



Dublin Institute of
Technology

Smarter Travel Initiative

2012

*Smarter Travel – Higher Education Seminar
Engaging Students and Staff
March 8th, 2012*

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Outline of presentation

- The DIT experience in promoting Smarter Travel
- Using Social Media to engage students and staff
 - Youtube, Facebook, Twitter,
 - Case Study – Smarter Travel Video
 - What works and what doesn't work!
- Traditional ways to engage staff and students.
- The student view on promoting travel change

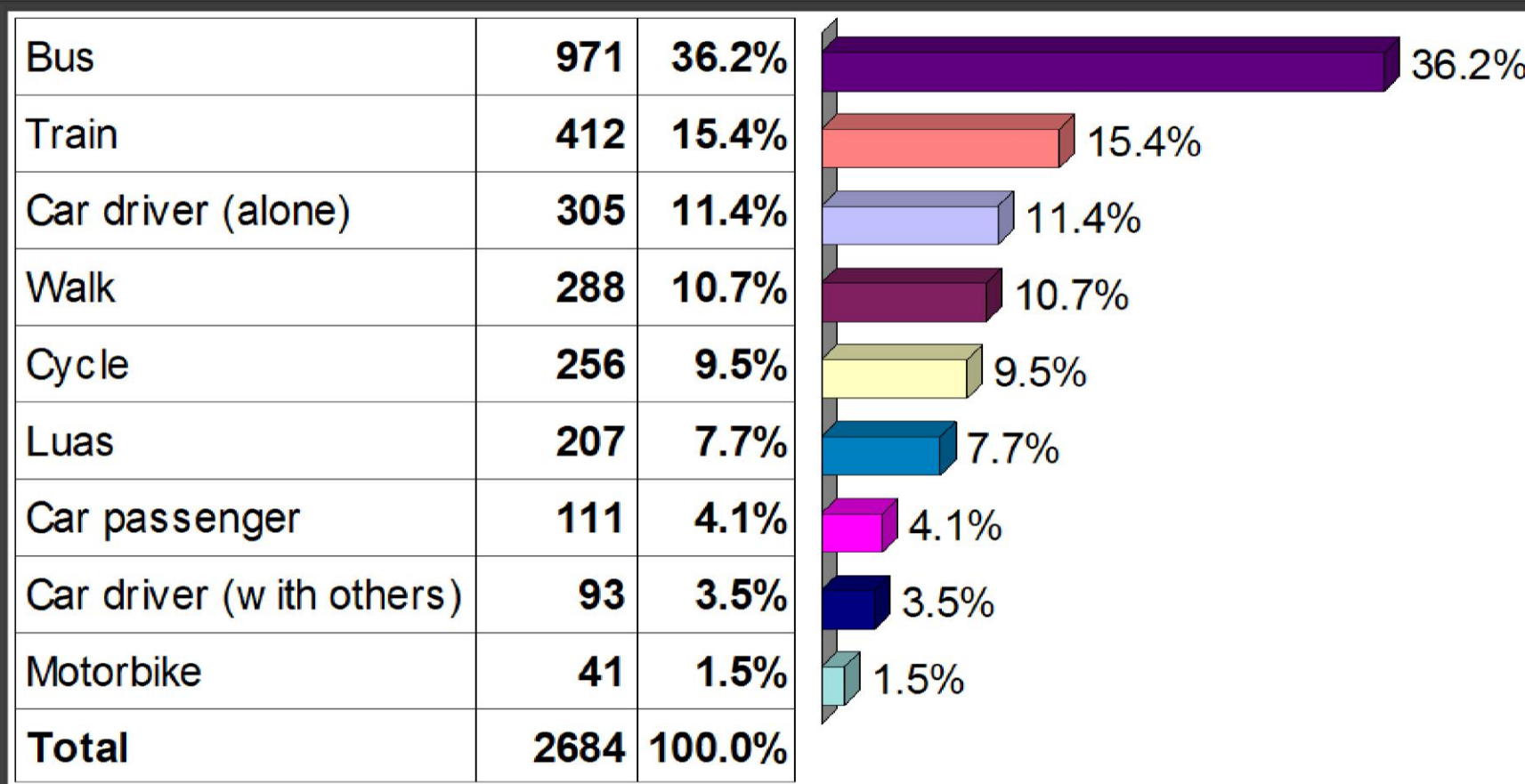
Background to DIT

- 22,000 students and staff
- 12,500 f/t students; 4,000 p/t; 3,500 apprentices
- 2,000 staff
- City centre, urban HEI
- 38 different sites

