

# CAMPAIGNS THAT COUNT:

## SOCIAL MEDIA STRATEGY FOR THE FAIRTRADE UNIVERSITY AWARD



# Content

- Why campaigns matter for the Fairtrade University Award
- What makes campaigns count: creating impactful social justice & sustainability content
- Case studies – University of Exeter and University of Plymouth
- Do it Fair 2026 Toolkit
- Q&A



# How digital campaigning strengthens Fairtrade action on campus



- Meets students where they already organize
- Keeps Fairtrade visible year-round
- Shares real campus stories
- Connects learning to climate and human rights
- Personalises global supply chains
- Links Fairtrade to everyday products



# How digital campaigning delivers Fairtrade University Award criteria

**1**

**Makes Fairtrade visible across campus**

Digital stories show what Fairtrade looks like at your university and help teams engage students.

Supports:

Web presence **CI007**

Social media use **CI008**

**2**

**Connects learning to real-world justice issues**

Digital content links teaching, research and lived experience with trade, climate and human rights.

Supports:

Student investigations **RC001**

Curriculum links **RC004**

**3**

**Amplifies solidarity & student voice**

Campaigns highlight global producer stories and student leadership.

Supports:

Student-led campaigning **CI002**

Leadership & Strategy alignment **LS003–6**

**4**

**Strengthens year-round engagement**

Digital content keeps Fairtrade active beyond Fortnight and reaches students unable to attend events

Supports:

Fresher's visibility **CI010**

Year-round engagement **MN004**

**5**

**Demonstrates innovative, impactful campaigning**

Digital campaigning helps showcase impactful, student-focused Fairtrade action.

Supports:

Innovative campaigns **MN005**



# **WHAT MAKES CAMPAIGNS COUNT: CREATING IMPACTFUL SOCIAL JUSTICE & SUSTAINABILITY CONTENT**

**GRACE MAC INNES,  
HEAD OF DIGITAL,  
SOS UK**



# Creating impactful social justice and social media content

Grace MacInnes / she/her / Head of Digital

# About SOS UK

We're a UK charity **transforming education** so people protect the climate and nature.

We unite people from every background, inside and outside education, because **protecting our earth matters** to each and every one of us.

# Key pillars



Audience



Content



Action



Community

# Channels

- Don't spread yourself too thin
- Consider your audience
- You can cross-post, but be intentional
- Building community takes time
- Focussing on IG here, but lots of stuff relevant across the board

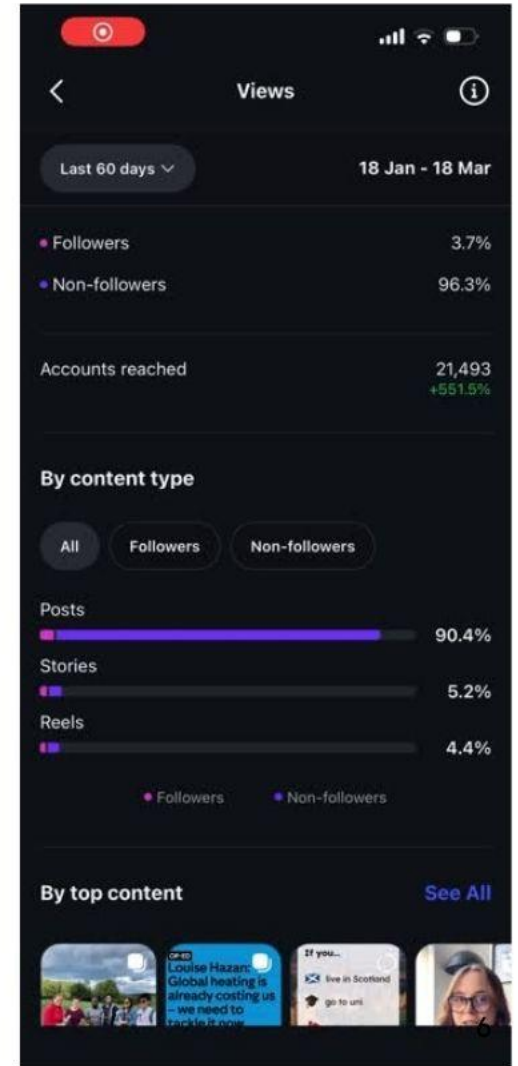
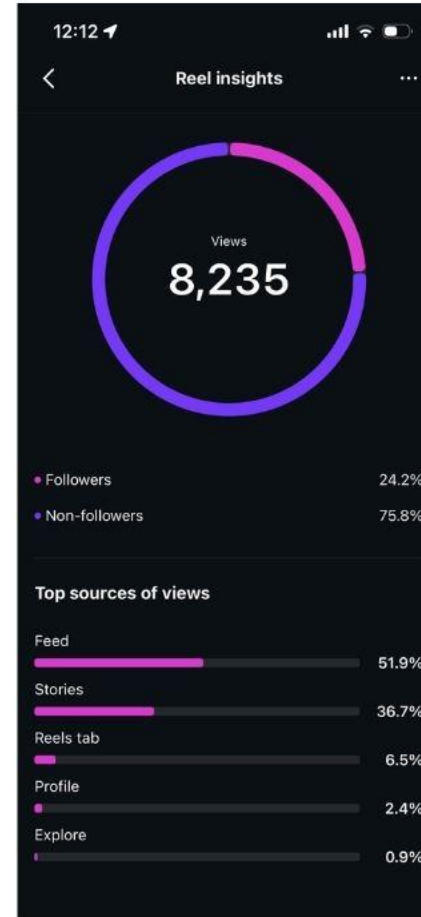
# Practical tools and tips

