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Waste Less, Choose Re- Use at Pitt

Convincing Students to #PittchIn



Topics We'll Cover

Why This Campaign?
Target Audience
Color Palette, Logo, Fonts
Instagram
Twitter
TikTok
Impact of Campaign
Rhetorical Choices
Conclusion
Sources



“ According to Pitt Eats,
Every month, Pitt's Oakland
campus uses nearly 50,000
single-use disposable cups
for beverages and 225,000
to-go packages for food.
The majority of these
single-use disposable
packaging products are not
recyclable and end up in
landfills. ”

CAMPAIGN GOAL

Teach college students how to be more sustainable on Pitt's campus

TEAMING UP WITH *CHOOSE TO RE-USE AT PITT*

Presenting established resources at Pitt to students to encourage sustainable practices

CAMPAIGN

Provide college students with tips and suggestions about making their actions and daily tasks more environmentally friendly



Target Audience

“In a two-step flow model, media messages are not necessarily directly received by the audience, but filter down through opinion leaders. This implies that media organizations may not have direct influence on what information people receive, but instead have indirect influence through gatekeepers” (Humphreys 10).

PRIMARY AUDIENCE

College students at Pitt, specifically students who are living on their own for the first time in dorms

SECONDARY AUDIENCE

Friends, family and others within the social spheres of these college students to influence the primary audience

TERTIARY AUDIENCE

On-campus environmental groups, as well as environmental groups within the college students' home communities, and classrooms and community groups

Color Palette, Logo, Fonts

Utilizing green as the primary color due to its association with recycling and sustainability

Color Palette

FFFFFF
White

F0EAD2
Eggshell

DDE5B6
Pale Spring Bud

ADC178
Middle Green Yellow

A98467
Cafe Au Lait

6C584C
Umber

Logo



Fonts

Aileron Heavy

Aileron Regular

Arimo



Instagram

According to Sprout Social, "Midday engagement during weekdays became even denser with top times throughout the 11 a.m.–2 p.m. range, and evenings and weekend times showed increased opportunities for engagement."

- Feature students who live on Pitt's campus as part of our marketing campaign
- Promote sustainable giveaways and other interactive opportunities
- Create a collaborative feel
- Share primary and secondary sources
- Post our media in the afternoons and evenings to best reach our target audience
- Use Pitt parents to help us amplify our message to their children
- Promote our campaign hashtag #PittchIn
- Include captions that encourage sustainability

Sample Posts



Waste Less, Choose to Re-Use



Liked by xyz and 20 others
Waste Less, Choose to Re-Use Did you know? Choose to re-use!!!
#PittchIn #H2P ... more

View all 16 comments



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Waste Less, Choose to Re-Use



Liked by xyz and 20 others
Waste Less, Choose to Re-Use Waste Less, Choose to Re-Use!
#PittchIn #HailtoPitt ... more

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Waste Less, Choose to Re-Use



Liked by xyz and 20 others
Waste Less, Choose to Re-Use Choose disposable! Be a leader in your community.
#PittchIn #HailtoPitt ... more

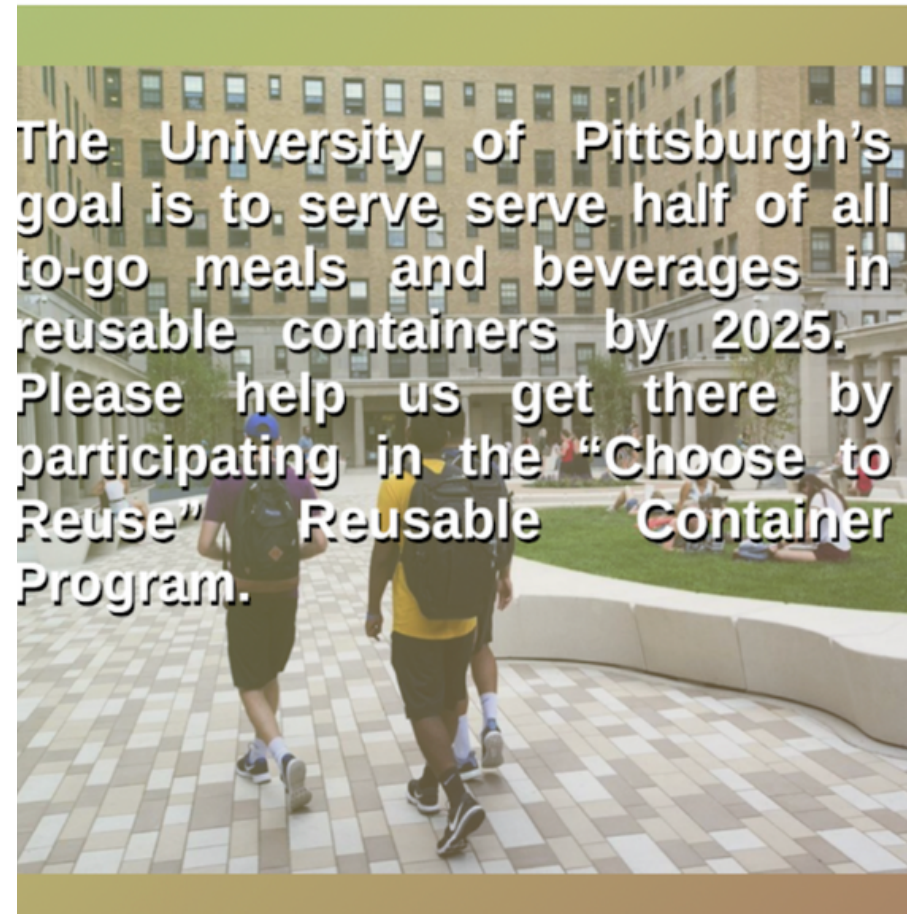
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Sample Posts