DIT Grangegorman



NITL Travel Survey 2006 – Modal split (staff and students)



DIT Smarter Travel

DIT – 22,000 staff and students

2006

5 million trips to and from college per year

60 million kms travelled

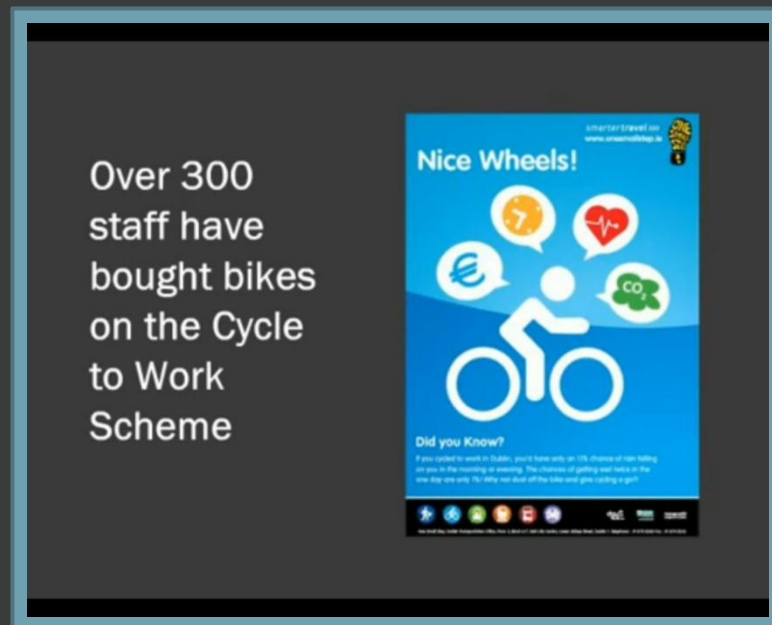
31% of DIT staff and 14% of DIT students drive to college.

DIT Smarter Travel Working Group established in 2009

Aim to reduce these figures to 25% and 10% respectively.

