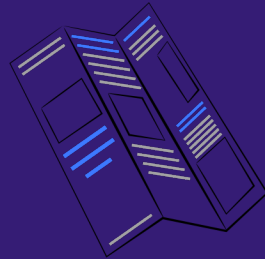


The Use of Social Media to Engage the Communities of Potsdam, Canton, and Clarkson University About Food Waste

By: Nikki Borowiec, Ethan Adamson,
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Instagram



The Food Waste Problem in the United States

- ❑ Food waste has always been and still is a problem in the world. About 40 % of the food produced in the U.S. is wasted.
- ❑ The majority of this wasted food ends up in Landfills, which leads to the production of greenhouse gases.
- ❑ For our community engagement project we wanted to educate a broader audience with facts and tips about the food waste problem.

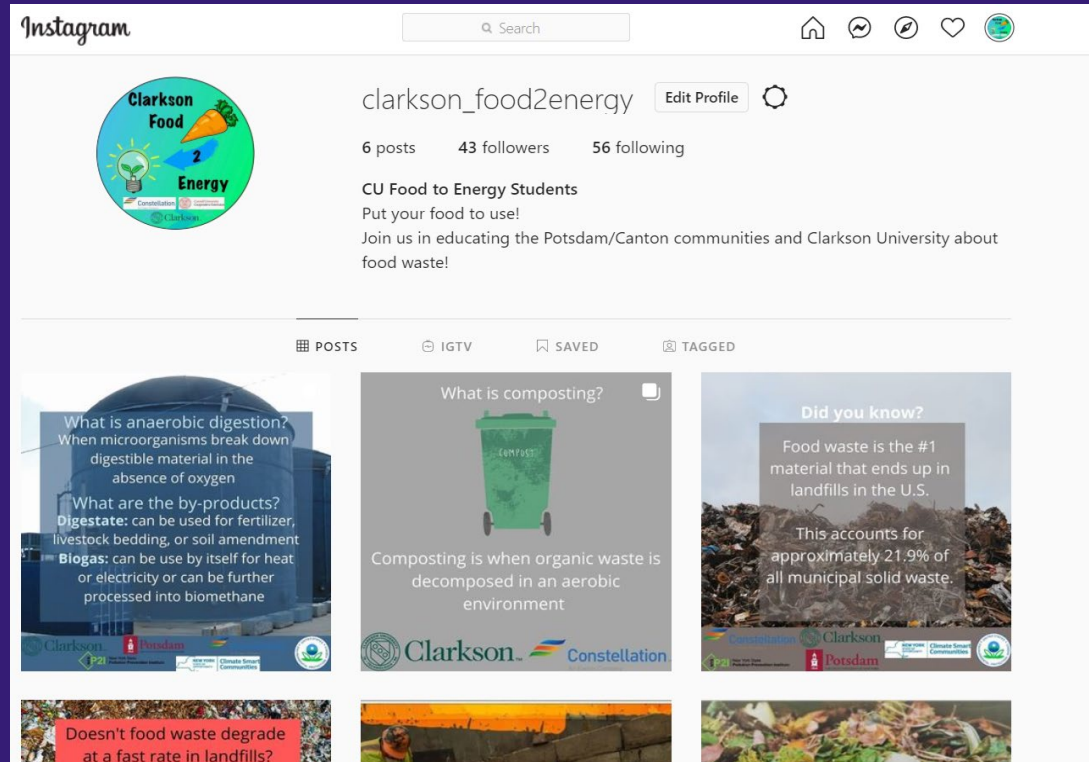
How we are getting involved

- ❑ Instagram account
 - ❑ @clarkson_food2energy
- ❑ Informational Video
 - ❑ Food Waste Hierarchy
- ❑ Pamphlet
 - ❑ Food Waste information in Potsdam and Clarkson University



Our Instagram Account overview

- ❑ This is our Instagram overview page. Its filled with our bio, username, and amount of followers.
- ❑ We have already gathered 42 followers!



@clarkson_food2energy

What the account is about

- ❑ Geared towards educating a broad community about food waste and what they can do to help reduce it in their areas
- ❑ Our first post was an introductory post to talk about our main goal for the account



Fun Facts(1)!

- ❑ Did you know that 3,000 lbs of food per employee per year in grocery stores is wasted?
- ❑ This post was our first fact! We wanted to make it interesting to grab the reader's attention. After this post we gained about 5 new followers.



clarkson_food2energy

stefangrimberg Great post

3w 1 like Reply

Liked by wheelburd and 11 others

FEBRUARY 27

Add a comment...

Post

Fun Facts(2)!

- ❑ Doesn't food waste degrade at a fast rate in landfills?
NO!
- ❑ We gained around another 5 followers this week!



Doesn't food waste degrade at a fast rate in landfills?

NO!

It takes food a long time to degrade in a landfill and researchers have found

- 40 year old newspaper
- 25 year old head of lettuce
- 40 year old hotdogs

all that had been "mummified" in landfills

clarkson_food2energy

clarkson_food2energy Good start to the week with a fun fact!

