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**Green Communications:
Thematic Analysis of SoMe Channels
Of the University of Stavanger
My Box Challenge**

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Summary

Growing usage of internet technologies and social media has influenced the public organizations to rethink their deliverance of sustainable messages through social media, in order to motivate the public to perform sustainable practices and live a green lifestyle.

This exploratory thesis report provides in-depth research into the social media communication strategy of UiS, an esteemed educational institution in Stavanger, Norway. The study focuses on analyzing the active social media channels, posts and green communication strategies purposed and published by UiS. The first stage of methodology is comprised of conducting in-depth interviews with open-ended questions with the focal persons of the communication department of UiS. One year of analytical data of UiS's LinkedIn was obtained from the department in which related variables were used further in the diagnosis process. This report provides valuable insights through a comprehensive LinkedIn content analysis based on various sustainability-related keywords. ANOVA test has been used to analyse the variance of groups of engagement rate and selected keywords for sustainability. The result provides a considerable difference in between the groups of different variables, interview insights point towards the UiS Strategy 2030 which contains the action plan for 2025. UiS is leading its way to get viewed as a driving force in the green transitioning process by its stakeholders. Moreover, The discoveries of this study shed light on the UiS's social media strategy in promoting sustainability and offer recommendations for the improvement of their Social Media communication backed up with the relevant literature.

This study is being written by a master's student Syed Aqib Ali (2021-2023) while living in a green building which is known as "MyBox" located at the University of Stavanger.

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1. Introduction

In this modern world, individuals live in a society where personal comfort, convenience, and choice are unparalleled. Although modern technology has equipped humans with all of its benefits in terms of comforts and convenience however it has also forced researchers to think about its unsustainable aftereffects. After acknowledging the hazardous impacts of human presence in our living communities it unlikely may not be false to argue that habitual tendency emerging from human behaviors and actions will lead towards self-destruction and anti-green dilemma (Zabel & Pettman, 2005). Companies and organizations use different modes of communication to spread awareness about their products and services among their target marketing. Spreading awareness and implementation about sustainability on educational campuses is definitely a complex and difficult goal to achieve (Wright, 2002). Building construction, building operation and maintenance, grounds upkeep, food service, purchasing, and travel for work and commuting are just a few components of campus operations that have an impact on sustainability. However, to change the behaviors of such individuals who are impacting the environment knowingly or unknowingly, an effective method of communication is needed.

To support this argument, there are series of different research articles (Gupta & Syed, 2021; Luo et al., 2020; Sun & Wang, 2019; Zafar et al., 2021; Zahid et al., 2018) which indicate the direct relationship of social media influence of consumer buying intentions; from which the recent research raises important query regarding the relation between social media marketing (SMM) and green purchase intentions (GPI). Results indicate that SMM has a favourable impact on GPI. It also recommends that customers research green goods and services on social media and discover how they might benefit the environment and public health. SMM encourages people to buy environmentally friendly items. They also let their friends and family know about the social media article regarding environmentally friendly products (Nekmahmud et al., 2022). To promote desired behavior, developing effective communication strategies necessitates a greater understanding of communication sources, the institutional context, and the target audience. In examining various communication tactics to create a successful campus sustainability campaign the study (Kim et al., 2018) describes the different modes of communicating the sustainable message of an educational institution. From those different kinds of methods, content framing and message framing strategies are the ones that are formed strategically to disseminate the message to the related target groups of students and faculty.

To investigate more about the online communication strategies on social media, this study mainly focuses to find the answer to the following question: How do University of Stavanger practice strategically green communications on its social media channels?

1.1. Aims and Objectives

The role and analysis of effective communication to encourage sustainable consumption have not been reported widely. The aim of this thesis was to get a deep understanding of analysing the social media posts of University of Stavanger, to understand different strategic ways and stages of sustainable communication. Assessment of various modes of communication in this field is very demanding since it's not easy to change an individual's habits.

The following are the primary aims of this study which have been tried to achieve through this systematic research:

- To investigate and assess the efficiency of the social media communication strategies employed by UiS.
- To determine whether the techniques implemented on social media platforms are in line with the university's overall communication strategy.
- To explore the decision-making process in the communication department related to sustainability awareness

To achieve these aims, the following objectives were identified to conclude this study:

- To conduct a comprehensive literature review on communication strategies, social media, and their relevance to higher education institutions.
- Identify and analyze the key social media platforms utilized by the UiS and examine their strengths and weaknesses in simplifying effective communication.
- One of the main prospects is to analyze the type of content, format and frequency of the posts made by UiS on LinkedIn Page
- Provide the results to the university's communication department in a comprehensive report that includes data interpretation, analysis, and recommendations.
- Contribute to the existing body of knowledge on effective social media communication strategies in higher education institutions.

To write my thesis on this hot topic of sustainability, one of the organisation of UiS named as Innovation hub provided me this opportunity to complete this research study while residing in

a green building at the campus for six months without paying rent and electricity bills, this building is called as MyBox.

1.2. MyBox Challenge by Innovation hub

The two-story building is situated between two bus stops (i.e. UiS øst and UiS UiS ved Kjølvs Egelands hus) surrounded by the campus of the University of Stavanger. It was built in 2014 for a pilot project, initiated by two civil engineering students and since then it is renowned as MyBox amongst the public and is powered by Smart Energy Living Lab and consists of six shipping containers stacked on top of one another. There are several energy producing gadgets are installed such as 6 solar panels (two plates each right and left wall of the building and two panels are installed vertically on the ground away from the building), one giant wind turbine was installed in November 2020 by the Energy Lab for the production and analyses of renewable energy. Though it was a good step to spread awareness and promote sustainable technology at the local and national levels, unfortunately, the project did not perform well as it was expected to do so. The reasons include the size, design, and placement of the wind turbine also the wind-flowing speed is sometimes too slow to rotate the heavy wings. Not only the wind turbine was poorly performing but the solar panels were not producing enough electricity.

In recent years, this building has been allocated for the faculty to live here while working on projects related to sustainability, energy consumption, smart urban planning and etc. Recently, two studio apartments on the ground floor have been offered to two students who are willing to complete their master's thesis for the year 2023.