- Repurposing and recycling
- Trying new formats - memes, carousels, vox pop videos
- Think about your hooks
- Use interactive elements on IG stories



# Practical tools and tips

- Get familiar with analytics (per post and overall profile)
- Trial reels (on IG)



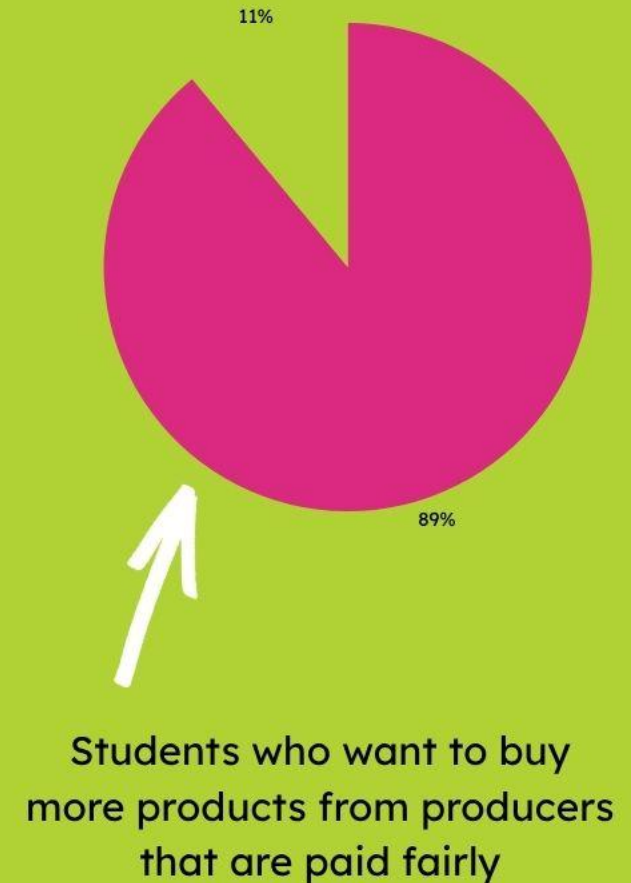
# Practical tools and tips

- Think about your journeys, tools like ManyChat can help
- Using trending sounds
- Build community



# Talking about Fairtrade

- focus on values – we know these align with students
- avoiding jargon or technical language
- “Rating fairtrade foods on campus” / Fairtrade campus tour
- Vox pops of student talking about products
- Sharing Fairtrade Foundation content





# Creating impactful social justice and social media content

Grace MacInnes / she/her / Head of Digital

Check this list of ideas!



FAIRTRADE

**FORTNIGHT FAIR**  
Forum, John Henry Brookes Building  
22nd February, 2023

LIVE COOK-OFF  
FOOD WASTE EXPERT PANEL DISCUSSION  
SAMPLES! PRIZES! FOOD!

Find out how [fairtrade.org.uk/get-involved/c...](https://www.fairtrade.org.uk/get-involved/c...)

**THE GREAT BIG GREEN WEEK**

Swaps for Good

Make the swap to Fairtrade  
do something great every day.

