

# JULY SOCIAL MEDIA



## MONTHLY FOCUS THEME: STREET FIGHT

**Key Dates:** NAIDOC Week (2nd - 9th) | Plastic Free July | Dry July | World Emoji Day (17th) | School holidays (1st - 16th).

Our monthly focus theme for July is "Street Fight". This theme ties into our latest campaign, "Street Fight", and lets us talk more specifically about the impacts of PET/plastic bottled water going into general waste. "Street Fight" looks at targeting people who throw their 10¢ plastic water bottles into landfill/general waste bins when out and about, and encourages them to look for an alternative solution. "Plastic Free July" (PFJ) is our supporting theme, and you will begin to see us share content relating to PFJ on our socials across the month, too. Don't forget that school holidays are also approaching! This is a great time to suggest collecting and returning 10¢ containers as a fun activity to keep the kids entertained.

We will also be focusing on continuing to promote the app this month. After our successful launch and positive feedback we are keen to further help our container savers by creating an even easier return experience.

## SOCIAL MEDIA IDEAS FOR YOU

- **NAIDOC Week:** for resources (including social media tiles) visit <https://www.naidoc.org.au/>. Don't forget to credit the source of where you download assets from.
- **App benefits:** Do you have customer testimonials about how the app has made returning 10¢ containers even easier?
- **Member number shoutout:** Promote Plastic Free July's member number this month: C10242619. For more information visit: [www.plasticfreejuly.org/](http://www.plasticfreejuly.org/)
- **Consumption facts:** Did you know that PET takes 450 years to only partially break down?
- **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: PUT YOURSELF IN YOUR AUDIENCE'S SHOES

A great way to grow your audience is to think about who they are and what kind of information they are interested in. Women aged 35-45 will be interested in different content compared to males aged 18-25. Have a think about who your most regular customers and followers are. Have a go at creating something for them specially and see how your post performs. Remember, there are no right or wrongs. Social platforms are unpredictable, and testing which posts your audience respond to is all a part of growing your following.

If you would like to learn more about this topic, this is a great source for beginning to understand your audience: <https://smallbusiness.chron.com/four-levels-primary-target-audience-80337.html>

## 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](mailto:content@warrri.com.au)