

# Sustainable Dubuque

Client Audit + Content Plan





# Sustainable Dubuque Overview and Goals

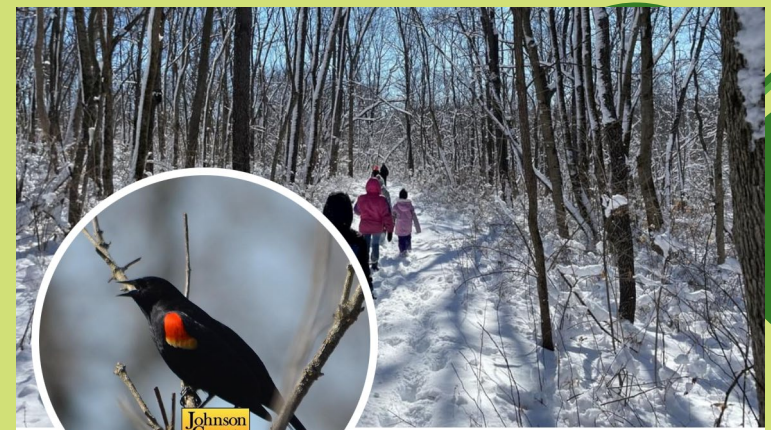
The City of Dubuque is working towards its Sustainable Dubuque vision, with a specific focus on the "50% by 2030 Community Climate Action & Resiliency Plan." This plan, updated in 2020, aims to reduce community greenhouse gas emissions through voluntary efforts. Key strategic communication needs include 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.
- "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



## Johnson County Conservation

5.6K likes · 6.4K followers

Quality natural resource management, environmental education and outdoor recreation opportunities in Johnson County Iowa.

< johnsoncountyconservation ...



407  
posts

1,471  
followers

140  
following

Johnson County Conservation

@ johnsoncountyconservation

For all JCC's online resources, click our Link Tree profile below.

2048 Highway 6 NW, Oxford, Iowa

[linktr.ee/johnsoncountyconservation](https://linktr.ee/johnsoncountyconservation)

# '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



The screenshot shows the Instagram profile for 'sustainui'. At the top left is a back arrow, followed by the username 'sustainui' and a three-dot menu icon. Below this is a circular profile picture showing a building with yellow flowers in the foreground. To the right of the profile picture are statistics: '460 posts', '1,654 followers', and '537 following'. Below the statistics is the full name 'University of Iowa Office of Sustainability & the Environment' and a bio: 'UI OSE connects with the campus and Iowa City communities to promote a culture of sustainable action.' At the bottom is a link: 'linktr.ee/sustainui'.





# '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



## Dubuque County Conservation

7.4K likes • 8.7K followers

The mission of the Dubuque County Conservation Board is to create a network of high-quality parks, habitats, trails, and water supported by communities passionate about nature.

< dubuque\_county\_conservation ...



183  
posts

827  
followers

181  
following

Dubuque County Conservation

Nature Preserve

13606 Swiss Valley Road, Peosta, Iowa

[www.dubuquecountyiowa.gov](http://www.dubuquecountyiowa.gov)



# Followers Comparison

Social Media	Facebook	Instagram	Twitter/X	YouTube
<b>Sustainable Dubuque</b>	2k	622	N/A	N/A
<b>Johnson County Conservation</b>	6.4k	1,469	502	10
<b>University of Iowa Office of Sustainability and the Environment</b>	2.5k	1,654	1.9k	N/A
<b>Dubuque County Conservation</b>	8.7k	824	N/A	58





# Facebook Comparison

\*Out of a sample size of 20 posts\*

<b>Social Media</b>	<b>Sustainable Dubuque</b>	<b>Johnson County Conservation</b>	<b>University of Iowa Office of Sustainability and Development</b>	<b>Dubuque County Conservation</b>
<b>Followers</b>	2k	6.4k	2.5k	8.7k
<b>Average comment / post</b>	~1	~5	0	~1
<b>Average likes / post</b>	~5	~45	~2	~26
<b>Average share / post</b>	~4	~4	0	~3



# Instagram Comparison

\*Out of a sample size of 20 posts\*

<b>Social Media</b>	<b>Sustainable Dubuque</b>	<b>Johnson County Conservation</b>	<b>University of Iowa Office of Sustainability and Development</b>	<b>Dubuque County Conservation</b>
<b>Followers</b>	622	1,469	1,654	824
<b>Average comment / post</b>	0	~1	0	~1
<b>Average likes / post</b>	~11	~31	~39	~25
<b>Average reel views</b>	72	~1,218	~523	~769



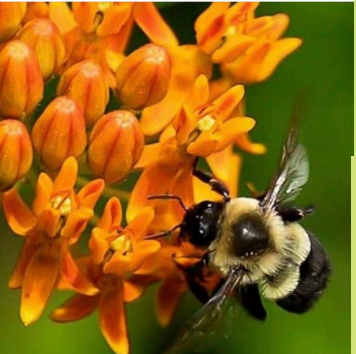
# Top Performing Content - Facebook Feb. 2024



## 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!



   29

6 comments 8 shares

# 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



<b>Instagram</b>	<b>Facebook</b>
<ul style="list-style-type: none"><li>• Infographics</li><li>• Event photos</li><li>• Community engagement photos</li></ul>	<ul style="list-style-type: none"><li>• Infographics</li><li>• Event photos</li><li>• Community engagement photos</li><li>• Event announcements</li></ul>
<b>NextDoor</b>	<b>Website</b>
<ul style="list-style-type: none"><li>• Event announcements</li></ul>	<ul style="list-style-type: none"><li>• Email newsletters</li><li>• Blogging</li></ul>

# 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