2. Literature Review

2.1. Sustainability and Green-washing – A Thin Line

While practicing sustainability some organisations deliberately mismatch the level of delivery of communication, sometimes it happens through conscious efforts of the organisation which is unethical. Greenwashing is a type of deceptive marketing or communication in which a product, service, or company is presented as "better" in terms of climate change, the environment, or animal and human rights issues without supporting documentation (Knight et al., 2021). Even if sustainability objectives are honest or tenable, organizations sometimes use green hushing to avoid being branded as "green washers." It is described as "the deliberate downplaying of your sustainability policies for fear that it would make your organization look

less competent or have a negative impact for you" by Xavier Font, professor of sustainability marketing at the University of Surrey in the U.K. (Virsam, 2023).

Organisations that openly discuss their sustainability initiatives do so to win over consumers' trust and ultimately increase their engagements. But, because most social media platforms lack regulations about promoting sustainability, some businesses make sustainability promises without actually committing to them, which incites consumer suspicion (Knight et al., 2021). Yet, as the volume of sustainability information has increased, so has skepticism about its accuracy, with customers using social media to call out organizations for greenwashing and argue about the sustainability of their operations.

Greenwashing is thus a significant commercial communication problem, (Burbano, 2011) noted that a lot of businesses are involved in creating false claims or misrepresenting the environmental benefits of the product, misleading consumers as a result of the rising popularity and demand for green products. False reporting of environmental facts or claims puts the company at very high risk of losing its reputation in the marketplace. Hence, organizations now also must consider the negative impact of their sustainable communications while maintaining the balance between "no communication" and "exaggerated communication".

Future marketing practices must depart from those of the past and mainstream marketing principles. Consumers are becoming more conscious of the effects that unsustainable economic practices and consumption patterns have on the environment. However, this paper will analyse the green side of sustainability which does not deal with the production or consumption of any product but effectively communicate the application of sustainability at an individual scale. Nevertheless, the paper does also contain the potential to target individuals with all the sustainable development goals which a regular student can relate such as: Sustainable Consumption (SDG12), Climate Action (SDG13) and many others.

2.2. Sustainable VS Green Marketing Communications

Different analysts used different terms to highlight the importance of sustainable marketing communications and therefore this paper preferred to devise a broader term called green marketing communication. Since there is no need to create a new term if there's no significance of its importance however it's significant to understand the difference in between these two widely misunderstood terms. "Green marketing" is referred as a branding strategy that only emphasizes the actions that businesses and organisations take to save the environment. On the other hand, addressing social and economic injustice as well as environmental issues can be a

part of sustainable marketing. This is how green marketing may be seen of as a sub-part of sustainable marketing.

(Schouten, 2012) clearly defines sustainable marketing communications in his book as "messages and media sent to any stakeholder of an organization for the purpose of attaining marketing and sustainability objectives of the organization." He also emphasized the need for sustainable marketing communications to incorporate the triple bottom line of sustainability, involve all relevant parties, reflect organizational transparency, integrity, and accountability, develop credibility, and foster purposeful communities. (Schouten, 2012) also refers it as the act of generating, conveying, and providing value to customers in a way that preserves or improves both natural and human capital.

In another perspective: Green marketing entails the development, distribution, and promotion of ecologically friendly products. In contrast, sustainable marketing includes the development, distribution, and promotion of goods that benefit people, the environment, and the economy.

While sustainable marketing concentrates on products that have environmental, social, and governance (ESG) qualities, green marketing places more of an emphasis on promoting and selling eco-friendly items. The first corporation to adopt sustainable marketing techniques was Starbucks. Sustainable marketing also emphasizes the economy of the production and manufacturing processes, which helps to preserve future resources, in contrast to green marketing, which focuses largely on the environmental friendliness of the final product (Singh, 2023).

More addition to it, (Genç, 2017) believed that effective communication is essential to promoting sustainability and including a variety of internal and external stakeholders in sustainable development initiatives. The most efficient means of swinging and moulding the thoughts, choices, and behaviors of consumers are through marketing communications tools. They are employed for raising awareness, delivering instruction and knowledge, generating attitudes and perceptions, stimulating interest and engagement, establishing preferences, and inspiring customers to make decisions about their purchases. The launch of new products, boosting sales, retaining customers, etc. are just a few examples of the business goals that organizations of all sizes and types utilize marketing communication tactics to achieve.

Furthermore, (Belz, 2006) explains sustainability marketing in terms of planning, organizing, implementing, and managing marketing resources and programs to meet customer demands and needs while taking into account social and environmental factors and business goals. Second,

putting a focus on establishing and maintaining long-term relationships with clients, the community, and the natural environment.

Conclusively, more than just creating a quality product and setting the price, green marketing should involve connecting with consumers, particularly to raise their understanding of the environment and inspire ecological purchasing behavior. The environmental advertisements can convey how a product or service and the environment are related, portray a corporate image of environmental responsibility, and encourage a sustainable way of life (Salgado-Beltrán et al., 2014).

2.3. Green Communications – The new strategy in the horizon

This new era of sustainable phenomenon also brings the new terms and applications of interrelated practices. And after the era evolved and the term got more strength and application and now it stands differently as compared to conventional marketing. While traditional marketing satisfies needs and wants in the most profitable way, sustainability marketing takes a holistic strategy that incorporates identifying and meeting client demands in a sustainable way. Traditional marketing ignores how products and services affect the environment, but sustainable marketing places a strong emphasis on delivering long-term environmental benefits.

Progressing towards the strategic side, It has been experimented several times that customers are more likely to trust the strategy and communications of companies and brands whose core business is sustainable marketing (Sandra, 2018). This study of Lithuanian food retailers' communications showed that consumer values and principles are only loosely reflected, and the brands' strategies do not strongly support the proclaimed sustainability values. Also, the communication in marketing communication channels lacks scalability and consistency. No brand presents itself as a market leader in sustainability or prioritizes sustainable development within its business, which accounts for the biggest observed discrepancy. So, discussing about communication strategies it is really important to understand that students and faculty members of a university also build trust with the university organization in an emotionally connected way which contributes to brand equity in the long run.

Thus, this study comprehends the term “Green Communication” with a context of all of those verbal, non-verbal, and digital communications which are being used for promoting sustainable practices and lifestyles in an organization, to be specific, in the university setting. It means that wherever this term will be used and as referred to, it is predefined that green communication is having a context as it has been described.