Find out how →

# CASE STUDIES

**FAIRTRADE FORTNIGHT RUNS FROM 22ND SEPT - 5TH OCT**

**HERE'S 3 WAYS YOU CAN TAKE PART...**

@fairtradeuk

**INTERNATIONAL COFFEE DAY**

**Fairtrade University Award**

**MAKE AN IMPACT**  
Choose Fairtrade when



# FAIRTRADE & SOCIAL MEDIA

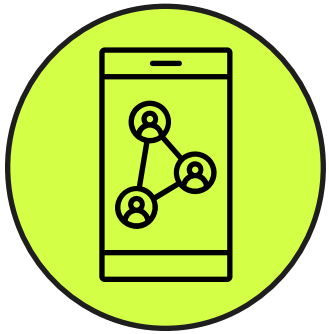
ISABELLA FRANCIS,  
FAIRTRADE UNIVERSITY AWARD LEAD,  
UNIVERSITY OF PLYMOUTH



**EAT &  
DRINK**  
on campus

# Social media is central to promoting Fairtrade across campus.

Our approach:



Platforms: [Instagram](#), [Facebook](#), [TikTok](#)

Target audience: students & staff

Planned campaigns and events

*Monthly catering meetings embed Fairtrade messaging*

## Key Learnings:

1. Interactive campaigns perform best
2. Events boost engagement
3. Visual storytelling is effective
4. Fairtrade messaging works when integrated into everyday activities

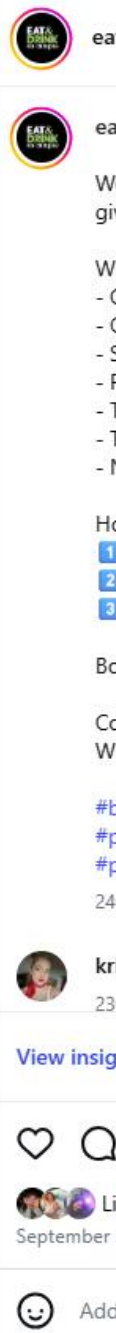


# FAIRTRADE FORTNIGHT CAMPAIGN



- 12th highest performing post  
(May 2024 – March 2026)
- 4,000+ views on Facebook & Instagram
- Boosted engagement significantly

Key insight: *interactive content drives student interest*



# PANCAKE DAY CAMPAIGN



Fairtrade messaging embedded into popular events

- Reached 2,199 people
- 7th highest reaching post across Facebook & Instagram
- Strong engagement and awareness

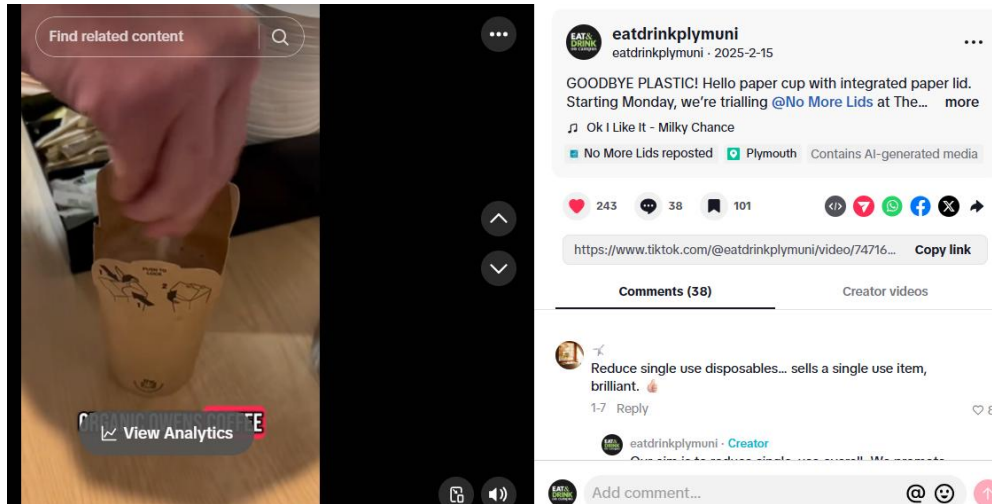
TikTok [Video](#)

- Highest-viewed TikTok since October 2025
- Among the top 10 most popular videos



