

DIGITAL SUSTAINABILITY COMMUNICATION

SELF ASSESSMENT TOOL

How effective are we in communicating sustainability?

Objective	Measures
Optimise websites	<ul style="list-style-type: none"> ✓ We take care of the accessibility and scalability of our entire website on different devices (mobile-friendliness). ✓ Our website has its own sustainability section/ subpage. ✓ We have investigated what keywords our target groups use to search for our sustainable services on the website. ✓ We use terms and phrases that match the search terms used by our target group. <ul style="list-style-type: none"> ✓ We have written the text content of our website in the HTML format and not as text inside an image, for example. ✓ Our sustainability page has a link to another sustainability page. ✓ We author the texts on our website ourselves. (Search engines do not favour copied content.) ✓ We use SSL security on our website. (Google prefers SSL-secured pages in its search results.) ✓ We select one search word for each page. ✓ We fix the share buttons on websites and in blogs.
Optimise social media content	<ul style="list-style-type: none"> ✓ Sustainability is reflected in our social media profile description, e.g. as a promise, certificate, etc. ✓ Our social media profiles can be found on our website. ✓ Our social media profiles have a link to the website. ✓ We use multiple hashtags in each post. ✓ We determine the hashtags of each post on a case-by-case basis. <ul style="list-style-type: none"> ✓ We choose the language of the hashtags systematically. ✓ Our blog posts have sufficient content, at least 300 words. ✓ Each of our blog posts has its own keyword, which is not found in our other blog posts. ✓ The keyword of the blog text can (preferably) be found in the main title and other natural passages in the text. ✓ We write the alt-texts for the images as descriptively as possible. ✓ We know when the post should be published.
Measure the success of social media communication	<ul style="list-style-type: none"> ✓ We have set targets for social media communication and advertising. ✓ We have developed metrics for social media advertising. ✓ We have developed metrics for social media communications. <ul style="list-style-type: none"> ✓ We monitor the metrics regularly. ✓ We use the results obtained in the setting of new objectives/development work.

DIGITAL SUSTAINABILITY COMMUNICATION SELF ASSESSMENT TOOL

Increase the visibility of messages

- ✓ We use paid advertising when necessary.
 - ✓ We take the cost of social media marketing into account in our budget.
 - ✓ We encourage our employees to participate in content production.
- ✓ We encourage our employees to share content on their own channels.
 - ✓ We take advantage of the content that our followers produce.