

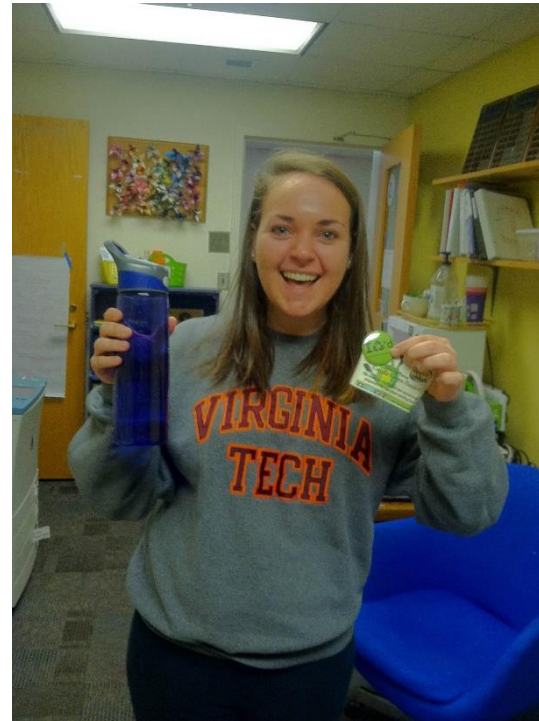
Caught Green Handed: Selfie Competition



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General Concept

- ▶ Student interns equipped with buttons and cards (previous slide) approach students using reusable bottles/mugs
- ▶ Take photo of student with bottle and button
- ▶ Post to social media (Facebook)
- ▶ Take advantage of “selfie culture” and get sustainability as part of the story people are telling about themselves
- ▶ Encourage students to submit water bottle selfies
- ▶ Also post selfies to social media
- ▶ All selfies entered into a raffle and winner chosen at the end of the 2-week campaign.



Planning and Promotion

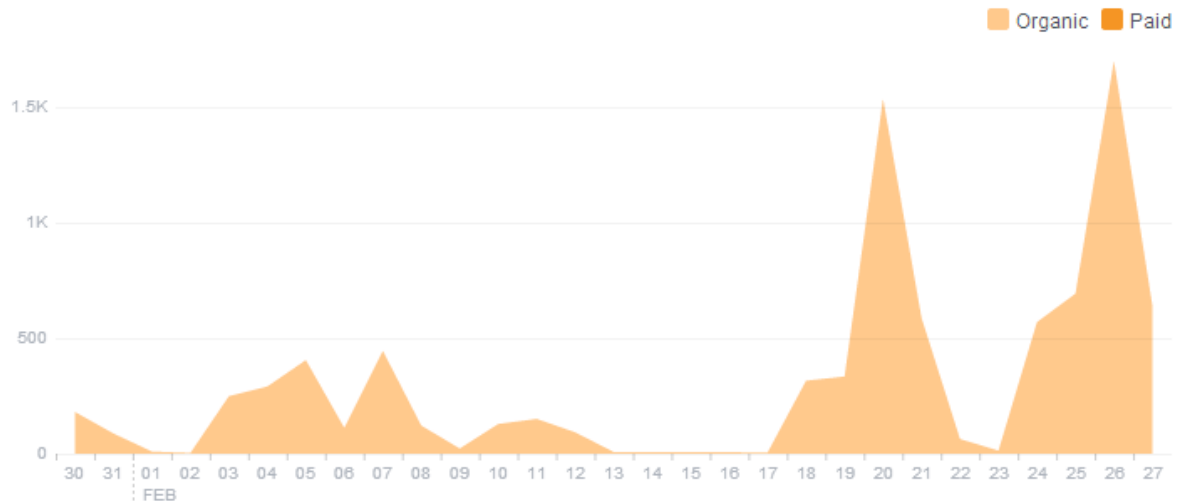
- ▶ Start with selfies of sustainability staff and students
- ▶ Post starter photos and rules to social media
- ▶ Use table cards to promote selfie raffle with QR code to FB page
- ▶ Send student interns/volunteers around campus with buttons and cards
- ▶ Post photos to social media as they stream in
- ▶ Watch your Facebook page BLOW UP



Costs/Staffing

- ▶ 200 buttons from RM Store (\$100)
- ▶ RM swag that was purchased with \$75 store credit for prizes
- ▶ Certificates were designed and printed on card stock in-house
- ▶ Student interns who work for our office did most of the leg-work



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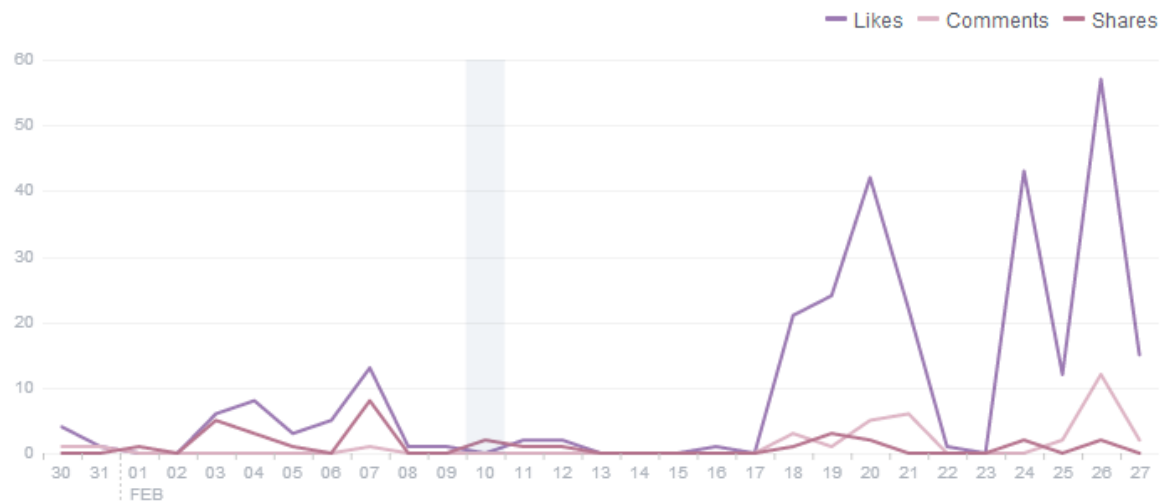
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Organic

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Likes, Comments, and Shares

These actions will help you reach more people.



BENCHMARK

Compare your average performance over time.

Likes

Comments

Shares

Results

