



How MMU successfully use Social Media to engage staff and students

2 September 2015, 12:00-13:00

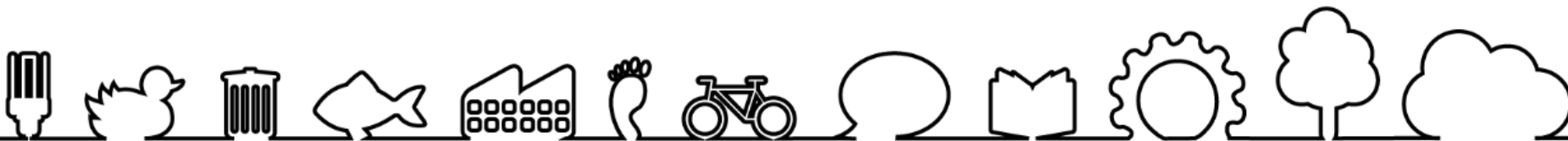
Speakers:

Ryan Waugh, Sustainability Engagement Co-ordinator, Manchester Metropolitan University

Jason Smith, Environment Team Assistant, Manchester Metropolitan University

Contact Nina: nbartlett@eauc.org.uk / 01242 71 4321

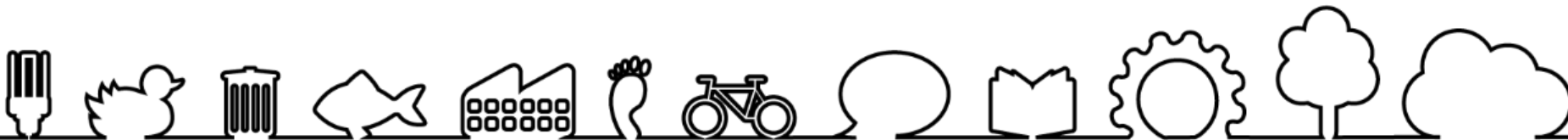
Using social media & other channels to engage with staff and students



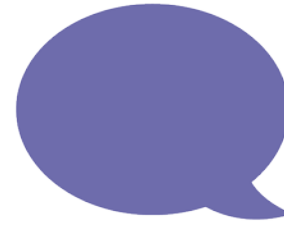
Let's make a **sustainable planet**

What we will cover:

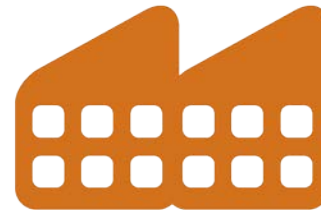
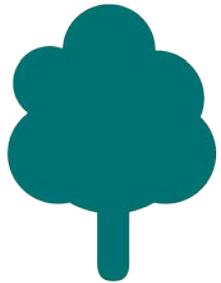
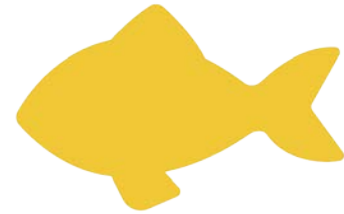
- How we engage with staff & students
- Tools to facilitate engagement
- Our experience using these tools



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MMU & the Environment

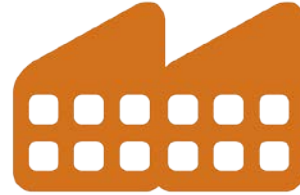




**WATER
MANAGEMENT**



**SUSTAINABLE
TRAVEL PLANNING**



**SUSTAINABLE
BUILDINGS**



**ENVIRONMENTAL MANAGEMENT
SYSTEMS AND LEGISLATIVE
COMPLIANCE**



**ENERGY
MANAGEMENT**



**SUSTAINABILITY
ENGAGEMENT**

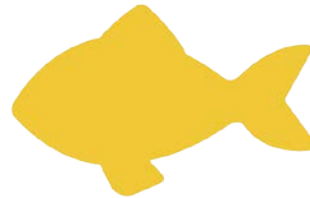
What we do?