2.4. Spreading sustainability awareness on educational campuses

Generally, humans are social animals, and they learn and act according to the environment in which they are living in. Observing a phenomenon comprises of multiple direct and indirect influences of sustainable awareness and implications that can lead individuals to live a sustainable life more consciously. When an organization communicates online, it's critical for them to think about how they currently reach their target audience and try to find the answers to questions like, "How does the public perceive the current way of communication?" and "What kind of strategy can determine positive behaviors and positive answers from the public?" The university setting is distinctive in that it may affect people's behavior through instruction, illustration, and research. Since this complex system setting in the educational institution offers the perfect backdrop for ongoing environmental practice and learning (Krasny & Delia, 2015) However, there are multiple studies which concludes that if campuses are to benefit from the user engagement in a course of sustainability, then effective communication is a key element to focus on while creating and monitoring strategies to improvise sustainable awareness amongst individuals (Franz-Balsen et al., 2007; Roorda, 2004; Sharp, 2002). Another study's (Bularca; et al., 2022) findings showed that universities communicated more on Facebook than Instagram, that the most common sustainability-related messages were about the environmental protection efforts made by universities, and that they experienced higher engagement rates on Instagram than on Facebook.

On the other side, (Godfrey & Feng, 2017) discovered that the sustainability campaign caused a minor decline in attitude toward the promotion of pro-environmental acts, indicating a discrepancy between the objective views about sustainability and the scientific concepts in the environmental campaign. Another case study (Alimin et al., 2021) that had been conducted in an educational setting in Bali, that validates how user spaces become accustomed to the idea of environmental friendliness due to sustainable construction and eco-friendly surroundings such as the interior design of the building in green colours.

Generally, it also depends on the type of sustainable practices either if there are some awareness camps that are commencing at the campus or emerging start-ups that introduce innovative and sustainable products and services or educational trips that engage students to experience sustainable developments across the globe. All those activities that educational organizations can introduce to drive sustainable thinking and acting at any campus somehow require different sets of communication strategies to deliver a green and precise message across the board.

Nevertheless, during forming strategies organizations also try to cover all the exaggerated sides of suitability such as greenwashing and green hushing.

Another study (Kim et al., 2018) based on 12,000 respondents and 12 different sources, concluded the research on this topic by stating as: In general, news articles were most successful for graduate or professional students and staff, whereas blogs and social media were most effective for undergraduate students.

2.5. UiS and its initiatives related to green communication

University of Stavanger is an active institute in terms of various academic and educational activities; however, sustainability has been one of the hot topics for the management. Not just through academic courses UiS has also been promoting sustainability goals through various organizational channels via different modes of communication. UiS primarily has its digital presence on the internet in the form of a website and social media channels including Facebook, Instagram, LinkedIn, and Twitter also recently UiS has joined Tiktok because the growing popularity of this new engaging platform is enormous.

2.5.1. ECIU University – Challenges and Micromodules

Being a part of **ECIU University**, where researchers and students interact with businesses and communities to handle critical matters happening in real-time, many of which are connected to Sustainable Development Goals. In recent times, UiS also hosted a 3 days Hackathon “Make UiS a Greener Campus” and welcomed a couple of students from different regions of Europe in Oct, 2022. Students collaborated with the assistance of ECIU faculty and provided solutions to the current sustainability challenges by using Challenge-based Learning Method. The event was promoted on ECIU webportal, UiS website and LinkedIn and received good amount of audience on the final day since this nano challenge was also a part of Grønn Uke på UiS 2022 (UiS, 2022).

2.5.2. Green Transition – Projects and Collaborations

It was the first time for UiS to organize a big event by the main collaboration with many organizations and faculty teams working on Green Transition agenda for Strategy 2030. This strategy aims that UiS will be a highly regarded institution for research, education, and artistic growth. It captures three main value elements i.e. Independent, Involving, and Creative covering the main areas of interests such as; energy, health, education and welfare



Figure 1: Key elements of UiS's Green Transition

with the active engagement of students, researchers and communities on a large scale. The **"Green Transition"** subject aims to meet the demand for cooperation and integration of sustainability objectives across diverse societal sectors (fig. 1). This entails collaborating with businesses and the public sector to redesign the workplace and create new professions, with a focus on research that is directly related to sustainable development. Additionally, it motivates UiS's students and faculty to collaborate on interdisciplinary research projects, incorporate sustainability objectives into curriculum to give candidates adaptability skills and more equitable transition to a more sustainable society (UiS, 2021). Students will be empowered to actively participate in the advancement of a sustainable campus by engaging in specified challenges aligned with their respective subject areas. These challenges will be presented in the Samarbeidsportalen fall 2023 and have the potential to serve as the focal point for bachelor's and master's theses.

"We will contribute to solving the major societal challenges of our time, and will facilitate more sustainable social development"

-states UiS strategy proposal on climate and environmental plan for 2030.

According to the purposed plan: the efforts aimed at mitigating the University of Stavanger's climate impact are categorized into six distinct thematic focus areas, namely environmental management and organizational measures, energy and buildings, travel and transportation, procurement, waste and reuse, and the campus area. Each focus area encompasses overarching objectives along with a set of specific measures. Although an explanation of the primary responsibility for these measures has been provided, it is expected that all individuals within

UiS will actively engage in implementing the measures that align with their respective workflows.

2.5.3. MinSiS – engaging students through social events

UiS also has a dedicated portal for students where they can join events and social gatherings which is popular in students and University's organisations such as StOr, Lyspæren, ISU and others. Students are also being engaged into fun activities like cooking simple home-made meal, active brain and breathing exercises, hackathons, exchange your goods with others etc. This channel has great potential to engage student communities through various creative activities.

3. Methodology

To achieve the aims and objectives of this research, a two-stage methodology was modified in which the first step involved interviewing the main focal persons of the communication department of UIS and inferring information about the role of decision-making while designing and posting the social media content. The second stage was designed to perform content analysis methodology, which meant that the posts and articles were analyzed in terms of reach, engagement, and efficiency levels. It was declared that only the content or posts containing any sustainable message would be considered. Both stages have been discussed in detail in the following.

3.1. Interview sessions with focal persons:

The questions were formed to get an understanding of those elements that influence the decision-making of content creators and publishers while promoting sustainability in a decent way. The consent of recording interviews was given by the interviewees. Questions were open-ended and the interviewer probed the sub-questions upon in-depth investigation. After each recording, the interview session has been transcribed and then summarized in the form of bullet points and paragraphs in the first section of the results. Questions related to communication sustainability were asked to each of the faculty persons according to their work responsibilities at the campus. To hide the names of faculty persons, the anonymous title were given to them in this study as following: Focal Person 1, Focal person 2, and Focal person 3. These three focal persons are highly relevant in many ways such as, they all work in communication department, another link is: focal person 2 writes website articles which are being disseminated to other social media channels by other focal persons and most importantly they all a common part of UiS Strategy 2030.

