

# AUGUST SOCIAL MEDIA



## MONTHLY FOCUS THEME: FOR THE FUTURE

**KEY DATES: NATIONAL ABORIGINAL & TORRES STRAIT ISLANDER CHILDREN'S DAY (4TH) | INTERNATIONAL BEER DAY (4TH) | INTERNATIONAL YOUTH DAY (12TH) | NATIONAL SCIENCE WEEK (14TH - 22ND) | BOOK WEEK (21ST - 27TH)**

Our monthly focus theme for August is "For the Future". We will be posting a lot of educational and school based content surrounding children and young people doing amazing things involving Containers for Change. We want to empower the next generation, their parents, and schools and teachers with the resources to help them along their container saving journeys.

Additionally, we will continue to promote the app this month. We are pleased to announce that we have had over 11,000 downloads since we launched in late May. The downloads are continuing to grow, so don't forget to promote the app using the social tiles and stories located in Brandfolder.

## SOCIAL MEDIA IDEAS FOR YOU

- **Young people stories:** Do you have a cute story of a kid, a young family or schools returning containers, or supporting charities in your community?
- **App benefits:** Do you have customer testimonials about how the app has made returning 10¢ containers even easier?
- **Member number shoutout:** Do you have a school or a club in your local area? Support them this month.
- **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: INCLUDE A CALL TO ACTION IN YOUR CONTENT

A "call to action" is a phrase or sentence that inspires or provokes your audience to do something/respond to your post in a certain way. Rather than just passively consuming your content, you are motivating them to an action.

Some examples that you could try are:

- "Download our app for an even more convenient return experience." (Include the link or the name of the app - WA Containers for Change).
- "Tag us in your story". (Include your Facebook or Instagram name for followers to use).
- "Come down to your local refund point and see how easy it is to recycle your 10¢ containers!"

For more information on how to perfect a call to action, copy and paste this website link into your search bar: <https://adespresso.com/blog/call-to-action-examples/>

(See what I did there...)

## 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)