**WASTE AND
RESOURCE MANAGEMENT**



**RESEARCH, KNOWLEDGE
EXCHANGE AND INNOVATION**



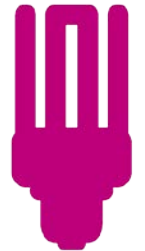
**EMMISSIONS AND DISCHARGES
TO THE ENVIRONMENT**



**BIODIVERSITY AND
GROWING SYSTEMS**



**LEARNING FOR A
SUSTAINABLE FUTURE**



**SUSTAINABLE AND
ETHICAL PROCUREMENT**



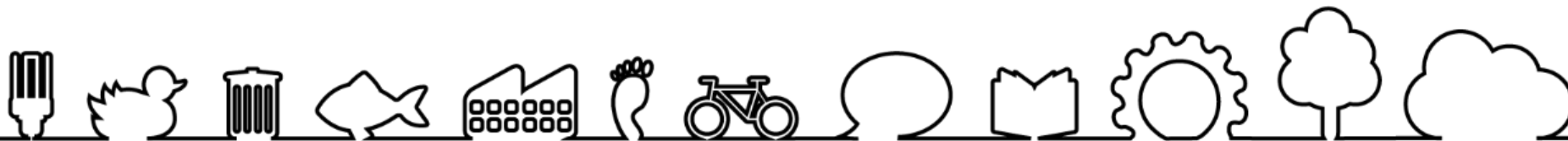
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Ambitious Targets

50%
LESS CO2
BY 2020

25%
LESS WATER
BY 2016

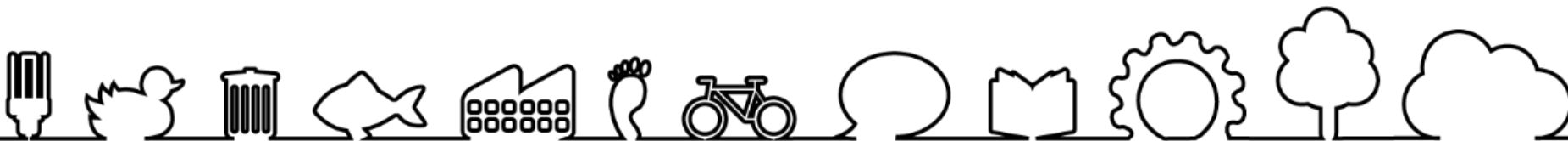
85%
RECYCLING
BY 2020



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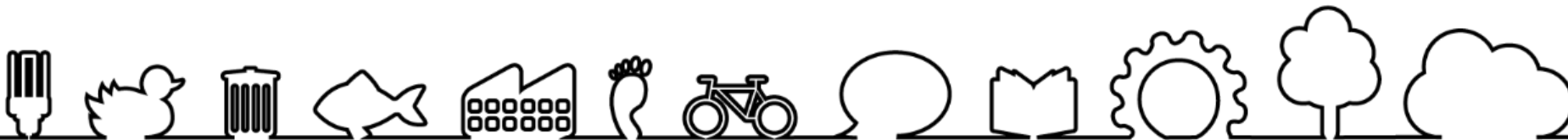
OUR STAFF AND STUDENTS PLAY A CRITICAL ROLE



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Let's make a **sustainable planet**



Sustainability Engagement

Providing opportunities for staff, students and local community to engage with the sustainability commitments of the University.



**SUSTAINABILITY
ENGAGEMENT**



ANNUAL CYCLE EVENT 2015

8:00am - 3pm
The Whitworth
Oxford Road
M15 6ER

Wednesday 17th June

Bike week

A Corridor Manchester Event

ACEISMCR

Tweet pictures of your journey to win prizes!

ace15.uk

MMU

RNCM the Whitworth

Manchester Metropolitan University

POP SWAP

FASHION & BOOK EXCHANGE

WEDNESDAY 10TH JUNE
4 - 6PM

GEOFFREY MANTON BUILDING,
MANCHESTER METROPOLITAN UNIVERSITY

Supporting Goodstock by vInspired

@MMUPopswap

GOODSTOCK

Manchester Metropolitan University

Sustainable actions

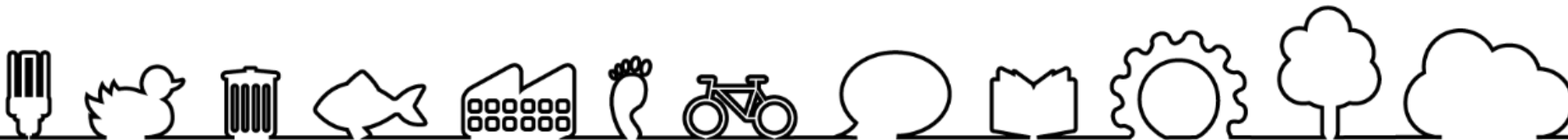
★ make a ★

big impact

Let's make a **sustainable planet**



Big Impact is a programme of sustainability events, activities, learning and volunteering opportunities from MMU's Environment team. Available to our staff, students and local community members.



