

Creating space for sustainability in social media

This article is about a two minute read.

Social media and sustainability play an important role in the way that businesses operate and talk about themselves. Together, social media and sustainability push many businesses to be transparent with their audiences, reexamine their role in the community and create areas for more engagement in society.

Julian Klimczyk, a Digital Content Creator in the Government Relations, Marketing and Communications department at Humber College, strives to integrate Humber's values of sustainability, into his work on the college's social media. Along with the rest of the social media team, the Guelph-Humber alumnus plans, writes, and schedules content for the college's corporate social media accounts.



Above: Julian Klimczyk, (he/him). Photo Credit: Ian Coll.

One of the six values in the [2018-2023 Humber Strategic Plan](#) is sustainability. More specifically, Humber's goal is to be a "national leader in developing sustainable campuses" and is committed to creating a culture of sustainability. Through employees such as Julian, who is embedding sustainability into their role, we're one step closer to this goal.

"I try my best, where possible, to integrate our value of sustainability into our work on social media," stated Julian. "First is keeping a lens of sustainability on all the posts that we draft; this means always including sustainable opportunities for our students and reminding them of how they can get involved. [The Humber Arboretum](#), public transit and all the awesome events and initiatives created by [The Office of Sustainability] are always top of mind as places to promote and support on campus."

As a skilled photographer and videographer, Julian strives to incorporate photos of campus green spaces onto the school's social media channels. Julian said, "I think that having regular visual media of our spaces gives a better sense of respect and admiration for them and encourages people to take care of them and our planet."

Julian's dedication to sustainability does not stop on campus. In fact, he tries to include sustainability-centred content on his personal social media accounts.

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"Messaging is a wonderful way to promote sustainability. So my personal social media and online presence are often centred around how we can continue to be sustainably focused and minimize our negative impact on the planet," explained Julian.

Additionally, as a lover of the outdoors, Julian has volunteered with the City of Toronto by assisting with planting trees, supporting local parks and participating in community events. "It's always great when I am able to contribute financially to sustainable change, but donating my time is also a great way to make an immediate change. Things like doing trash pickups at the park are a great way to immediately impact your local community," Julian said.



Julians's advice for anyone looking to get involved with sustainability-related projects is, "Find more time to enjoy and be with your surroundings...The warmth of the sun, the cool breeze of the wind and the fresh air from the plants are all things we want to preserve and keep safe for future generations and even our own lifetimes. Carrying this mindfulness with us in our daily actions is a great first step towards becoming more sustainable. If you want more concrete actions then you can try changes such as moderating how often we eat animal products, how often we use our cars and how often we travel by plane."



Note: All photos were provided by Julian Klimczyk.

Be sure to follow [@HumberCollege](https://twitter.com/HumberCollege) on social media to see the latest content that Julian and the social media team have created.