1w

♥️ 💬 📌

Liked by vtjacobd and 9 others

MARCH 14

😊 Add a comment... Post

Constellation Clarkson NYS 21 New York State Pollution Prevention Institute

Fun Facts(3)!

- ❑ Did you know that food waste is the #1 material that ends up in landfills in the United States?
- ❑ Social media is a great tool to spread information that reaches numerous amounts of people!

Did you know?

Food waste is the #1 material that ends up in landfills in the U.S.

This accounts for approximately 21.9% of all municipal solid waste.

clarkson_food2energy

clarkson_food2energy Happy St. Patrick's day y'all! Here's a fun fact for you!!

1w

Liked by stefangrimberg and 12 others

7 DAYS AGO

Add a comment...

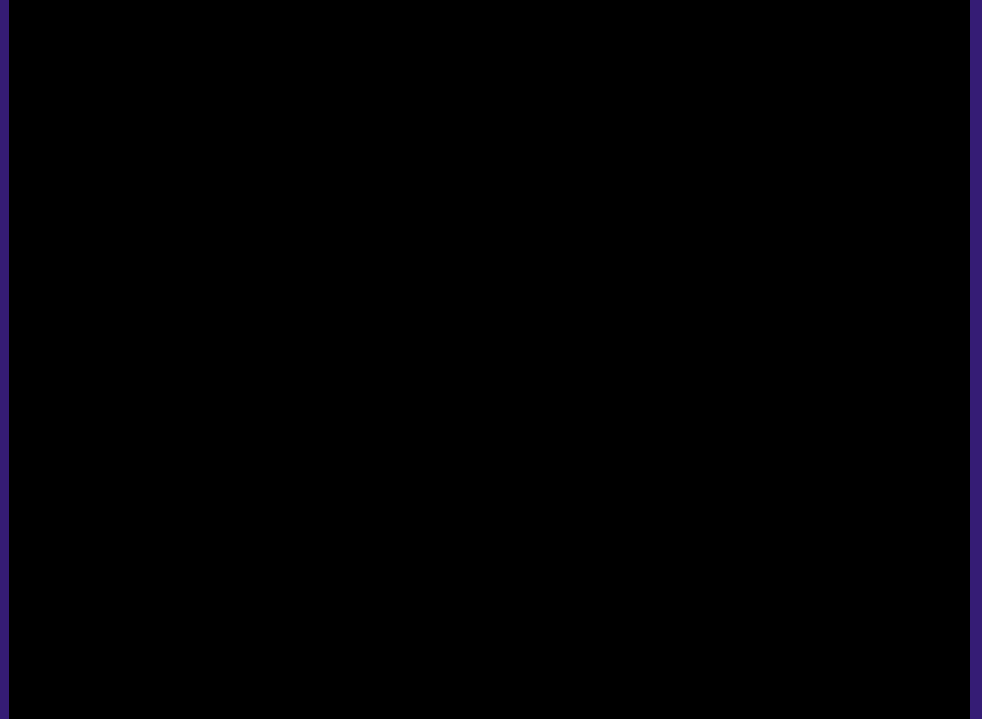
Post

Logos at the bottom: Constellation, Clarkson, New York State of Opportunity, Climate Smart Communities, NYS P21 (New York State Pollution Prevention Institute), Potsdam State University.



Food Recovery Hierarchy Informational Video

- ❑ 5 minute video made by Ethan Adamson
- ❑ Explains the food waste hierarchy with real life examples



The pamphlets

- ❑ Help Clarkson students better understand the food waste issue
- ❑ Placed randomly around campus to try to reach all students
- ❑ It will include:
 - ❑ facts about the food that is in landfills, anaerobic digestion, and composting
 - ❑ include where the nearest digester is (Canton) and how to compost
 - ❑ food waste hierarchy and how to responsibly dispose of food waste
 - ❑ food access programs in Potsdam to help food insecure students
 - ❑ Educate students on how they can get more involved in helping this

INSIDE				
Inside Cover				Back Cover (add logos)
Food Waste Fact	On Campus	What can go into a compost	What can go into a digester	How to get involved
food waste #1 material fact	Compost bin in Woodstock	list of foods that can	list of foods that can	the class
	Anaerobic Digester	list of foods that can't	list of food that can't	the insta
	add in pictures of both (maybe w/ maps)			ISE
OUTSIDE				
Back Inside Cover				Front Cover
Our Insta	Food Hierachy Pyramid	What college students can do to help	Food Access Programs in Potsdam	Design
@clarkson_food2energy	diagram	compost on campus	Potsdam Neighborhood Center	
QR code		source reduction	Potsdam Helping Hands	
		donating	Clarkson	

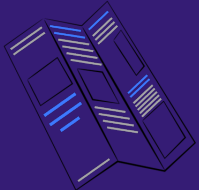
What we have done so far



- ❑ We have created a Social Media account to engage the communities of Potsdam, Canton, and Clarkson University.



- ❑ We have created an educational video about the Food Waste Hierarchy.



- ❑ We are In the process of creating a Pamphlet to educate the Clarkson University Community on how they should dispose of their food waste.



Questions?

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Cornell University
Cooperative Extension