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Sustainability in Action



Grow Stuff



Sustainability
Ambassadors



Pop Swap



Ideas into Action

Sustainable Living



Student
Accommodation



At home & at work



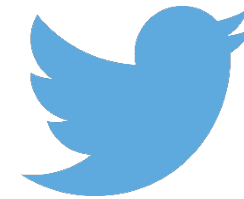
Travel

Events

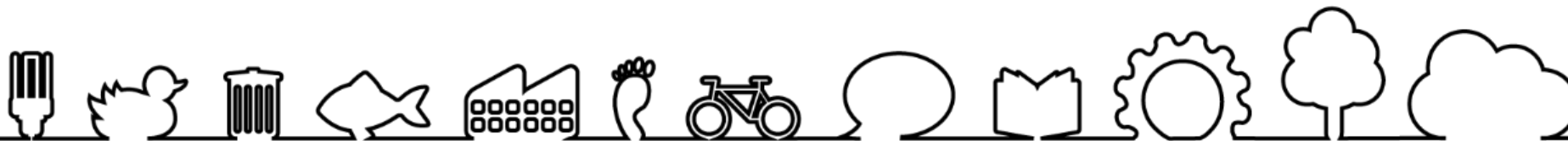


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Engagement Tools

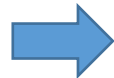


IMPOSSIBLE

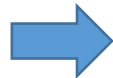


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Engagement Journey



SurveyMonkey®



Campaign Monitor



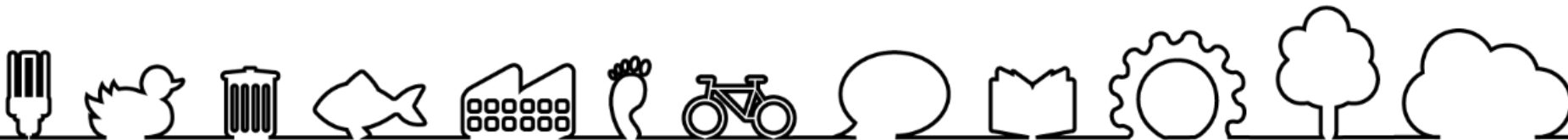
WORDPRESS



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Thinking outside of the box...

IMPOSSIBLE



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IMPOSSIBLE



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EVENTS / APRIL 22, 2015

FASHION FLASH MOB – MANCHESTER, 24TH APRIL 2015

Asking #whomademyclothes for Fashion Revolution Day On Friday 24th April, on the anniversary of the Rana Plaza catastrophe in Dhaka, Bangladesh where 1133 garment...



NEWS / MARCH 16, 2015

MY CLIMATE MARCH BY RYAN WAUGH

On an unseasonably warm day in March (perhaps the result of Climate Change), I experienced my first demonstration. Why it took me so long...



EVENTS / FEBRUARY 18, 2015

CLIMATE WEEK EVENTS BY RYAN WAUGH

As part of Climate Week (2nd – 8th March) The Manchester Metropolitan University (MMU) and The Union MMU are running a series of events...



NEWS, PRODUCTS / FEBRUARY 2, 2015

CONSCIOUS CONSUMING BY RYAN WAUGH



Let's make a **sustainable plan**



MMU Environment team



Corporate
Internal & External
Stakeholders



Sustainability
Engagement
Programme



Fun & Engaging
Internal & External
Stakeholders



Engagement
Activity



Fun & Engaging
Student-led activity
targeting to staff &
students



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MMU Environment Team
@MMUEnvironment FOLLOWS YOU

Team in Manchester Metropolitan University making environmental sustainability happen! We work hard and have lots of fun! Contact us mmu.ac.uk/environment/

📍 UT: 53.470675,-2.240819
mmu.ac.uk/environment
🕒 Joined January 2010

[New](#) [Share](#)

👤 306 Followers you know



📷 353 Photos and videos



Tweets Tweets & replies Photos & videos

MMU Environment Team @MMUEnvironment · 18m
MMU staff: join Big Impact (our engagement programme)! Submit sustainability ideas which could improve our campuses tinyurl.com/pecmjx5

MMU Environment Team @MMUEnvironment · Aug 24
Sign up to receive our monthly news [#sustainability](https://twitter.com/hashtag/sustainability) [#environment](https://twitter.com/hashtag/environment) [#MMU](https://twitter.com/hashtag/MMU) tinyurl.com/yhas769

MMU Environment Team @MMUEnvironment · Aug 23
MMU Cheshire Campus is a vital habitat for disappearing UK mammal tinyurl.com/o7ohffr @MMU_Cheshire

MMU Environment Team @MMUEnvironment · Aug 21
Find out about free, fun activities for all the family that are happening in and around Manchester this summer tinyurl.com/o7aju43





BIKE

- Freedom
- Exercise
- Personal space
- Nice buns!

