



## HIGHER EDUCATION SUSTAINABILITY CONFERENCE

### Washington & Oregon Higher Education Sustainability Conference **#WOHESC**

Portland State University | Portland, OR  
February 6-8<sup>th</sup>, 2018

## **WOHESC Campus Ambassador Program**

### *Program Details & Marketing Schedule*

#### **Mission:**

- The Washington & Oregon Higher Education Sustainability Conference (WOHESC) is a platform for empowering and inspiring change making, facilitating action, and for sharing, networking, and collaboration related to sustainability within the region's higher education institutions.
- Mission of Campus Ambassador Program to help organize, recruit and champion student support for the sustainability departments to help activate greening programs in higher education.

#### **Ambassador Targets:**

- University Sustainability Program Faculty (e.g., zero waste coordinator, event/operations coordinator, sustainability manager, campus grounds, etc.)
- Student Sustainability Workers/Interns

#### **Program Commitments:**

- Represent your school at WOHESC.
  - Act as main campus facilitator during the event and help your campus group delve into hot topic campus issues and create a Plan of Action post-conference.
  - We are accepting up to two Campus Ambassadors per school.
  - Recruit your fellow student and staff workers to join you in Portland for the full conference and play an active role in discussions.
- Act as main marketing ambassador of WOHESC on your campus. Produce a consistent marketing campaign to promote your school's involvement in the conference.
- Use the custom marketing toolkit, provided below, to spread the word on your campus!
- Follow marketing schedule provided to distribute promotional information to students, staff and faculty on your campus.
- Campus Ambassadors will receive **complimentary** admission to attend WOHESC.

**Media Toolkit:** We've created a [promotional toolkit](#) filled with customizable tactics to help you get the word out!

**Marketing Highlights:** *All strategically scheduled for you on the following page.*

**Event Calendars and Posters:** Add the conference to your school's internal and external event calendars. Distribute posters (provided) around your campus.

**Social Media:** Promote through campus sustainability and personal social media channels. See below for samples.

**Newsletters & Email:** Announce the conference in your internal and external newsletters. We are also able to create a custom HTML for your use (upon request)

**Email Signature:** Proudly display a WOHEC banner in your email signature.

### **Marketing Schedule:**

Here is a recommended schedule that includes social media posts, custom email sends, event page posts, and much more.

#### ***Before December***

- Add the conference to your school's event calendars (sustainability department)
- Post weekly on social media
  - Save the Date
  - Early Bird Deadline reminders
- Include an announcement in your monthly newsletters
- Add WOHEC banner in your email signature
- Distribute flyers and posters as provided by WOHEC marketing team.

#### ***Early January***

- Post 3x week on social media
  - Speaker / Session Announcements
- Send custom email to your networks promoting yours and your campus's participation in the conference. The WOHEC marketing team will create emailer for you.
- Include an announcement in your January newsletter

#### ***Late January / Early February***

- Post 3x week on social media
  - Programming highlights
  - Retweet event updates from @WOHEC
  - Event details + logistics
- Post social media updates on-site at the conference.

### **Social Media Examples**

#### **Sample tweets:**

- Proud to be the (tag your school's Twitter handle here) Campus Ambassador for the Washington-Oregon Higher Education Conference Feb. 6-8 @PSU >> <http://wohesc.org/>
- Join me in representing (tag your school's Twitter handle here) at #WOHEC Feb. 6-8 in Portland! @WOHEC More: <http://wohesc.org/>
- Excited to attend #WOHEC on Feb 6-8 @PSU! @WOHEC Program details & tickets here: <http://wohesc.org/register/>
- Early Bird registration prices end (Date TBD) for @WOHEC! Program details & tickets here: <http://wohesc.org/register/>
- Less than a month until Early Bird Registration for @WOHEC closes. Details & tickets here: <http://wohesc.org/register/>
- Join me in advancing campus sustainability @WOHEC Feb. 6-8 in Portland! Program details & tickets here: <http://wohesc.org/register/>

- Are you joining us at @WOHESC Conference Feb. 6-8? View all event logistics here >> <https://is.gd/PdIekL>
- The upcoming Washington-Oregon Higher Education Conference will discuss engaging students on sustainability & promoting athlete activism @WOHESC <http://wohesc.org/>
- On Feb. 6-8 @PSU @WOHESC will feature experts in enhancing & showcasing campus sustainability: <http://wohesc.org/>

**Sample Instagram Post:**

Proud to be the (tag your school's Twitter handle here) Campus Ambassador for the Washington-Oregon Higher Education Sustainability Conference Feb 6-8 @PSU to help (insert your school's name) reach the next level of sustainability. @WOHESC #WOHESC Program details & tickets here: <http://wohesc.org/>

**Sample LinkedIn/ Facebook Post:**

Join me at the Washington-Oregon Higher Education Sustainability Conference on Feb. 6-8, 2017 in Portland. The Washington-Oregon Higher Education Sustainability Conference (WOHESC) is a platform for empowering and inspiring change making, facilitating action, and for sharing, networking, and collaboration related to sustainability within the region's higher education institutions. Find out more here: <http://wohesc.org/>