3.2. Content Analysis:

The content analysis stage has been divided into further two stages: First stage is to analyse the content in general of UiS LinkedIn page without classifying posts in any categorization with help of statistical tool and the second part is to compare the sustainability posts to regular posts to see if there's a significant relationship to analyse.

3.2.1. Statistical Analysis – ANOVA Test Single factor

For the first stage of general content analysis this study has used LIWC to evaluate word usage is Linguistic Inquiry and Word Count. Generally, 1 dictionary has been used which has the following keywords related to sustainability: “humanrights”, “employee”, “SocialandCommunity”, and “environment”. In easy words, the software analyzed all these four relevant themes that are based on the established classification from the selected and give a numeric rating to the selected post and it is also directly dependent on the frequency and repetition of the keywords in each dictionary. LIWC helped to complete the “Thematic Analysis” and then ANOVA test was run afterwards. The purpose of this software to use was to analyse whether these sustainability keywords has a significance in all the published posts of LinkedIn, if yes then how does that variance within groups and amongst quantify in statistical analysis. That's where ANOVA test has been used to test if there are any significant differences between the means of multiple groups.

3.2.2. Graphical Representation

For the second content comparison, a bar graph has been used to illustrate comparison in between the average engagement rate of regular and sustainable posts throughout the division of each month. The keywords that were being used to filter posts, were taken into consideration in terms of providing relevant posts for example: if the keyword “green” is being searched and it is highlighting the post which is about traffic lights and has the word green in it, thus that post is being ignored because of irrelevancy. This two-stage scrutiny process has been attached in the appendix for the overview (appendix: 2).

Following keywords were used to filter the posts which were related to sustainability. Initially, there were a lot of other keywords which did not bring any results thus those were removed as false keywords.

(Renewable energy, *Fornybar energi*, Sustainability, *Bærekraft*, Green transition, *Grønn omstilling*, Carbon footprint, *Karbonavtrykk*, Eco-friendly, *Miljøvennlig*, Energy efficiency,

Energieffektivitet , Waste management, *Ayfallshåndtering*, Climate action, *Klima action environment**, *miljø*, *social**, *sosial*, *Green**, *Grønn*)

Some of the keywords were overlapping in different posts, so after highlighting those posts, the total number of posts containing sustainability messages was 22.

4. Results and Analysis

After conducting interviews and recording them in audio files, then those were converted into written text file after transcription process and then summarized in an organized way to conclude them productively.

4.1. Recorded interviews with Focal Persons

4.1.1. Interview with Focal Person 1:

The background of the person is related to journalism and she is mainly managing the Instagram and TikTok account of UiS and has full access to design and post the content according to the strategic demand.

During the interview, she mentioned the UiS communication strategy, which focuses on sustainability, learning, health, and energy. And its plan is to categorize our content on every social channel and align them with these four main strategic focus points. Our goal is for people from the outside to view us as a university that focuses on these four things: energy, sustainability, health, and education. UiS also does not use third-party software to design/edit the posts/videos but only rely on built-in editing tools provided by Instagram. Faculty members of UiS communication department often conduct meetings to discuss the strategy for each event and how they are going to promote it in an efficient way among students at campus. She said that he learned from her previous experience that to attract younger audiences' content must be funny and trending when it comes on TikTok and it should get attention within the first few seconds. She also shares his experiences of getting frustrated just when some baseless TikTok reels go viral on the internet, but creative and informative stuff does not get much appreciation. She also believed that if we combine humor with sustainability and deliver the message in an engaging way thus we can also engage student communities to promote sustainability. She mentioned an event that encourage students to eat organic food free which is being grown on the campus. UiS also aims to introduce broad and specific hashtags such as #GreenUiS to engage students and also to measure the influence of those events among the communities.

Focal person 1 also provided me some documents for Instagram and TikTok which are attached in appendix and also discussed as UiS’s social media strategy as below:

4.1.1.1. Instagram Channel:

University of Stavanger's Instagram page has 13.6 thousand followers and the Instagram figures were collected between December 17, 2022, and March 16, 2023. And about 31% audience is from Stavanger, Norway which is the highest among other cities (table 1). The current strategy has been implemented not only with general improvements but also with some strategic and goal-oriented task assignments which are as follows:

Age Group	Percentage of Followers
13-17	0.5%
18-24	28.2%
25-34	40.7%
35-44	15.9%
55-64	8.9%
65-plus	1.8%
Engagement statistics for the last 90 days	
Age Group	Engagement Percentage
18-24	56.5%
25-34	25.8%

Table 1: Statistics about the followers on instagram

- Utilizing thumbnails on all posts for a cleaner profile appearance and improved navigation within the channel.
- To Increase engagement and encourage followers to spend more time on our posts by sharing event slideshows with captivating and abundant photos.
- Showing solidarity with current events, as it demonstrates the university's attentiveness and meets the audience's expectations.
- Sharing positive posts, such as congratulatory messages, to make it effortless for our audience to show their appreciation through likes.
- Creating more reels showcasing various study options, with a focus on the exceptional performance of Customs and Paramedicine.

4.1.1.2. TikTok Channel:

University has recently made its digital presence on tiktok since the growing popularity of this new platform. With 65% of the population over the age of 18, Snapchat holds a unique position in Norway as the second-largest platform in terms of the number of profiles (Warembourg, Jan 2023). University of Stavanger is mainly focusing on the age group between 18-29 years which is actually 58% of the total population of Norway (table 3).

Age group	Percentage of Followers
18-24	69%
25-34	20%
35-44	6%
45-54	3%
55- Plus	2%
Cities on Top	
Oslo	48%
Stavanger	34%
Sandnes	8%
Bergen	6%
Trondheim	4%

Table 2 Statistics of the audience of UiS's tiktok

Having an active channel aims to give the University of Stavanger a "personality" that goes beyond that of an academic institution. The goal is to forge closer ties with current and prospective students and convey that studying at UiS is pleasurable.

The content must be planned before filming. Since the account will be shared among several people, it would be helpful to have a brainstorming meeting with the group that will be working on the channel. That way, we can ensure that the content is relevant to the target audience.