VS

BRRM

- Stuck to roads
- Expensive
- Bit of a squeeze
- Traffic jams

Sustainable actions
★ make a ★
big impact

Big Impact Education

Create Call to Action Liked Message

Timeline About Photos Reviews More

187 likes 0 this week
John Earnshaw and 14 other friends

1 was here 0 this week

Invite friends to like this Page

12 post reach this week

Get phone calls from News Feed

Include a Call Now button so that people nearby can call your business directly from your promotion.


Promote Local Business

Status Photo/Video Offer, Event +

What have you been up to?

Big Impact
Published by Ailsa McConnachie (?) · 18 August at 09:32 ·

Find out about free, fun activities for all the family that are happening in and around Manchester this summer <http://tinyurl.com/o7aju43>





POP SWAP
Pop Swap - fashion & book exchange
College & University

242 likes +1 this week
5 post reach this week
Invite friends to like this Page

Find New Customers
Connect with more of the people who matter to you
[Promote Page](#)

ABOUT

Geoffrey Manton Building
Manchester, United Kingdom
07775 029454

1524.1073741826.105669209622972/37595575259431...

What have you been up to?

Pop Swap - fashion & book exchange shared a link.
Published by Ryan Waugh [?] · 13 August at 18:12 · 🌐



THE FASHION CENSUS' BEST SUSTAINABLE FASHION BRANDS – 2015

The Fashion Census rounds up their top 7 and most stylish sustainable fashion brands for 2015.





Keeping in touch...

Let's make a
sustainable planet
Sharing stories, news and events from MMU



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Search for in [the entire site](#)



MMU and the Environment

◀ [Events and News](#)

◀ [Big Impact](#)

[What's MMU doing?](#)

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◀ [Sustainable Campus](#)

◀ [Geothermal energy project](#)

[Environmental Management](#)

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1st award class
UNIVERSITY LEAGUE 2015
people & planet

[Find out why we are number 3](#)

Find out about MMU Cheshire's opportunity to be part of a prestigious renewable energy demonstrator project



Green Gown International Award
Winners - Student Engagement

Where do I start?

MMU Staff

- ✔ Use the [how do I?](#) Question and Answer pages to find out how to **dispose of waste**, your building's **energy rating**, and more.
- ✔ Find out about the new **staff recycling facilities**.

MMU Students

- ✔ Get involved in events & campaigns through **Big Impact**
- ✔ Enhance your life skills, work with communities and learn about sustainability with **MMU Futures!**



[Sign up to our monthly sustainability newsletter](#)

Name

Email

About You



Let's make a **sustainable planet**

Sharing stories, news and events from MMU



**World Symposium on
Climate Change Adaptation**

Climate change is among the major challenges of modern times. It is against this background that the "World Symposium on Climate Change Adaptation" is being organised. The event is a joint initiative by Manchester Metropolitan University and a number of international partners and will take place at our All Saints Campus on 2 – 4th September.

Geothermal Energy in Crewe

Our CHESHIRE Campus has an opportunity to be part of a prestigious renewable energy demonstrator project.

Zero Waste 2015 - tonnes donated!

Find out how much has been collected this year through the Zero Waste campaign.

Free sustainable fun for all!

Find out about free, fun activities that are happening in and around Manchester this summer.



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MMU and the
Environment Service

Weblog homepage

Let's make a **sustainable planet**

Sharing stories, news and events from MMU



Free sustainable fun for all!

There are loads of free activities and events happening in and around Manchester this summer. We have listed some of our favourites and included links to their webpages so you can find out more and get involved.

