

JUNE SOCIAL MEDIA



MONTHLY FOCUS THEME: THE BIGGER PICTURE

Key Dates: National Reconciliation Week (27th - 3rd of June) | World Environment Day (5th) | WA Day | World Oceans Day (8th) | National Iced Tea Month

Our monthly focus theme for June is "The Bigger Picture". This theme ties into both World Environment Day and World Oceans Day, and lets us talk more about the environmental and emotional benefits of Containers for Change on a broader scale. We know a lot of Containers for Change customers have a passion for recycling and sustainability, so this month's theme provides the opportunity to talk more about Australian beverage consumption, global landfill levels, and interesting recycling and sustainability work that is happening world-wide.

SOCIAL MEDIA IDEAS FOR YOU

- **National Reconciliation Week:** for resources (including social media tiles) visit nrw.reconciliation.org.au/posters-and-resources/. Don't forget to credit the source of where you download assets from.
- **Sustainable stories** - what cool sustainability work is happening across the globe?
- **Member number shoutout:** promote member numbers within your network who have a focus on ocean or environment preservation, to tie in with World Oceans Day and World Environment Day.
- **Consumption facts:** did you know Australia is the second largest consumer of bottled water (per capita)?
- **Share reasons why landfill should be avoided.**
- **Share stats!** How long does plastic, aluminium, and glass 10¢ containers take to decompose? Note: this info is shared in the content section of the app.
- **Discuss the benefits to having Containers for Change in your community.** Prior to Containers for Change, did your town/region have anything other than landfill bins?
- **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: CREATE THEMES FOR YOUR CONTENT

Making themed days for your content can be a fun and easy way to create consistency across your social channels. This looks like "Fun Fact Friday", "Tip Tuesday", "Customer Spotlight", etc. Planning content in this way means that you know every Tuesday you will share a tip with your followers, and every Friday will be a fun fact about Containers for Change or recycling, and that only leaves a couple of days per week to think up other content ideas.

Shoutout to Community Recycling WA (@CommunityRecyclingWA) for having great, consistent themes across their social channels. Check them out for inspo!

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 "The Bigger Picture" content, we've increased Greener Future to have a larger share of our content plan this month.

C4C in Action 20%	Greener Future 40%	Nuts & Bolts 20%	Insider Pass 20%
<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. Maybe they get to keep the refund money 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 10¢ 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 10¢ containers, e.g. "For a faster return, separate your 10¢ containers into the different material types".</p> <p>"Sign up for a member number to track your impact — see how many 10¢ 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 your refund point are 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 idea please email us at content@warrri.com.au