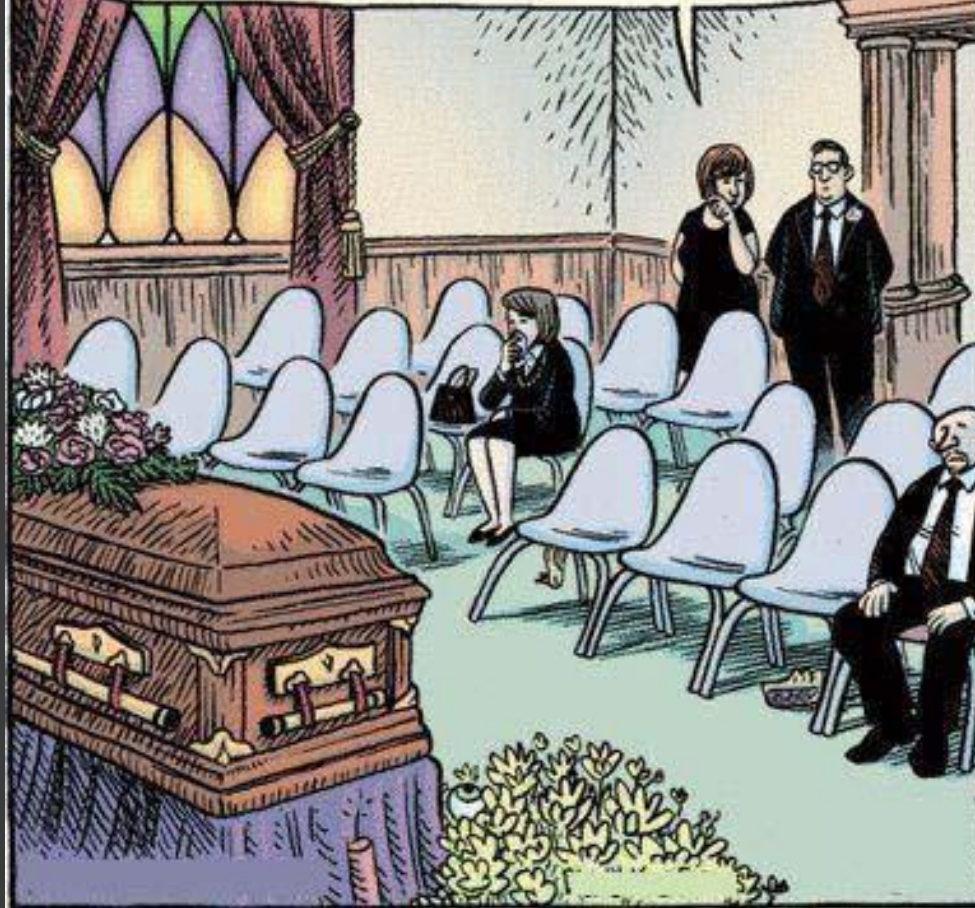
DIT Smarter Travel – Actions taken

<http://www.youtube.com/watch?v=Exh3XQSyVQk>



Video produced at no cost; using Powerpoint; Articulate (used in most HEIs) and free web- based screen recorder www.screenr.com

He had over 2000 friends on Facebook, I thought it would have more people here.



DIT's Experience with Social Media

2006 - Student Message Boards – Boards.ie

2006 – Bebo

2006 – Google Maps

2007 – YouTube

2008 – Second Life

2010 – Facebook

2010 – Smartphone app

2011 – Blogger

2011 – Twitter

2011 – LinkedIn

Social Media Explained

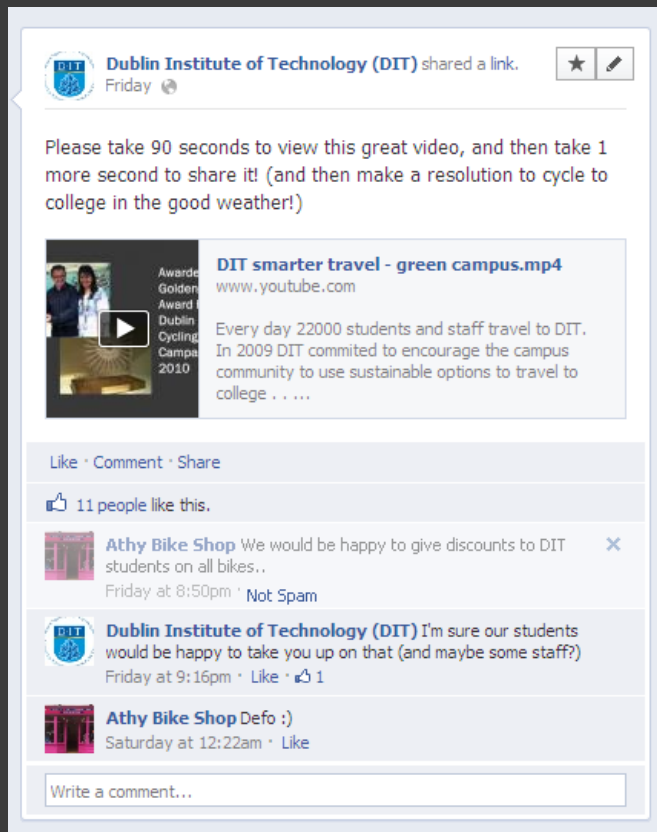
SOCIAL MEDIA EXPLAINED

- TWITTER I'M EATING A #DONUT
- FACEBOOK I LIKE DONUTS
- FOUR SQUARE THIS IS WHERE
I EAT DONUTS
- INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT
- YOUTUBE HERE I AM EATING A DONUT
- LINKED IN MY SKILLS INCLUDE DONUT EATING
- PINTEREST HERE'S A DONUT RECIPE
- LAST FM NOW LISTENING TO "DONUTS"
- G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

Social Media – Case Study

Friday, March 2nd – Smarter Travel YouTube video released

Friday afternoon – shared on Facebook



The screenshot shows a Facebook post from the Dublin Institute of Technology (DIT). The post is dated Friday and includes a link to a YouTube video titled "DIT smarter travel - green campus.mp4". The video description states: "Every day 22000 students and staff travel to DIT. In 2009 DIT committed to encourage the campus community to use sustainable options to travel to college . . .". Below the video, there are three comments from other users: "Athy Bike Shop" (Friday at 8:50pm), "Dublin Institute of Technology (DIT)" (Friday at 9:16pm), and "Athy Bike Shop Defo :)" (Saturday at 12:22am). The post also shows 11 likes and a comment input field at the bottom.