Dig the City is free summer garden festival running from 31st July – 6th August in Manchester City Centre. There are gardens to wander through, music, markets, pop-up picnics, storytelling, tai chi, craft sessions and so much more. Have a look at the full event listing here:

<http://www.digthecity.co.uk/whats-on/>



Search for:

Categories

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[Emissions and Discharges](#)

[EMS and Legislative Compliance](#)

[Energy](#)

[Environmental Sustainability Strategy](#)

[Events](#)

[Climate Week](#)

[Climate Week 2015](#)

[Fairtrade Fortnight](#)

[Pop Swap](#)

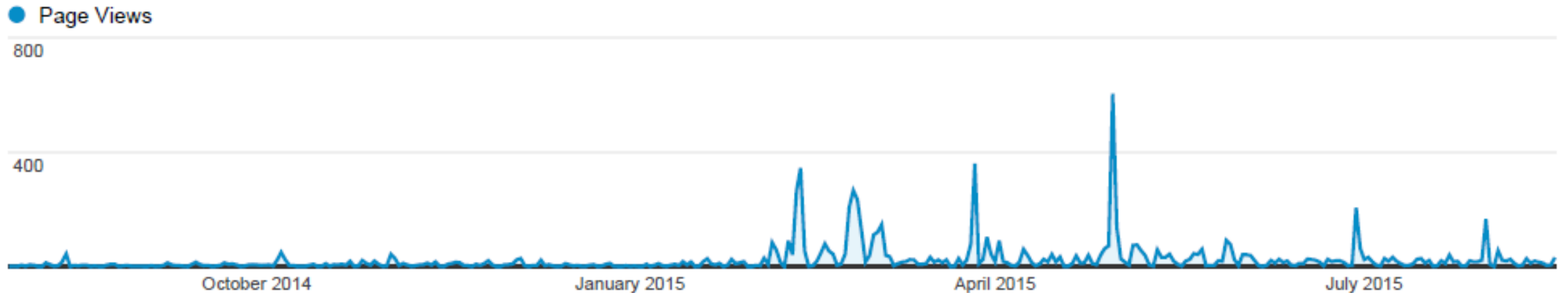
[Zero Waste](#)



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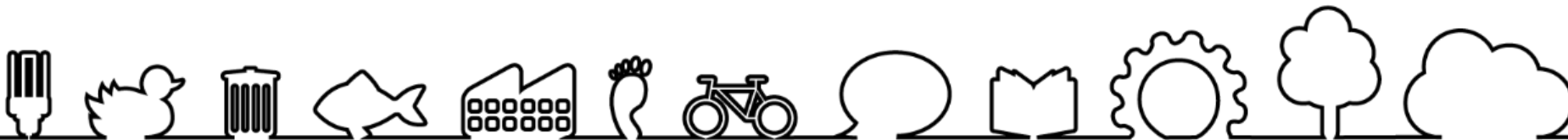


Web Traffic



February 2015

First issue of *Let's make a sustainable planet*
news.



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Open & Click Rates

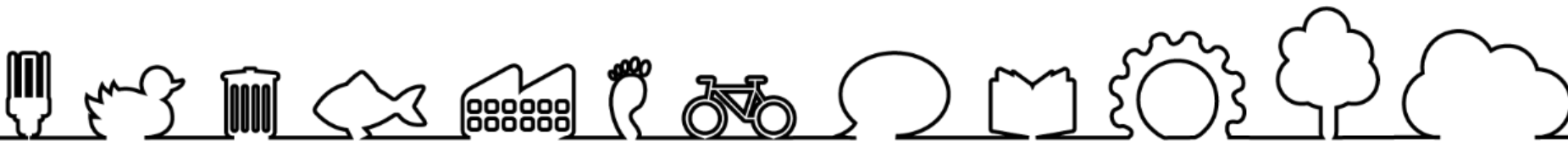
CAMPAIGN	SENT	RECIPIENTS	OPENED	CLICKED
July 2015	31 Jul	272	46.27%	33.87%
June 2015	29 Jun	256	52.4%	40.46%
May 2014	29 May	241	47.64%	30.63%
April 2015	30 Apr	4,312	21.23%	36.98%
March 2015	27 Mar	4,575	21.26%	25.4%



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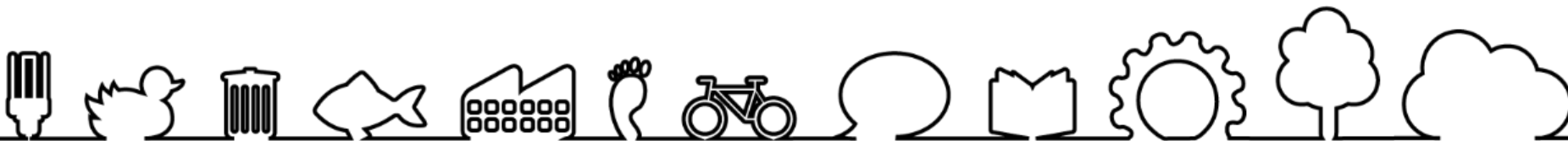
That's our digital journey so far....



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Any Questions?



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