Sustainable Dubuque

Client Audit + Content Plan
Sustainable Dubuque Overview and Goals

The City of Dubuque is working towards its Sustainable Dubuque vision, with a specific focus on the "50% by 2030 Community Climate Action & Resiliency Plan." This plan, updated in 2020, aims to reduce community greenhouse gas emissions through voluntary efforts. Key strategic communication needs include engaging the business community more effectively, enhancing public awareness of the Climate Action Plan, and utilizing diverse communication tactics to reach different community sectors.

Gina’s stated goals:

• Increase general awareness of the CAP with the Dubuque residents and businesses
• Generate more involvement by citizens and businesses in the many every day opportunities provided by the CAP to reduce GHGs
• Wants the community to encourage the city council to push the project forward.
  o “CAP communication and outreach to our community (beyond the 20 folks who are already on board). This is a community-wide plan; efforts the city is/has taken (to show we are doing it too, not just asking others to do so) and ways to take action”
'Competitor' Overview: Johnson County Conservation

- Facebook: 6.4k
- Instagram: 1,469
- Twitter: 502
- Tik Tok: 30
- YouTube: 10

- Posts ~daily on Facebook and Instagram
- Very personable presence on social media – authentic voice, lots of organic photos of employees, events, Johnson county locations
- Strongly utilizes short form content (reels, Tik Toks, etc.)
- Large quantity of platforms – Facebook, Instagram, Twitter, Threads, Tik Tok, YouTube
'Competitor' Overview: University of Iowa Office of Sustainability and the Environment

- Facebook: 2.5k
- Instagram: 1,652
- Twitter: 1.9k
- Posts ~weekly
- Understanding of target audience – students/young adults
- Unique content – "earth everyday" photo series, informational graphics
- Frequent use of stories
'Competitor'
Overview: Dubuque County Conservation

- Facebook: 8.7k
- Instagram: 824
- YouTube: 58

- Posts ~biweekly
- Instagram: Primarily organic photos of natural areas in Dubuque County. Some event photographs. Very few graphics.
- Facebook: Same organic posts as seen on Instagram, as well as event graphics
- Strong branding on event graphics
## Followers Comparison

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter/X</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainable Dubuque</td>
<td>2k</td>
<td>622</td>
<td>N/A</td>
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</tr>
<tr>
<td>Johnson County Conservation</td>
<td>6.4k</td>
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# Facebook Comparison

*Out of a sample size of 20 posts*

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Followers</td>
<td>2k</td>
<td>6.4k</td>
<td>2.5k</td>
<td>8.7k</td>
</tr>
<tr>
<td>Average comment / post</td>
<td>~1</td>
<td>~5</td>
<td>0</td>
<td>~1</td>
</tr>
<tr>
<td>Average likes / post</td>
<td>~5</td>
<td>~45</td>
<td>~2</td>
<td>~26</td>
</tr>
<tr>
<td>Average share / post</td>
<td>~4</td>
<td>~4</td>
<td>0</td>
<td>~3</td>
</tr>
</tbody>
</table>
### Instagram Comparison

*Out of a sample size of 20 posts*

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</tr>
<tr>
<td>Average comment / post</td>
<td>0</td>
<td>~1</td>
<td>0</td>
<td>~1</td>
</tr>
<tr>
<td>Average likes / post</td>
<td>~11</td>
<td>~31</td>
<td>~39</td>
<td>~25</td>
</tr>
<tr>
<td>Average reel views</td>
<td>72</td>
<td>~1,218</td>
<td>~523</td>
<td>~769</td>
</tr>
</tbody>
</table>
Top Performing Content - Facebook Feb. 2024

Photo Contest Winners Announcement

• July 5, 2022
• 29 reactions
• 6 comments
• 8 shares

• Consumer generated content
• Hashtags
• Cross-posted to Instagram – 23 likes

Sustainable Dubuque
Jul 5, 2022 - 📣

Congratulations to our #PicturePerfectPollinator Photo Contest winners! Debbie Cram’s macro photo of a bee was selected for the Pollinator Up Close category, Sister Phyllis Manternach with the Sisters of St. Francis of Dubuque, Iowa won the Pollinator Landscape category with her photo of a hummingbird feeding on flowers, and Karen Johannessen Durrant’s (@kdurrant2017) photo of a bee on butterfly milkweed won the Pollinator-Flower Interaction category. Thank you to everyone who participated in the contest and other pollinatorweek2022 programs and events. These beautiful photos will be displayed on the electronic monitors at the Bee Branch Creek Greenway this summer!
Top Performing Content - Instagram Feb. 2024

Park(ing) Day post
• September 16, 2024
• 33 likes
• 1 comment

• Carousel post
• Organic event content
• Attached song
• Hashtags
• Cross-posted to Facebook – 13 likes, 1 comment
Opportunities for Improvement – Strengthen Community

Connect with Potential Partners:
• Follow/reach out to local businesses with a track record in sustainability
• Follow/reach out to community groups and NGOs focused on environmental issues

Engage Through Collaborative Projects:
• Co-hosting events like clean-up drives, sustainability workshops
• Promoting events through partners – physical flyers in businesses, co-host Facebook events
• Joint social media campaigns to amplify reach
• Including them in challenges/hashtags to engage and encourage audience

Build Long-Term Relationships:
• Establish regular communication channels: Instagram, Facebook, email newsletter, blog
• Create a platform for ongoing collaboration and feedback: Instagram, Facebook
## Content Plan

<table>
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<tr>
<th>Instagram</th>
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<tbody>
<tr>
<td>• Infographics</td>
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<tr>
<td>• Event photos</td>
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</tr>
<tr>
<td>• Community engagement photos</td>
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</tr>
<tr>
<td></td>
<td>• Event announcements</td>
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<td></td>
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Content Pitch – Content Diversity

Infographics
- Posted to Instagram and Facebook
- Increase general awareness of the Climate Action Plan
- Ex: Showing current state of greenhouse gas emissions and Sustainable Dubuque's goals to reduce.

Newsletters/Blogs
- Promote events and workshops to engage community
- Explain goals for Climate Action Plan and how the community can help to meet them, to increase awareness of the Climate Action Plan and engage community