Dublin Institute of Technology (DIT) shared a link. Friday

Please take 90 seconds to view this great video, and then take 1 more second to share it! (and then make a resolution to cycle to college in the good weather!)

DIT smarter travel - green campus.mp4
www.youtube.com

Every day 22000 students and staff travel to DIT. In 2009 DIT committed to encourage the campus community to use sustainable options to travel to college . . .

Like · Comment · Share

11 people like this.

Athy Bike Shop We would be happy to give discounts to DIT students on all bikes..
Friday at 8:50pm · Not Spam

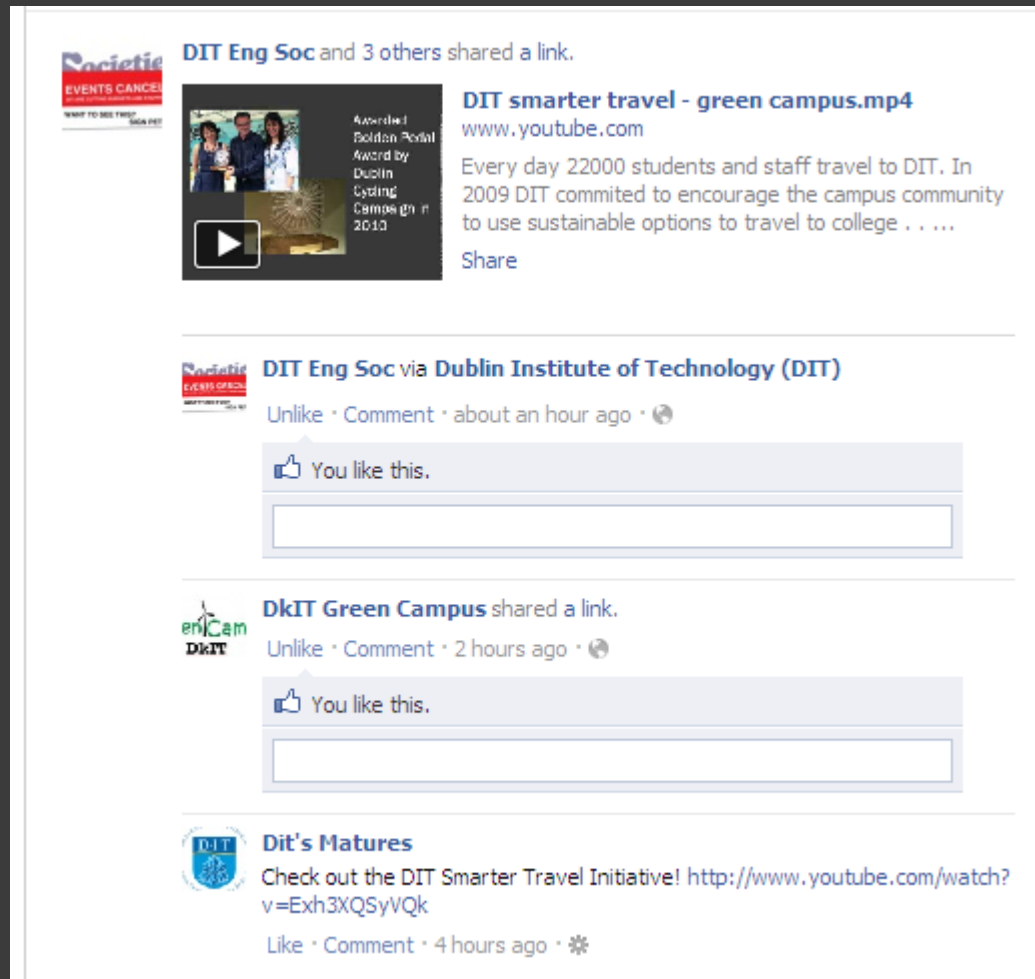
Dublin Institute of Technology (DIT) I'm sure our students would be happy to take you up on that (and maybe some staff?)
Friday at 9:16pm · Like · 1

Athy Bike Shop Defo :)
Saturday at 12:22am · Like

Write a comment...

