down to.
 4. Google your organization/track down their website.
 - a. What is the organization's purpose and values?
 - i. According to their site they say "The Climate Center provides knowledge and tools that can be used to understand, anticipate, monitor, prevent, and adapt to projected climate change. We are a diverse team of academics from the sciences, humanities, and beyond who are committed to a healthy and safe planet for all."
 - b. Are there upcoming events you want to promote?
 - i. There are currently no events hosted by the Climate Center or that they are currently advertising.
 - c. Who is their target audience?
 - i. On their instagram their target audience is college students. On platforms like twitter and facebook they have a more professional presence but their instagram is much more casual and they have tried to make their posts engaging in appearance but they are not cohesive at all, which is part of what it would need in order to gain more attraction.



Campaign Strategy:

Our goal in this campaign is to focus on their Instagram page since it's the page trying to appeal to college students and can easily get the most engagement and interactions. We plan to make posts similar to the activism posts that have recently grown popular on Instagram which consist of calming pastel colors with text and information in front of it promoting certain issues. Posts like these are easy to share on Instagram stories and can cause a chain reaction of shares from one account to the next. Posts like these have a large amount of positive engagement and gain a large amount of likes. Posts like these have been gaining momentum over the past couple of years since people have been able to put other people's posts on their Instagram stories. The overall goal of this campaign is to create more engagement on their Instagram page since they only have 230 followers with 144 posts averaging 5-10 likes a post. Instagram is the largest platform for teenagers and is currently the best place to promote a brand to younger demographics.

Content Creation

Instagram

Week 1 content

Saturday April 3rd: 6:00PM

Written Description

Help our planet and do your part to ensure we have a green future! Repost this to your story and check out this link for more information!



External Link: <https://www.depts.ttu.edu/csc/Climateandecology.php>

Tuesday April 6th: 8:00PM

Written Description

What are ways YOU think Texas Tech could help improve our environment? Let us know your feedback and follow our twitter for even more information!



External Link: <https://twitter.com/ttuclimate?lang=en>

Friday April 9th: 6:30PM

Written Description

Happy Friday from TTU CLimate Center! Here's a link to find climate change protests all around the world and have your voice heard!



External Link: <https://globalclimatestrike.net/>

Tuesday April 13th: 6:30PM

Written Description

Swipe to see 5 ways you can reduce plastic use in your daily life! Check out the link below to get more information on how to help limit plastic use!



External Link:

<http://www.greeneducationfoundation.org/nationalgreenweeksub/waste-reduction-tips/tips-to-use-less-plastic.html>

Friday April 16th: 3:30PM

Written Description

Start off your weekend with a trip to one of the many state parks. Palo Duro Canyon is only an hour away from campus! Click this link to reserve a ticket into the park!



External Link: <https://palodurocanyon.com/>

Monday April 19th: 6:30PM

Written Description

Earth Day is coming up this week! Celebrate by posting this to your story and reminding your friends at TTU to recycle!



External Link: <https://www.recycleacrossamerica.org/tips-to-recycle-right>

Thursday April 22nd: 6:30PM

Written Description

HAPPY EARTH DAY! Our favorite day of the year and here are some ways you can celebrate our wonderful planet from right here in Lubbock!



External Link:

<https://www.facebook.com/events/lhuca/earth-day-lubbock-festival/2479244918993694/>

Tuesday April 27th: 6:30PM

Written Description

Comment down below the things you changed in your daily life to help the environment! Post this to your story to ask you friends what they're doing to help as well! Follow our twitter for more posts and information as well!



External Link: <https://twitter.com/ttuclimate?lang=en>

Twitter

Week 1 content

Sunday April 4th: 11:00AM

Written Description

Check out our most recent instagram post! Retweet and share to ensure a green future for the rest of our lives!



External Link: <https://www.instagram.com/ttuclimatecenter/>

Wednesday April 7th: 11:00AM

Written Description

We want to hear from YOU! Let us know what ways we can be bettering ourselves at the TTU Climate Change Center! Reply to this post to have your voice heard!



Saturday April 10th: 3:30PM

Written Description

Express your voice and check out this link to protests on climate change!



External Link: <https://globalclimatestrike.net/>

Wednesday April 14th: 11:00AM

Written Description

Plastic stays around on this planet long after you're gone - Reduce your use and check out these lists of ways to reduce your plastic use in your daily life!



External Link:

<http://www.greeneducationfoundation.org/nationalgreenweeksub/waste-reduction-tips/tips-to-use-less-plastic.html>

Saturday April 17th: 11:00AM

Written Description

Enjoy all this Earth has to offer and go explore! Check out Palo Duro Canyon only an hour north of campus!



External Link: <https://palodurocanyon.com/>

Tuesday April 20th: 5:00PM

Written Description

Make sure to use the many recycling bins around our beautiful campus and check out this link for other tips on recycling!



External Link: <https://www.recycleacrossamerica.org/tips-to-recycle-right>

Thursday April 22nd: 11:00AM

Written Description

Happy Earth Day! Lubbock has a super fun Earth Day festival, go check it out!



External Link:

<https://www.facebook.com/events/lhuca/earth-day-lubbock-festival/2479244918993694/>

Wednesday April 28th: 3:30PM

Written Description

Dont forget to follow our Instagram and share our posts to help spread awareness of climate change on our campus!



External Link: <https://www.instagram.com/ttuclimatecenter/>



Part Three: Assessment Plan

Due to the lack of original engagement in the account before creating content, the goal at the end is to reach an estimated 75-100 likes a post on their Instagram page, at least in the first month which can be done depending on how active users are in sharing the posts to others and the growth of interest and promotions towards the posts. With Instagram for Business, organizations can find out how many shares, saves and likes each post gets which will be useful in seeing how successful the first month of the campaign is. For Twitter, to reach an engagement of 500 per tweet would show that users of the platform saw the tweet, liked the tweet, retweeted the tweet, or shared the tweet to others. Each one of those actions is a single engagement.