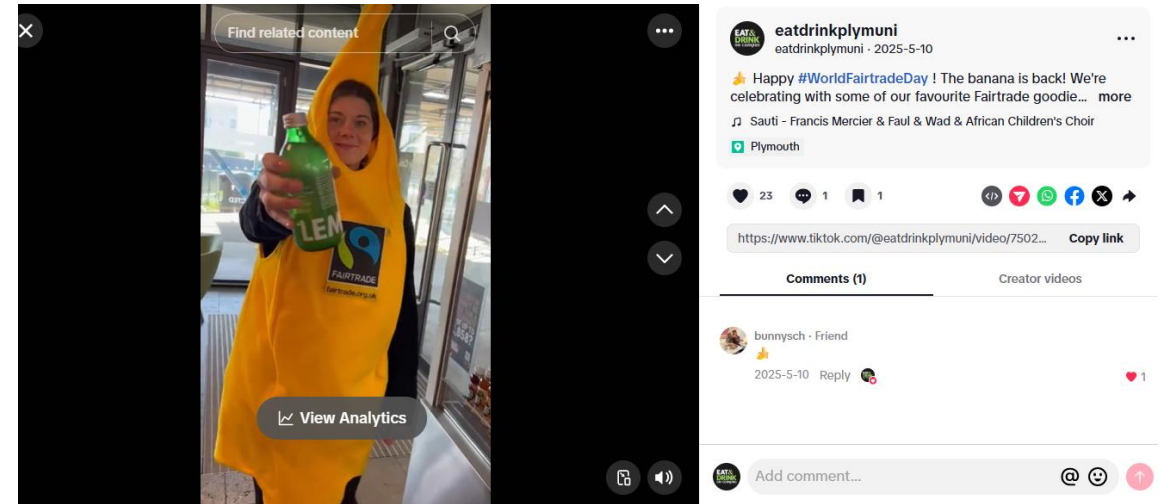
# TikTok Growth

200+ followers



## The Good Cup

- Top video: 40.1K views
- 243 likes, 38 comments, 173 shares
- [Video](#)



## World Fairtrade Day

- 2.3K views (more than double previous year)
- [video](#)

## Insights

## Ongoing Development

## Recommendations

Instagram remains our strongest platform

Plan to recruit social media interns

Don't overlook Instagram

High engagement on Fairtrade content & excellent for event promotion

Expand TikTok strategy

Use interactive content

TikTok is growing but still developing

Combine platforms for maximum reach



# Fairtrade



Get creative. Sip tea. Support Fairtrade.  
Join us for a chilled-out creative session to raise awareness through art!

✓ Free Clipper Fairtrade tea

✗ Get creative! Make posters or collages to raise awareness about Fairtrade — or create whatever inspires you!

