

SEPTEMBER SOCIAL MEDIA

MONTHLY FOCUS THEME: IMPACT AND OPPORTUNITY



KEY DATES: FATHER'S DAY (3RD) | PUBLIC HOLIDAY- KING'S BIRTHDAY (25TH) | AFL GRAND FINAL (30TH) | SCHOOL HOLIDAYS (24TH SEP - 9TH OCT)

Our monthly focus theme for September is "Impact and Opportunity". Change Maker award applications are now open! This year, there are additional categories to enter -- we encourage you to apply, and tell your network, too! The categories include School of the Year, Individual of the Year, Refund Point Operator of the Year (small, medium, and large), Refund Point Employee of the Year, Partnership of the Year, Community Participant of the Year and of course, our Change Maker of the Year. To apply, visit the Containers for Change WA website. Applications close on 9 September, 2023.

We are also preparing for Containers for Change's 3rd birthday on 1 October. This is a great opportunity to showcase the journey and progress of your refund point over the past three years. Happy Birthday to us!

We will continue to promote the app this month. We are pleased to announce that we have had over 13,500 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 Brand Folder.

SOCIAL MEDIA IDEAS FOR YOU

- **Change Maker Awards:** Post the tile provided and encourage your network to apply.
- **Father's Day post:** Content of families returning 10¢ with their fathers.
- **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 do 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 have 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: TRY SHORT, SNAPPY CAPTION WRITING

Do you usually write long, wordy captions on your social posts? We definitely have before - there's a lot to explain! However, using short, punchy text on social posts and videos is a good way to quickly engage your audience. Research shows, we only have 1.7 seconds to make an impression on followers. Short, snappy copy writing is just one technique that can help grab their attention on your channels. Try shortening your captions, and see if this makes a difference to your audience engagement.

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