- Weekly plans must be made that specifically state who is responsible for making the video, what the content should be, and how it should be performed.
- All videos should be subtitled.
- More content must be created from the various study programs at UiS.
- Tips for exams, syllabus, and other relevant information about being a student are gold. We need to have more of that

4.1.2. Interview with Focal Person 2:

Focal person 2 mainly writes the website articles and works on a highly experienced position of editor for UiS. She emphasized on the strategic plan for the department which is still in the development process and they all are working on it and hence open to discussing recommendations.

The Department of Communication and Public Affairs has contributed to the UiS green strategy 2030 in a unique strategic way. According to UiS climate and environment action plan (2022 to 2025), the target audiences must view UiS as a leading force in the **Green Transition**. The

strategic plan states that UiS must be seen as a driving force for health and well-being by the target audiences. She also emphasized that the target groups had to regard UiS as an energy-related driving factor and motivating the individuals with behavioural changing strategies to meet sustainability requirements to build a green community. Additionally, it was specified that the target populations must regard UiS as a motivating factor for learning for life. since there are four communications advisors in the Department of Communication and Public Affairs thus each of the advisors has one of these issues to ponder upon.

While referring to Grønn Uke 2022, She also highlighted the efforts behind the several activities that were taking place in parallel in that week. UiS is also keenly interested to increase the grants to allocate on those projects and startups which have some potential to contribute to the environment greenly, by which UiS has its several organizations, teams and collaborators to work on these. She also mentions the multiple online and offline channels for the communications of these events which UiS has been using for a while now such as social media channels, online groups and communities, digital screens, news boards, roll-up standees, brochures. Its really important to understand the importance of each communication-aiding tool thus disseminating the information effectively to the target audiences, she explained.

When it comes to promoting sustainability through content writing, our articles are often just informative, not humorous. They provide clear information about events, such as where and when they are happening. If we write articles about what happened at an event, we can be more creative. It's important to grab the attention of the viewer in a creative way to effectively deliver the message, just as our content creator does when targeting sustainability groups on social media. We usually have a topic beforehand, do research, and then write the content. We are completely open to writing whatever we want, but content writer also have to follow guidelines from the UiS. We have four communication advisors in our department, and UiS often have to write institution news or other types of articles. For example, he recently wrote about the University of Stavanger's research production, where we ranked fifth in Norway in terms of publishing points but were the fourth most productive university in terms of individual researchers.

4.1.3. Interview with Focal Person 3:

Focal Person 3 is working on a senior position in the communication department of University of Stavanger. His main responsibility involves handling communication tasks targeted

specifically at government officials, departments, and politicians. Additionally, He manages the university's LinkedIn channel, overseeing public outreach activities on behalf of UiS.

While going back in the past when UiS was deciding to establish a LinkedIn page, Focal Person 3 believes the primary motive was to establish a platform that allows us to reach a different audience and cater to their preferences. LinkedIn offers a market for content that is more substantial compared to platforms like Instagram, TikTok, and even Facebook, where visual content tends to perform better. LinkedIn still provides an opportunity to share content with greater depth. Additionally, while Facebook and Instagram are saturated with content, LinkedIn still has room for more, creating a favorable environment to showcase valuable content. Evidently, the LinkedIn platform has been successful, as it currently boasts the highest number of followers among UiS social media channels, with approximately 56,000 followers. This trend is observable within the sector, as LinkedIn has gained significance for other universities as well.

When discussing the overall social media strategy, He mentioned that the strategy for platforms like LinkedIn is being developed primarily by Focal person 1 and his colleagues. Although the team recognizes that LinkedIn attracts a different audience compared to platforms like Instagram and TikTok, which are more effective in reaching students and younger individuals. Facebook, on the other hand, provides access to students' parents. LinkedIn, being a professional networking platform, is more suitable for engaging with businesses, politicians, and a professional audience. While the team is still working towards achieving this objective, the goal is to create LinkedIn content that resonates with the target audience on that platform.

According to him, Unexpectedly, LinkedIn is not the ideal platform for student-driven content. Instead, it is better suited for showcasing research conducted at the university that holds societal relevance. The focus is on highlighting significant research contributions in areas such as offshore wind power, hydrogen, and the green transition. Sharing such research aims to elevate the university's profile as a major contributor to the green transition through technological advancements and knowledge. Currently, various communication advisors from different faculties have access to LinkedIn and share their content. The intention is to continue allowing them to post their content while exercising more control over the type of content shared on LinkedIn. The approach is shifting towards a targeted strategy that recognizes the distinct audiences of different platforms, moving away from a one-size-fits-all approach where content is pushed across all platforms.

He also stressed the algorithms of linked In by saying that we strive to base our decisions more on algorithmic insights, although we have not been consistent in this approach in the past. For example, many of our LinkedIn posts have included links to external websites, but we are working towards reducing this practice. The LinkedIn algorithm tends to penalize posts that direct users away from the platform. Instead, we aim to create content specifically tailored for LinkedIn, incorporating images, videos, and text directly within the platform. By avoiding external links to UiS' website or other sites, we can enhance the reach and engagement of our LinkedIn content. This is an area of improvement for us, as we often resort to sharing a link and providing a summary, rather than crafting shorter, rewritten content with accompanying visuals for direct posting on LinkedIn. Breaking old habits can be challenging, but we recognize the need to adapt and optimize our approach on LinkedIn.

To answer the question on sharing sustainable content on Linked In, he said that the success of posts on LinkedIn is more influenced by the content itself rather than the topic. However, sustainability-related content is well-suited for LinkedIn due to the platform's ability to showcase people-focused content, which tends to perform well. For instance, if we highlight sustainable initiatives on campus and include pictures of individuals actively involved, along with their motivations, it is likely to resonate with the audience. On the other hand, a general paragraph about the initiative with a generic picture would not generate the same level of engagement, even though it covers the same topic. Demonstrating the individuals impacted and engaged in sustainability efforts holds more value on LinkedIn than solely providing a written account.

While briefing different audiences on different social media platforms he said that although the feedback from students on campus is relatively limited on Linked In, we do reach a better response from the audience of startups and tech companies, while Instagram and TikTok tend to generate more instant feedback on campus. One of the advisors from the health faculty has become prominent through our TikTok videos and is recognized by students on campus. Thus, students are more engaged with TikTok content compared to LinkedIn. While some students actively engage on LinkedIn, they are the exception rather than the rule. However, LinkedIn remains an important platform for reaching Ph.D. candidates, where I observe higher levels of engagement compared to the broader student population. Overall, LinkedIn serves as a valuable tool for UiS to establish our profile within the wider community, fulfilling our social responsibility as a university by participating in innovation and promoting knowledge in the

region and the country. LinkedIn offers better opportunities for showcasing these endeavors compared to more traditional social media platforms.

