

MAY SOCIAL MEDIA



MONTHLY FOCUS THEME: POWER OF COMMUNITY

Key Dates: Mother's Day (14th) | National Volunteer Week (15th - 21st) | P&C Day (19th) | Sorry Day (26th) | National Reconciliation Week (27th - 3rd of June) | Mental Health Awareness Month.

May is a busy month for social media content, with very important dates to celebrate and recognise. Our monthly focus theme is Power of Community, which revolves around highlighting groups across Western Australia who have banded together to make meaningful change, big or small. We will be communicating the benefits of recycling 10¢ containers through Containers for Change – those benefits including financial, emotional, and environmental.

From grassroots organisations and local netball clubs, to bigger-body corporations, there are incredible stories depicting the power of community and the positive change that has been made through 10¢ containers.

We will also be highlighting different community group and charity member numbers over the month, to showcase how easy it is to fundraise, and how many groups are already reaping rewards from doing so.

SOCIAL MEDIA IDEAS FOR YOU

- National P&C Day: Shout out a local P&C group that frequents your refund point, and highlight the great work they do for their school community using their refunds.
- National Volunteer Week: Shine a light on any volunteer led causes in your network. Share their member number and prompt others to donate their refund.
- 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.
- 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?
- How can local community groups or businesses work with your refund point to collect 10¢ containers? Do you offer collection services? Post about it!
- 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: SCHEDULE YOUR SOCIAL MEDIA CONTENT

Do you know you can schedule your social media content? Scheduling content refers to uploading social media posts complete with captions and hashtags, and selecting a time and date for the content to post automatically. The benefits to scheduling content include saving time, posting at 'peak' times for your followers when you may not normally be available to post, and easily managing content across different platforms (e.g. managing Facebook and Instagram from the same place).

Content scheduling platforms include Later, Planoly, Sked, Meta Business Suite, and Sprout Social. We recommend researching to find the best fit for your business.

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 idea please email us at content@warrri.com.au