All materials provided — just bring yourself



## Garbage Bytes

Friday 5<sup>th</sup> November

10:00 - 15:00

EVENT

Bring Team on  
Sign up here  
plymuni



12 DAYS OF EAT&DRINKMAS

**12** Clipper Tea  
12 x Fairtrade Clipper Tea bundles & tea towel



**CLIPPER**



# **VEGANUARY: A SOCIAL MEDIA CASE STUDY IN ETHICAL CONSUMPTION**

**FIONA NARRAMORE,  
FAIRTRADE UNIVERSITY AWARD LEAD  
UNIVERSITY OF EXETER**



University  
*of* Exeter

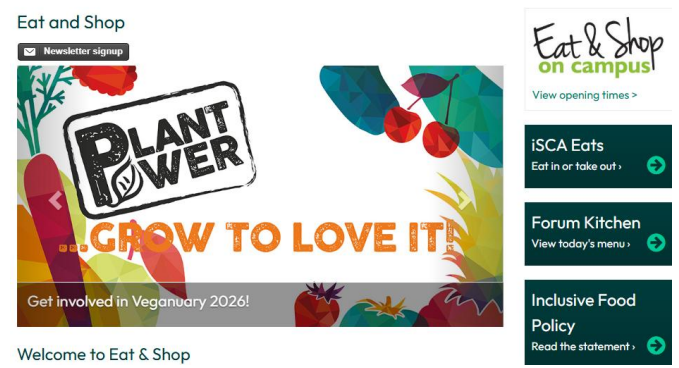
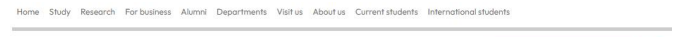
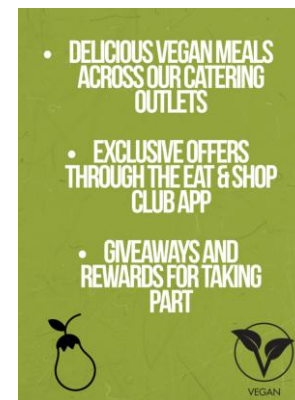
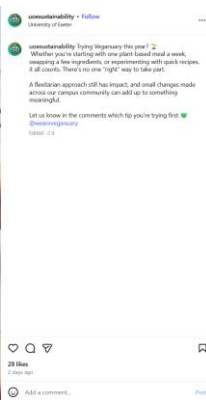
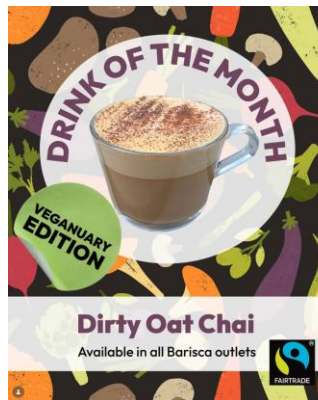
**Fairtrade Universities Webinar**  
**Campaigns that Count**  
**Veganuary 2026**

**Fiona Narramore**  
**Sales Support Coordinator**  
**Commercial Services**

# Veganuary - Multi-Channel approach

We delivered the campaign via a Multi-Channel approach

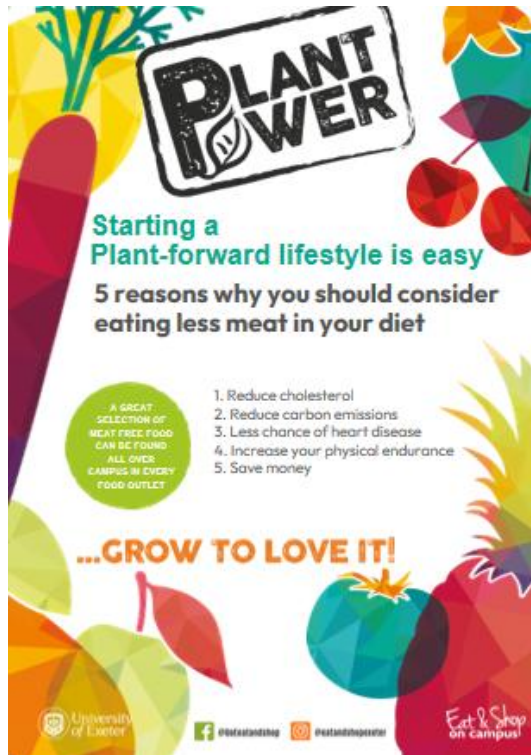
- Weekly University Bulletins – for both staff and students
- Dedicated Eat and Shop Web pages
- Social Media posts across different accounts – Eat and Shop, Sustainability, Student Societies



# Veganuary - Branding Plant Power... Grow to Love it!




- Strong Branding
- Used across all of our channels – Social Media, Digital Screens, Posters, Website
- Created a consistent and engaging look for the campaign



# Veganuary – Incentives

- 10% off our vegan Bake & Bite range in selected retail shops
- Introduction of vegan special hot box options in two cafés
- A vegan sandwich competition in collaboration with one of our suppliers
- Buy 3, get 1 free offer on vegan meals throughout January in one of our central food outlets
- Hot drink of the month - Vegan Dirty Oat Chai



**10% OFF**  
Vegan Bake & Bite products  
at the St. David's Shop  
throughout January

**...GROW TO LOVE IT!**

University of Exeter | @plantandshop | #plantandshop | Eat & Shop on campus!



Cross Keys & La Touche  
Vegan Hot Box available until 23/1/26

Beetroot falafels,  
apricot, chickpea  
tagine with zaatar  
seven spiced couscous

£6.90

**...GROW TO LOVE IT!**

University of Exeter | @plantandshop | #plantandshop | Eat & Shop on campus!

**YOUR IDEA.  
OUR SHELF.**

WINNER VEGANUARY

This Veganuary, Tiffin Sandwiches are looking for the next bold, flavour-packed vegan sandwich idea. The winning creation will go into full production and be sold nationwide! The winner will also be taking home a brand new iPhone Air. COMPETITION ENDS JAN 31ST | SEE FULL T&C'S AT [TIFFINSANDWICHES.CO.UK](http://TIFFINSANDWICHES.CO.UK)

VEGAN SANDWICHES: VEGAN BACON, LETTUCE & TOMATO | MEXICAN BEAN, AVOCADO & PEPPERS | VEGAN PLOUGHMANS

SCAN THE QR CODE TO SUBMIT YOUR IDEA!