Liked by xyz and 20 others
Waste Less, Choose to Re-Use Help us!
Help the enviornment!
#ChooseToReUse #PittchIn ... more

View all 16 comments



Add a comment...



Waste Less, Choose to Re-Use



Liked by xyz and 20 others
Waste Less, Choose to Re-Use

Reuse, recycle, and reduce your waste.
Learn how here

... more
<https://www.epa.gov/recycle> #WasteLess



Waste Less, Choose to Re-Use



Liked by xyz and 20 others
Waste Less, Choose to Re-Use Check out
The Student Conservation Association as
they explain the benefits of recycling, and
how your contribution can make an impact!
#WasteLess #Hail2Pitt

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[https://www.thesca.org/connect/blog/
recycle-and-why-you-should-do-it](https://www.thesca.org/connect/blog/recycle-and-why-you-should-do-it)

... more

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Twitter

“Depending on what topics are trending, brands have the opportunity to capitalize on an existing conversation. This approach, also known as “meme jacking,” has been successful for smaller organizations seeking to gain more exposure” (Shields 133)

- Target our secondary audiences, such as parents and extended family
- Use Twitter to encourage our followers to follow our other accounts, specifically our Instagram
- Repost sustainability content from established users to attract like-minded audiences
- Utilize a fun and casual tone
- Feature memes and videos discussing sustainability (Ted Talks, TikToks, etc.)
- Promote our hashtag #PittchIn along with other viral sustainability hashtags

Sample Posts

 **Waste Less, Choose to Re-Use**
@pittch_in

Don't forget your reusable containers and utensils in your dorm room! [#pittchIn](#) [#h2p](#)



12:00 PM · Jan 1, 2021

120 Retweets 2 Quote Tweets 200 Likes



 **Waste Less, Choose to Reuse**
@PittchIn


Pitt students, follow us on Instagram [@PittchIn](#) to learn more about reusable container programs on campus

[#PitchIn](#) [#h2p](#)



12:00 PM · Jun 20, 2021

57 Retweets 190 Likes

 **Waste Less, Choose to Re-Use**
@pittch_in


Choose to Recycle and Reuse! Check out our Instagram for helpful tips [#pittchin](#) [#hailtopitt](#)



5:43 PM · Jun 17, 2021

24 Retweets 78 Likes



 **Waste Less, Choose to Re-Use**
@pittch_in

Save.The.Turtles.

.
.
.

Recycle. Don't be "that" person.
[#PittchIn](#) [#H2P](#)



12:00 PM · Jun 6, 2021

3 Retweets 4 Quote Tweets 12 Likes





TikTok

- Promote our message through DIY and tutorials of our main points
- Showcase green and sustainable features on campus
- Reach a younger audience (perspective Pitt students)
- Reach our secondary and tertiary audiences
- Post either early in the morning or late at night
- Potential to cross this channel with our other platforms, such as Instagram
- Have a more personal touch by promoting human-centered content (such as student ambassadors)
- On our video media, we will include live captioning
- Promoting viral hashtags and our own campaign hashtag #PittchIn

Sample Post



Sample Post



@zoelitchman

sustainable living @ the
university of pittsburgh

Sample Post

Why use a one-time product?



