

GLOBAL FOOD INITIATIVE

SOCIAL MEDIA

AT UC SAN DIEGO

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MISSION



- Use social media, specifically Facebook, to connect the general student body at UC San Diego with the mission and work of the Global Food Initiative.
- Develop a comprehensive map of communication including the entities relevant and connected to the Global Food Initiative for future fellows and ambassadors.



METHOD

- Why Facebook?
 - At UC San Diego, the most effective way of reaching a broad, diverse audience is to utilize Facebook groups and pages to convey a message.
 - How do you capture the students' attention?
 - We live in a visually-saturated society. Therefore, I used captivating, thoughtful graphics and images to draw the audience in.
 - Use Google Forms for GFI fellows to complete as "updates" for usable quotes and content.
 - Why GFI?
- Considering GFI did not previously have an online presence at UC San Diego, I had to build up the page's legitimacy. I did so by connecting with other sustainability clubs (both in real life and virtually), like Greeks Gone Green and the Hub by sharing their events and content onto the new GFI page.
- Additionally, the page had to maintain a professional aesthetic, so the use of appropriate graphics, photos, and language were practiced.
- Why create a visual network of entities associated or related to GFI?
 - Current and past GFI fellows and ambassadors at UC San Diego expressed a recurring theme consistent with the culture on our campus: it is difficult to keep track, let alone possibly know, everyone involved in advancing towards GFI's goals. After I experienced this first hand, I knew that this outline would result in a more effective output from the fellows and ambassadors.
 - How do you create an outline like this?
 - Through networking with other sustainable organizations and the students involved in them, as well as research both on and offline.

SOCIAL MEDIA: Challenges

- Understanding the culture of the students, faculty and staff at UC San Diego
 - Creating a marketing campaign
 - Generating content
 - Following a consistent marketing schedule

NETWORKING MAP:

Challenges

- Determining relevance and relationship of entity to the Global Food Initiative

SOCIAL MEDIA: Successes

- Created a Facebook page
- Engaged students not originally aware of GFI at UC San Diego
- Generated relevant and aesthetic content

NETWORKING MAP:

Successes

- Interacted and networked with a wide variety of sustainable organizations on campus
- Completed a strong foundation for future GFI fellows

OUTCOME



UCOP Global Food Initiative at UC San Diego @UCSDGFI



UCOP Global Food Initiative at UC San Diego
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This is why Belinda Ramirez, one of UCSD's innovative GFI Fellows, thinks YOU should care about our mission to sustainably and nutritiously feed a growing world population by 2025.



620 people reached