4.2. Content Analysis:

An overview of the social media channels of UiS has been provided in the appendix to assess the current social media channels in terms of date of publication of pages, total number of posts and etc (Appendix: 1). It's very interesting to observe the LinkedIn Page is the latest social media channel which was published on May 12, 2022, and has the least number of published posts but surprisingly this channel has the highest number of followers amongst other channels. This was secondary reason to select this channel for the content analysis but the primary reason was that I could get the access of the Linked In data through one of the focal person.

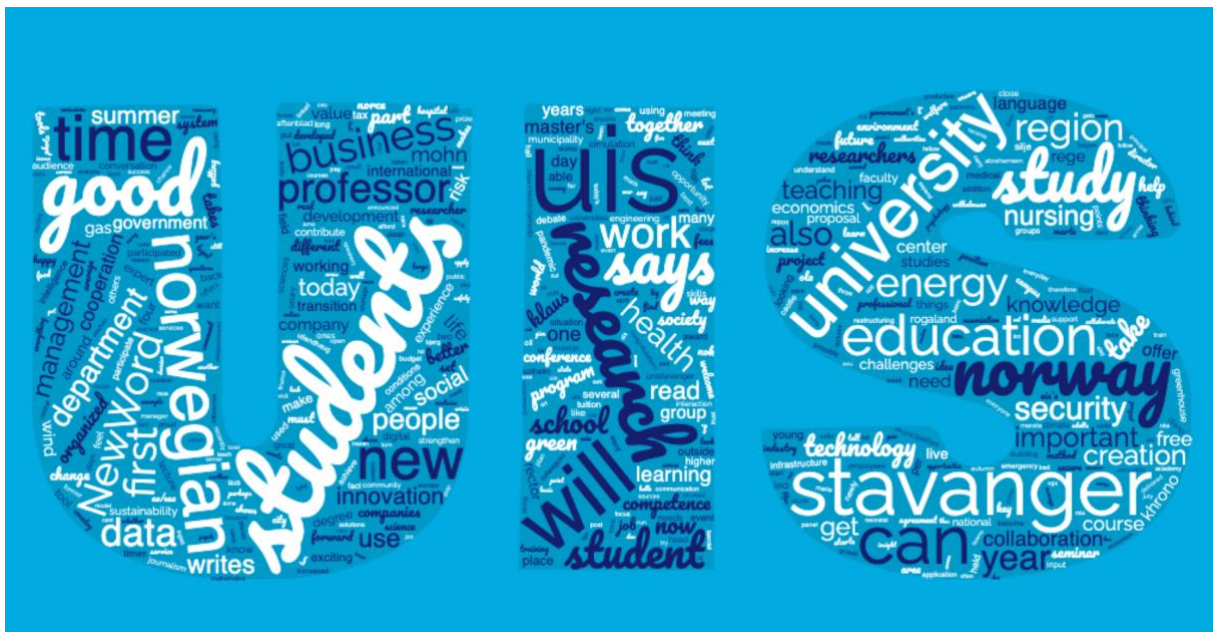


Figure 2: The color cloud - most commonly used words in the posts of the UiS LinkedIn page

4.2.1. Analytical Data Description

The data has been downloaded from UiS Linked In page on May 12, 2023. University of Stavanger LinkedIn Page posted 346 posts on LinkedIn which contain images, posts, and article links with written descriptions. The oldest post that the page has shared is almost two years old. The data file that was being used to investigate the content has a timeframe of one year. Thus the total number of posts are 175 which were published from May 12, 2022 to May 9, 2023.

The data itself contains the KPI metrics (likes, comments, shares, impressions, engagements etc) from all 175 posts. Since one motive of this study was to analyse the performance of regular posts and sustainability posts, the data was segmented into two separate partitions; one was named as regular post (R) which was 151 in total and these posts contain all other descriptions without sustainability. The other partition was allocated the title of sustainability posts (S), the total sum was 22 and these were all those posts that were somehow related to sustainability and were filtered through the keyword filtration. All of the posts were organic in nature because UiS never used paid advertisement on Linked In.

4.2.2. KPI Descriptions – Statistical Analysis:

Although data contains the “impression” as a performance metric but it does not qualify as much as “Engagement rate” and thus later was chosen as a variable as well as “humanrights”, “employee”, SocialandCommunity” and “environment”. These additional keyword metrics were derived from the dictionaries in LIWC as discussed in the methodology section. The results of ANOVA test is as below in Table 3.

Anova: Single Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Engagement rate	175	6,839276	0,03908157	0,002146
HumanRights	175	294,86	1,68491429	2,475493
Employee	175	575,83	3,29045714	7,576062
SocialAndCommunity	175	558,32	3,1904	5,920531
Environment	175	484,86	2,77062857	6,694519

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	1300,314	4	325,078574	71,70192	1,6184E-52	2,38216388
Within Groups	3944,363	870	4,53375009			
Total	5244,677	874				

Table 3: ANOVA Test results

4.2.3. Classification of the metrics and their Interpretations:

The values in each group are added up in the "Sum" column. For instance, the total for the Engagement rate group is 6.839275606. The mean or average value for each group is displayed

in the "Average" column. By dividing the amount by the count, it is calculated. For instance, the Environment group's average is 2,77062857.

The variance, a measurement of how evenly distributed the values are within each group, is displayed in the "Variance" column. It provides a hint as to how variable or dispersed the data points are. The data is more dispersed the higher the variation. For instance, the Engagement rate group's variance is 0.002145617.

Moving on to the ANOVA table, it provides information about the sources of variation and the statistical significance of the differences between groups. The two sources of variation are listed in the "Source of Variation" column as "Between Groups" and "Within Groups." While "Within Groups" refers to variations inside each group, "Between Groups" denotes variations among group means. The "SS" column denotes the sum of squares, which quantifies how much variance there is in each source of variation. The degrees of freedom (or "df") column displays the amount of independent information that is available for each source of variation. The mean squares, which are derived by dividing the total of squares by the degrees of freedom, are shown in the "MS" column. The ratio of the between-group mean square to the within-group mean square is shown in the "F" column as the F-statistic. It gauges how much variance there is between groups in comparison to variation within groups. A greater disparity between the group means is indicated by a higher F-value.