TikTok

@archo021



IMPACT OF CAMPAIGN



Call to Action

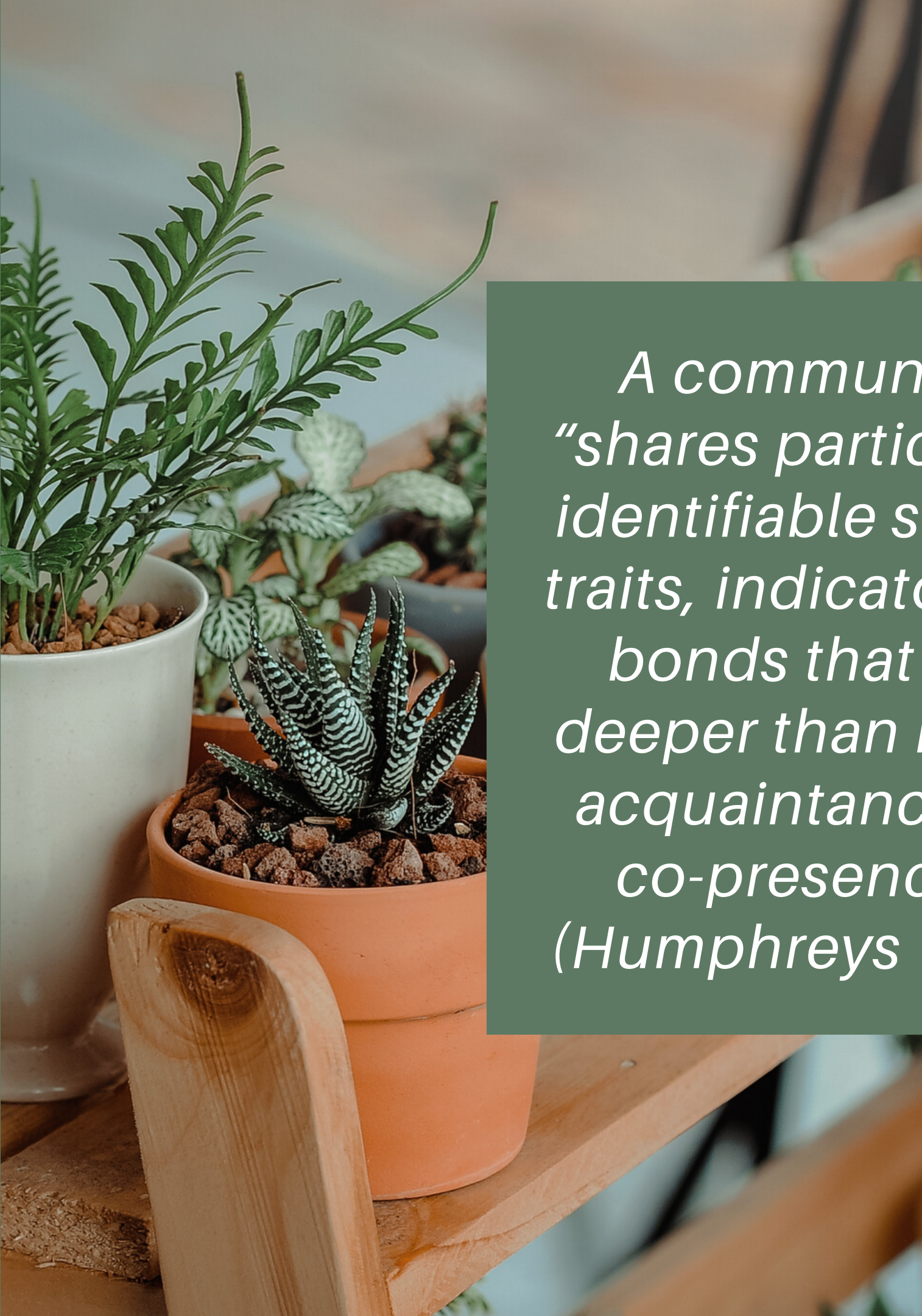
More students genuinely think about their impact on the environment and do their part to make Pitt a more sustainable campus

Develop Sense of Community

Encouraging discussion around sustainable efforts and developing a relationship between Pitt students and the Pitt community

Rhetorical Choices

We decided to keep a fun and casual rhetorical tone on all of our platforms because our intended audience is Pitt students. Pitt students are all a part of a greater community, and we want everyone to be able to relate to our campaign and call to action.

A photograph of several potted plants on a wooden shelf. In the foreground, there is a small succulent with white and green striped leaves in an orange pot. Behind it, a taller plant with green, feathery leaves is in a white pot. Other plants are visible in the background. The shelf is made of light-colored wood.

*A community
“shares particular,
identifiable social
traits, indicators of
bonds that go
deeper than mere
acquaintance or
co-presence”
(Humphreys 170).*

SOURCES

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