TIFFIN SANDWICHES | f | i | in | [tiffinsandwiches.co.uk](http://tiffinsandwiches.co.uk)



**FORUM KITCHEN  
&  
THE AIRSTREAM**  
Plant Power Offer

Buy any 3 vegan meals at Forum Kitchen  
and get 1 vegan meal FREE!

Where to buy: Forum Kitchen  
When: 12th – 30th January  
Redeem your FREE meal voucher at the Airstream  
Great Hall Piazza  
Fridays 16th, 23rd & 30th January  
Simply redeem through your Eat & Shop Club App

**...GROW TO LOVE IT!**

University of Exeter | @plantandshop | #plantandshop | Eat & Shop on campus!



BARISCA  
COFFEE CO.

BARISCA  
DRINK  
OF THE  
MONTH  
PRICE 0.95

Enjoy our  
Drink of the Month  
with a plant based  
milk alternative

**DIRTY  
OAT CHAI**

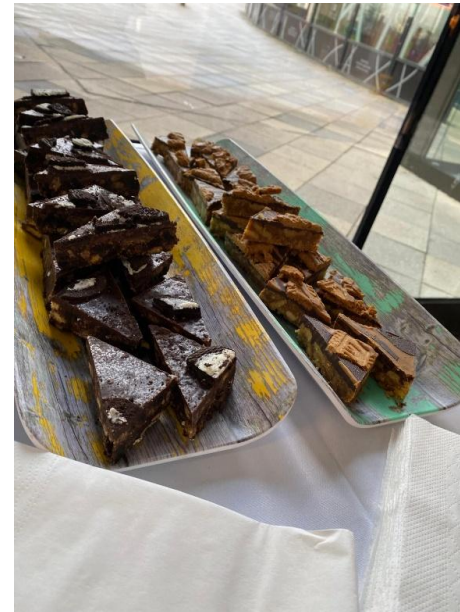
**...GROW TO LOVE IT!**

University of Exeter | @plantandshop | #plantandshop | Eat & Shop on campus!

# Veganuary – Forum Street Stand



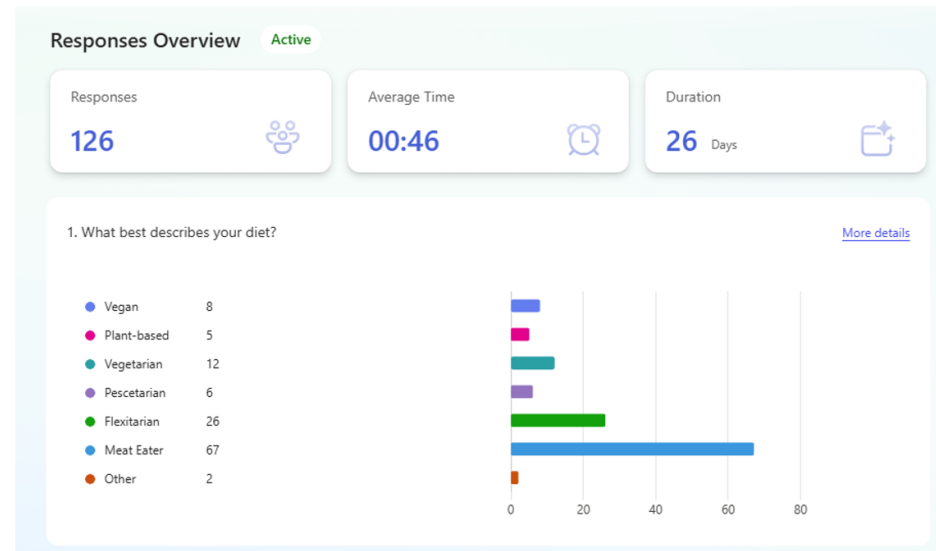
- Campaign launch event
- Free tasters – Vegan Cake!
- Great way to engage with our student community
- Worked in collaboration with our VegSoc society and potential Fairtrade student auditors
- Undertook a Veganuary Survey