The "P-value" column indicates the statistical significance of the F-statistic. A smaller p-value of 1,6184E-52 suggests stronger evidence against the null hypothesis of no group differences. Lastly, the critical F-value, which is the value used to assess statistical significance, is displayed in the "F crit" column. The group means may be significantly different if the F-value is higher than the crucial F-value.

The ANOVA results in this study imply that there are notable variations in the group means. The p-value (1.61844E-52) is extremely low, which is substantially lower than the accepted significance level of 0.05. Therefore, based on the selected variables, we can say that there are considerable differences between the groups and hence it provides strong evidence to reject the null hypothesis of no group differences. This means that the variances of groups are not likely due to random chances but instead there's a degree of relation in between these groups in a certain way. It is hence clear indication that the sustainability themes' values are having a considerable relationship with engagement rate which nullify the argument of nonrelational differences among and within the groups.

4.3. Graphical Representation

4.3.1. KPI descriptions

One KPI was selected in the given data, which is engagement rate and the reason to select this variable was to analyze the difference between regular and sustainability posts throughout the whole year since KPI will help us to understand the engagement level of the audience on LinkedIn. To simplify and justify the difference in the total number of posts in each category (regular vs sustainability), I used the average (mean) of KPI for the comparison and bar graph representation.

In the context of content analysis on LinkedIn, the Engagement rate is a metric that quantifies the level of interaction and interest generated by a particular post. It is calculated by summing up the number of interactions (such as likes, comments, and shares) and the number of clicks and followers gained from the post, and then dividing that by the number of impressions.

A higher engagement rate indicates that the content is engaging users, as evidenced by an increase in interactions, clicks, and followers. Because it enables content analysts to assess the performance of their posts in terms of user engagement. They may evaluate the effectiveness of their material and make wise choices regarding their LinkedIn content strategy by looking at the engagement rate.

4.3.2. Comparison of Engagement rate:

The following bar graph depicts the comparison of the average engagement rate of both regular and sustainability posts throughout the previous whole year. The figures on the top of each bar represent the total number of posts that are being published each month. It will not be wrongly said that sustainability posts achieved better engagement results as compared to regular posts nevertheless the higher quantity of regular posts. Only in the months of Sep and Feb, the average engagement rate of sustainable posts was lower than the regular ones.

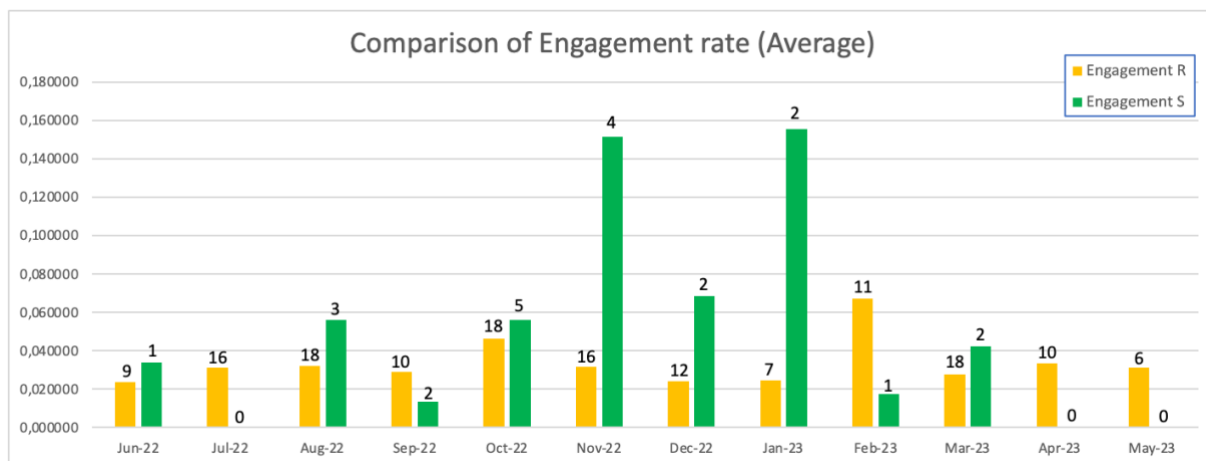


Figure 3: Graphical representation of engagement rate of both segments (regular vs sustainable) with respect to months

Discussions:

Conclusively saying, University has a Green Strategy 2023 which focuses on sustainability, learning, health, and energy and states that UiS must be seen as a driving force for health and well-being by the target audiences. And hence it is to strategically embed various green activities across the faculty and students' communities, although UiS is very much open to considering new recommendations. The productive conversation with the three focal persons derives a conclusion which has been discussed as following:

- UiS mainly targets young audiences of age group (25-34) on Instagram and (18-24) on tiktok to increase its digital engagement on social media, compared to LinkedIn where UiS is trying to reach to researchers, Ph.Ds., companies, politicians, and organizations.
- UiS has provided this free will to the content creators and publishers on social media which assist them to be more creative, meanwhile this openness also hinders to deliver the green message strategically.
- As UiS creates events and opportunities to perform sustainable practices on the campus, such as eating organic food, free bike repairing, and Grønn Uke 2022, also, Similar to (Gori et al., 2020), this study on UiS also concludes that the campus is performing academic and extracurricular activities keenly based on sustainability to meet its Green Strategy 2023.

By shedding light on the statistical results, It's very interesting to observe the significance of sustainability keywords and posts in the general UiS LinkedIn campaign and green communication. The results indicate the importance of using sustainability keywords which

UiS has already been doing for the past year. This ultimately leads to a supportive argument to write and publish more content on social media based on sustainability.

5. Conclusion

Since the focus of this study was to find the answer to analyze the current SoMe channels of University of Stavanger, and it has brought some significant key insights from the interviews and thematic analysis of SoMe content. To conclude this study in the form of some practical action plan, hereby, I endorse a couple of recommendations based on literature and statistical results to the communication department of UiS and all of those educational institutions that are paving their ways to a similar journey like UiS.