Social Media – Case Study

Friday evening, contacted friends and asked them to share



The screenshot shows a Facebook feed with three posts. The first post is from 'DIT Eng Soc' and 3 others, sharing a link to a video titled 'DIT smarter travel - green campus.mp4'. The video thumbnail shows three people and text: 'Awarded Golden Portal Award by Dublin Cycling Campaign in 2010'. The second post is from 'DIT Eng Soc via Dublin Institute of Technology (DIT)', with a 'Like' button and a comment box. The third post is from 'DkIT Green Campus', also with a 'Like' button and a comment box. The fourth post is from 'Dit's Matures', sharing a link to a YouTube video about the 'DIT Smarter Travel Initiative!'.

DIT Eng Soc and 3 others shared a link.

DIT smarter travel - green campus.mp4
www.youtube.com

Every day 22000 students and staff travel to DIT. In 2009 DIT committed to encourage the campus community to use sustainable options to travel to college

Share

DIT Eng Soc via **Dublin Institute of Technology (DIT)**

Unlike · Comment · about an hour ago · 🌐

👍 You like this.

DkIT Green Campus shared a link.

Unlike · Comment · 2 hours ago · 🌐

👍 You like this.

Dit's Matures

Check out the DIT Smarter Travel Initiative! <http://www.youtube.com/watch?v=Exh3XQSyVQk>

Like · Comment · 4 hours ago · ✨

Social Media – Case Study

Saturday evening,
promoted video via Twitter

Also used LinkedIn



MayorMontague Cllr Andrew Montague
[@DITCampusLife](#) Great results. I'm surprised that more staff cycle than students. What are the barriers to more students cycling?
2 Mar

in reply to ↑

@DITCampusLife
Brian Gormley


[@MayorMontague](#) Bicycle theft is mentioned a bit; lack of secure bike parking in rented houses/apartments; female students cycle less also.

2 Mar via web


Mentioned in this Tweet

MayorMontague Cllr Andrew Montague · [Follow](#)
From Ballymun, Web Developer and Labour Cllr for Artane and Whitehall, Proposed the Dublin Bikes Scheme and current Lord Mayor of Dublin

Social Media – Case Study

 **Dublin Institute of Technology (DIT)** shared a link. 18 hours ago

To enter a draw for 2 tickets for The Voice, just: (1) Tell us how many DIT students use sustainable transport to get to college (answer is in the video), (2) Suggest a way we could encourage more staff and students to walk, cycle, car-share, bus or rail it to college.


 **DIT smarter travel - green campus.mp4**
www.youtube.com


Every day 22000 students and staff travel to DIT. In 2009 DIT committed to encourage the campus community to use sustainable options to travel to college

Like · Comment · Share 2

4 people like this.

View all 14 comments

 **Andrew Keeney** 1-83%,2-support faculty and staff carpooling,priority parking through reserving spaces to carpoolers,create a DIT database on webex where students could advise their travel destinations to generate lift sharing,etc.Create a discount system on transport fare for students who commit to use public transport,cycle to college scheme proposal
15 hours ago · Unlike · 1

 **Daire Reilly** Someone else would get better use out of that prize, that's why I didn't answer other question.
9 hours ago · Unlike · 1

Sunday evening, small competition on Facebook to promote discussion

Social Media – Lessons learned

- Takes time to build up followers – piggyback on other successful users.
- Can be very cost-effective.
- Good visual images – photos; videos; posters – are very effective.
- Tagging photos can spread message among a wider network.
- Social Media can be a defined role for somebody on your committee.
- Should be a part of your communication strategy.

Other channels to engage students

Which is your preferred means of receiving information updates from us?



- E-mail
- Student media – newspaper; radio; TV
- College PR office / website
- Flyers
- Information leaflets
- Mailings

Other channels to engage students

- Induction
- Roadshows
- Freebies
- Demonstrations
- Photo call / flash mob / event
- Green Week
- User group
- Partnerships - Students' Union / Societies / Buildings / Health Promotion

Thank You

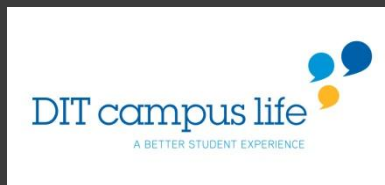
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Twitter: @DITcampuslife



Student Health
Centre



Property and
Facilities Office

Buildings Office



Department of
Spatial Planning

