



Revitalizing the FSU Sustainable Campus YouTube



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Introduction

- “FSU Sustainable Campus strives to improve efficiency and stewardship of resources and to develop change-makers and innovators who can create a better, more just future for all”(FSU Sustainable Campus, 2024).
- An integral way that this is accomplished is through outreach and communication regarding different sustainability opportunities, topics, and issues at the school, local, national, and global levels.
- A large component of outreach to engage college-age students and change-makers is through social media.
- FSU Sustainable Campus is currently active on social media platforms including Instagram, Threads, and Facebook.
- FSU Sustainable Campus had an inactive YouTube account that had not been utilized since the fall of 2020.
- YouTube by and large is the most widely used online platform (Gottfried, 2024).
- Roughly eight in ten U.S. adults (83%) report ever using YouTube (Gottfried, 2024).
- YouTube provides a platform to create long-form video content that is not traditional to the other social media platforms currently utilized by Sustainable Campus and therefore offers a creative opportunity to communicate sustainability topics.

Project Goal

- The goal of this project is to revitalize the FSU Sustainable Campus YouTube channel by creating new, evergreen content that can continuously be uploaded.
- The goal of this content is to access and engage with a new online audience and expand the reach of FSU Sustainable Campus in communicating a wide range of sustainability topics.
- Other aspects of revitalization included creating a new banner, updating the profile photo, and general profile updates to keep the branding of the YouTube account up to date and consistent with the rest of the FSU Sustainable Campus branding.



Methodology

- A comprehensive social media audit and analysis was conducted to examine the past performance of the previously uploaded YouTube videos and track what topics had already been covered.
- A social listening assessment was also conducted to analyze what other similar accounts were posting on YouTube and what topics from FSU Sustainable Campus were performing well on other platforms.
- The analytics of the content created for this project were also tracked in a spreadsheet to measure performance and engagement as the social media page gained (and continues to gain) traction.

Results

- From the social media audit, analysis, and social listening exercise, content that captures the goals of Sustainable Campus was conceptualized, created, and uploaded to the YouTube account. Both traditional long-form content and ‘Shorts’ were created and uploaded.



Conclusions

- The goal of revitalizing the FSU Sustainable Campus YouTube was met, with both long-form and ‘Shorts’ content having been uploaded to the platform.
- A new YouTube banner was also created that showcases the current initiatives taken on by FSU Sustainable Campus and can be easily updated in the future to remain relevant. The profile as a whole was updated to match the branding of Sustainable Campus.
- Content will continuously be uploaded to the platform, as content has been created already to be uploaded in the future and filming is set for upcoming events so that the YouTube account will not fall inactive again after the conclusion of this fellowship.
- The groundwork has now been laid so that FSU Sustainable Campus staff can work to keep the platform updated more easily now that the platform is up and running again.



References

1. Gottfried, J. (2024). Americans’ Social Media Use. Pew Research Center.
<https://www.pewresearch.org/internet/2024/01/31/americans-social-media-use/>
2. FSU Sustainable Campus. (2024). About Us.
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