5.1. Recommendations:

Since UiS is accepting recommendations for its Green Strategy Plan 2023, this study delightfully provides a customizable key action plan. Hence, based on the literature analysis, interview recordings, and statistical results this study highlights the following key points to UiS and similar educational institutions if they want to engage more students and academic communities on social media:

Increment of green SM content: To understand the concept of amending behaviors through social media the study (Chwialkowska, 2019) concludes the efforts of social media communications on changing behaviors of individuals in terms of sustainable living. This argument leads to a direct connection with social media content creation and publishment, hence, more posts and articles on sustainable practices and news can generate a greater amount of engagement (based on ANOVA test results) and will contribute in terms of changing the attitudes of the students and faculty on the campus. If university's Green Strategy Plan is to view it as leading organisation in sustainability then it's very strange to observe only 22 sustainability posts in compared with other regular posts, It is recommended to add more keywords, write more articles/content, and cover more activities through media, based on sustainability while keeping in view about the damaging side of the excessive showcase of green developments as companies end up doing greenwashing. This study (Lertpratchya, 2015) concludes the importance of the qualitative analysis of University's SoMe efforts in terms of allocating good amount of funds to this analysing process.

#GreenCampusChallenge: Based on this study (Ta'amneh & Al-Ghazo, 2021) which concludes the importance of hashtags in SoMe posts, We can introduce a month-long social

media campaign encouraging students and faculty to share their sustainable actions on campus. UiS can encourage participants to post photos or videos of eco-friendly practices such as using reusable water bottles, recycling, or biking to campus. They can post their journey with the hashtag which will help UiS build a sustainable community online. Thus, can offer incentives or prizes for the most creative and impactful entries. This study also found while researching that MIT and Danish Universities have made a Green Campus Challenge to encourage their students to bring new implementable ideas (MIT, 2023). This challenge is exclusively for the students of MIT and Danish Universities. UiS and ECIU can collaborate together to create a similar challenge here at the campus and can limit the access to all the universities in Norway/Europe like the way MIT did.

Using green color in the graphical content: Colors do have a great impact in our lives and we make our choices based on specific colors we like, and this study (Alimin et al., 2021) shows the importance of Green color when a School in Bali measured a noticeable positive change in the behavior of student through green interior design. To use this study as reference evidence, this study recommends UiS to use green colors in its graphic designs, banners, and videos to non-verbally communicate the message of sustainability to the audiences. And this is a commonly used practice everywhere in the world.

Building strong digital presence: As the time is passing, Norwegian culture is becoming more open to the world, Norwegian youth is using social media more frequent. And now the digital world demands to share the information digitally to let the people aware across the globe and bring more ideas on the table to discuss about. Those events and activities that were taking place in real world and were not getting posted on social media and internet, as UiS is leading its way to offer more, it is the time to cover more stories, news, and events and share them on their social media to make its digital presence stronger. On the surface level observation, recent posts on UiS Social media page, Instagram and tiktok reels that were primarily based on sustainability performed really better which indicate the green hope of social media influence through green communications.

Other unique insights contain the inclusion of #GreenUiS, which is an idea to add as a hashtag in the social media posts to mainly target the sustainability efforts of the campus. Interestingly, LinkedIn Page has highest number of followers amongst all other social media channels and was created only one year ago with the lowest number of posts. From the interview of the Focal Person 3, It's very insightful to view as a fact that the people are more likely to make the

sustainable choices when those choices offer more in terms of value of time, money, and comfortability.

5.2. Limitation and future research:

This study was documented within a timeframe of almost 6 months thus it was limited by time. This report contains one-year analytical insights of only the LinkedIn channel, it would be interesting to increase the time frame limit to add more posts, and other social media channels as a whole to analyze more interesting insights. Due to the time limit, this study records and assesses only three interviews of the focal persons in the communication department, thus it would be more insightful to conduct more interviews with higher management levels and also across the department of students through surveys or questionnaires. There could be more keywords added related to sustainability in both languages to filter highly relevant posts. This study is solely an effort of one individual which means it might contain some traces of unintended bias while choosing the different paths of conducting this whole research.

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7. Appendix:

Overview of social media channels of University of Stavanger

University of Stavanger	Username	Followers	Main Audiences	Date of publish	Number of published posts/videos
Facebook (Eng)	UniStavangerENG	2,600+	International audiences	August 10, 2016	-
Facebook (Nor)	UniStavanger	40,000+	Local and International audience	April 16, 2009	-
Instagram	unistavanger	13,600+	Young audience (18-34)	April, 2013	1,301+
Linked in	University of Stavanger	55,785+	Researchers, Ph.D. Candidates and Organizations	May 12, 2022	178+
Twitter	UniStavanger	9,192+	-	December, 2008	5,042+
Youtube	StavangerUiS	4,650+	-	June 23, 2010	1,100+

Note: Figures and numbers were recorded down from social media on May 25, 2023.

Appendix 1: Overview of SMC of UIS

Keyword Filtration	First Step: LinkedIn Posts filtered	2nd Step: Scrutiny
Renewable energy	0	0
Fornybar energi	1	1
Sustainab*	2	2
Bærekraft	6	6
Green transition	1	1
Grønn omstilling	3	3
Carbon footprint	1	1
Karbonavtrykk	0	0
Eco friendly	0	0
Miljøvennlig	2	2
Energy efficiency	1	1
Energieffektivitet	0	0
environment*	2	2
miljø	14	4
social*	2	2
sosial	5	0
Green*	3	2
Grønn	9	8

Appendix 2: Two stage Keyword filtration for content analysis

Interview Questions for the Focal Persons:

- Briefly tell us about what you have been doing in previous experience
- what are you currently working with/on at UiS?
 - Which are your specific tasks
 - Which SoMe channels are your responsibility
 - How has UiS' social media marketing strategy been evolved over the past few years? Is there any alignment with the university strategy? If yes, how?
- What are the guidelines from UiS to publish social media content?
 - Who decides what UiS is going to cover and who is the target audience
 - Also for some practical decisions e.g. when, how often, etc
- Is there any specific KPIs for your work? If yes, what are those?
- How the response has been in general to the published contents?
 - Do you notice any difference on the response for contents related to sustainability
 - (e.g. different quantity of engagement, different types of comment, etc)
- What elements make content viral/popular if we talk about the content in general?
- As your current position in UiS, do you have any specific mandates from UiS/goals in terms of promoting sustainability?
 - If so, can you elaborate?
- Based on your experience so far working in UiS SoMe communication, what do you think can/should be done differently in terms of communicating sustainability?
- What are upcoming events/news (related to sustainability) which UiS aims to target in its social media campaign in upcoming months/years?
- Who else would you suggest me to speak to at UiS for further discussing this topic?