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#WUWontWaste Challenge: A Social Media Event for Spring 2016

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The Plan

For Spring 2016, the Office of Sustainability will benefit from hosting a #WUWontWaste Challenge across popular social media platforms, including Facebook, Instagram and Twitter. During the event, students will be asked to post pictures of themselves conserving water in various scenarios. Along with the pictures, students will include captions, completing the phrase “I promise to conserve water by...” and the hashtag #WUWontWaste. The purpose of this challenge is to raise awareness of the importance of water conservation as well as to encourage students to save water. By taking part in the challenge, students can learn different ways to conserve on campus.

To motivate students to participate, two students’ posts will be randomly selected at the end of the challenge to win an AllSport Pass to the U.S. National Whitewater Center in Charlotte. This pass allows a day’s access to the center’s flatwater, whitewater and land activities, including whitewater rafting, kayaking, paddle boarding and rock climbing. By having the opportunity to participate in these activities, students can learn to appreciate that without water conservation, it would not be possible to experience the pleasures of water. Although these passes cost \$54 per person, totaling \$108, this incentive will not only encourage student participation in the challenge, but also increase water conservation awareness.

Details of the Plan

- 1) Five Twitter messages will introduce the event at the start of the semester in January.
- 2) The plan will be publicized with a Facebook blurb providing all details of the challenge.
- 3) Additional posts on Facebook and Twitter during February will remind students of the challenge and encourage continued participation until two winners are selected on March 1.

Facebook Blurb

Winthrop students! The Office of Sustainability wants you to participate in its #WUWontWaste Challenge January through February. All you have to do is post a picture of yourself on Facebook, Instagram or Twitter, doing an activity that saves water. Make sure you include a caption that completes the phrase "I promise to conserve water by...." and the hashtag #WUWontWaste. The activity you photograph can be anything from turning off the faucet while brushing your teeth to having a full load of laundry in the washing machine. On March 1, the office will randomly select two posts with the #WUWontWaste hashtag to win an ALL DAY pass to the Whitewater Center in Charlotte! This great prize emphasizes that without water conservation, we would not be able to enjoy the luxuries of water.

Twitter Messages

1. Introduce the challenge.



2. Give details on the challenge.



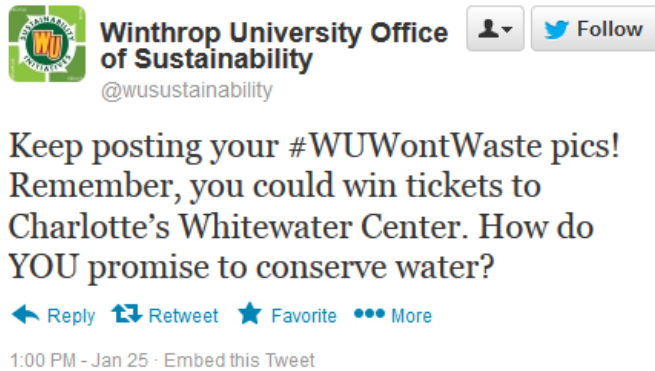
3. Say what participants could win.



4. Include an example of how the Office of Sustainability promises to conserve water. In this example, the actual post would include a picture of office staff with cups of water.



5. Reinforce and remind students of the challenge.



These Twitter messages are only the introducing messages for the #WUWontWaste Challenge in order to attract student attention. Because winners will not be selected until March 1, more tweets should be posted during the month of February as a reminder of the challenge and to encourage continued participation.

Blog Entries

Saving Water as College Students Starts with Basic Steps

Water is used inefficiently by the average college student, and you can imagine how quickly every drop of water wasted adds up. Here are a few ways that you can save water.

1. Turn off the water when you brush your teeth.
2. Check for leaks in your plumbing. Report any to maintenance as soon as possible.
3. Take shorter showers. It should take only five minutes to get clean.
4. Only wash clothes when you have a full load.
5. Reuse towels. Don't throw them into the dirty laundry after only one use.
6. Wear your jeans again before washing them.
7. Scrape dishes off instead of rinsing them.
8. Use hand sanitizer instead of water. If your hands aren't that dirty, just use sanitizer.

You can start conserving water using these simple tips! Can you identify other ways to save water?

Winthrop Promises to Help Conserve Water. Will You?

As a signatory of the Talloires Declaration, Winthrop has agreed to increase awareness of sustainable practices, practice resource conservation, and set an example of environmental responsibility. The Office of Sustainability is deeply concerned with the depletion of natural resources,

including water, and as a result, has taken steps to implement water conservation strategies on campus. Examples of water conservation actions include installing low flow plumbing fixtures, which saves 400,000 gallons of water annually and using a pool water reclamation design in the West Center's swimming pool, saving 196,000 gallons of water each year.

With the help of the Office of Sustainability, Winthrop practices water conservation while actively searching for new ways to save in order to implement sustainability on campus. However, to be a truly sustainable university, Winthrop needs your help. Students are an integral part of life on campus, and your daily activities have a tremendous impact on the amount of water consumed as a university. Are you willing to save water to ensure we won't deplete our water supply? What actions will you take to help?