# Veganuary – Survey

- 126 completed surveys
- Accessed via QR code, promoted across stand signage
- 76% said they would consider or would choose plant-based meals during January
- Feedback is now being used to shape future menu development and improve our offer

## Veganuary 2026 Results



2. Will you actively be choosing vegan / plant-based meals during January in support of Veganuary? \*

- Yes
- No
- Maybe

3. Do you think the University offers a good selection of vegan/plant-based meals? \*

- Yes
- No
- Maybe

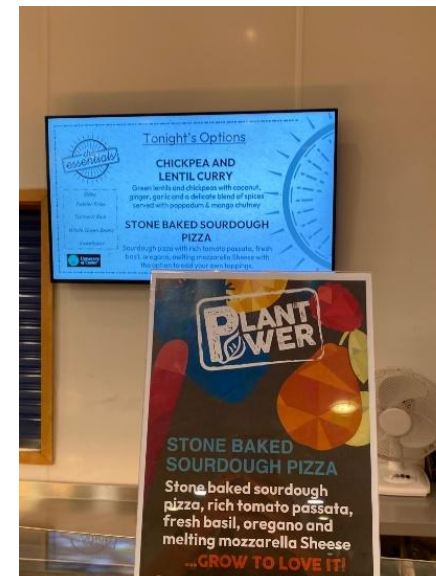
4. If you have had a vegan/plant-based meal at the University, how would you rate the quality of the meal? \*



# Veganuary – Themed Night Residence



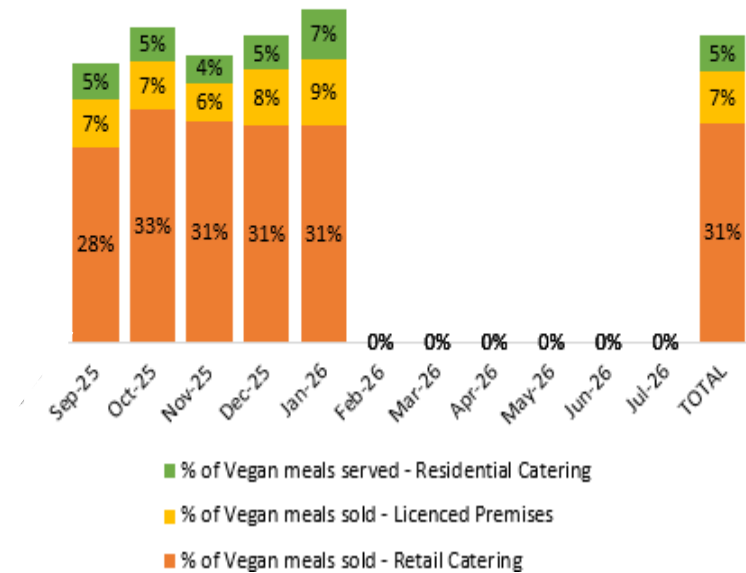
- Vegan Theme night in our 2 Catered Residences
- Vegan Pizza with customisable topping station
- Tasters offered at the entrance – this was the key to the increased uptake
- 50% of meals served were vegan – approx. 40% higher than on a normal night
- Fantastic feedback, with students wanted to see the pizza again on the menu



# Veganuary - Evaluation of Impact



% of Vegan meals sold/served 25-26



Holland Hall

Term 2	Monday	Tuesday	Wednesday
January			
Date	12/01/2026	13/01/2026	14/01/2026
Door Count	364	355	355
Vegan 1	30	176	5
Vegetarian 2	30		25
Meat 1 C,T,P	125	151	100
Meat 2 Beef			
Meat 2 Lamb			
Meat 2 - Venison			
Fish 2			
Meat 2 C,T,P	180	35	223
Total Meals served	365	362	353

Our vegan uptake in Residences during January was 7.28%, which is the highest it has been since the start of term.

Within our Licensed Premises 9.45% of all meals served were vegan, which again is the highest recorded since the start of term.



University  
*of* Exeter



# FAIRTRADE PARTNER TOOLKIT



FAIRTRADE



2026





**ANY  
QUESTIONS?**



**fairtrade.org.uk**

Fairtrade Foundation  
Unit 5.07, The Loom  
14 Gower's Walk  
London E1 SPY

Tel: +44 (0) 20 7 405 5942

Email: [commercial@fairtrade.org.uk](mailto:commercial@fairtrade.org.uk)

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