

APRIL SOCIAL MEDIA



MONTHLY FOCUS THEME: BEHIND THE SCENES

KEY DATES: APRIL FOOLS (1ST) | EASTER (9TH) | SOLAR ECLIPSE (20TH) | SCHOOL HOLIDAYS (7TH - 23RD)

There's too many stories to tell! In April, we will be continuing with our theme of Behind the Scenes. Consumers love behind the scenes (BTS) content. BTS content also caters for a very diverse audience - new followers, long-time followers, schools, local government, and more. It's not something Container Deposit Schemes across Australia do much of, so let's keep posting about it!

Across April, we'll be highlighting the BTS processes that are involved with Containers for Change WA. Think, demonstrations of how each type of refund point works, what happens after customers return their 10¢ containers (and lids!), why we separate material types to ensure higher quality recycled products, highlighting our logistics providers (Remondis and Cleanaway), and sharing information about our recyclers.

We have a new circular economy video about glass, featuring a juice bottle so that it's school and local government friendly. We'll also be focusing on interactive content with quizzes, testimonials and recycling fun facts.

SOCIAL MEDIA IDEAS FOR YOU

- Your refund point: How does it work? Is it a drive-through depot, a depot with CDSA machines, an RVM, or do you pop-up in a certain location?
- Photos or videos of 10¢ containers separated into different material types at your refund point.
- The process of emptying a bag drop.
- BTS of your refund point getting ready to work an event.
- What's it like being a refund point operator? Do a quick post introducing an operator, and a bit about what their job/a day in their life looks like.
- There will be lots of content to repost from the Containers for Change WA account!

REMEMBER - Safety is key! Make sure that what you show on your social media mirrors the best safety practices used at your refund point.

HOT TIP: TAG US IN YOUR CONTENT

Sharing a story on Instagram? Making a post on Facebook? Found something on social media that you think we should see? Tag us!

When you tag us in your content, we receive a notification that lets us know. We can then click on the notification and it takes us straight to your post. Tagging us also allows us to re-share your content to our page, which we love doing! This also allows your content to get in front of new audiences.

Simply type @4changewa onto your Instagram story, or in the captions of your Facebook and Instagram post.

CONTENT PILLARS

Content pillars help us talk about a specific theme in different ways. By doing this we can explore a subject more deeply, keep it interesting, and have greater variety on our social media channels. The % indicates our recommended share of that pillar. Due to our focus on BTS content, we've increased Insider Pass and Nuts and Bolts to have a larger share of our content plan this month.

C4C in Action 20%	Greener Future 20%	Nuts & Bolts 30%	Insider Pass 30%
<p>Show how approachable and easy Containers for Change is by sharing real-life examples of different customers at your refund point, and the reasons why they return.</p> <p>13 year old Sally might be donating her 10¢ containers to a wildlife charity because she loves Koalas.</p> <p>35 year old Jayden might love returning his 10¢ containers with his young kids. They're get to keep the refund for collecting them from friends and family!</p> <p>We want people who aren't involved with Containers for Change to say "Oh! Everyone is doing this. I'm going to start".</p>	<p>Communicate the benefits of returning containers through Containers for Change, to prompt behaviour change as well as encourage customers to keep returning.</p> <p>Benefits could include: Financial — returning containers is an amazing way to fundraise for charities, schools and community groups. Container refunds can also be a source of income for some.</p> <p>Emotional — saving 10¢ containers from landfill and helping the environment.</p>	<p>Make Containers for Change easy to understand. You could do this by sharing content around how your customers can best use your refund point, or you could talk about tips and tricks for returning containers, e.g. "For a faster return, seperate your containers into the different material types".</p> <p>"Sign up for a member number to track your impact — see how many containers you have saved from landfill!"</p>	<p>Keep your community up to date with news and announcements.</p> <p>This could range from opening hours to community events that you're involved in.</p> <p>You could share fun information about your refund point! Tell stories about your owners and operators and give insight as to how everything works behind the scenes.</p>

REMEMBER

- Tag @4changewa on both Facebook and Instagram! This lets us see and share your content, and helps you get noticed by our audience. You could be their local refund point!
- Use key hashtags! Hashtags get your content in front of wider audiences, raise awareness about your refund point, can target very specific groups of people, and use popular topics to your advantage. People search for certain hashtags on Facebook and Instagram, so using the following will mean that your content can show up easily in their searches.

#containersforchange #containersforchangewa #4changewa #dontfeedthefill
 #YourRefundPointName #SuburbName #CityName #recycling #sustainability #recyclingideas

- Not enough time to post? Repost content we share on our main social media pages. Content doesn't always have to be original. After all, we are in the business of recycling...
- If you have a question, content, or social media ideas please email us at content@warrri.com.au