

# DECEMBER SOCIAL MEDIA



## MONTHLY FOCUS THEME: THE GIFT OF GIVING

**KEY DATES: ABORIGINAL SEASON CHANGE (1ST) | (SCHOOL HOLIDAYS (16TH DEC - 31ST JAN) | CHRISTMAS DAY (25TH) | BOXING DAY (26TH) | NYE (31ST)**

Our monthly focus theme for December is "The Gift of Giving". With Christmas approaching we are encouraging people to return their 10¢ Containers. While also telling us what they are doing with their 10¢ Containers. Share with us how you're making a difference with your returns – whether it's donating to a local cause, surprising a loved one with a special gift, or treating yourself to something meaningful. With the New Year approaching let's make some new goals and share them with everyone.

With it coming up to Christmas it is important to share if you will be having any changes to your opening days and closure days. Share on all social channels for people to see. Encourage people to get their containers in before the New Year to enjoy their returns over the Christmas break.

Additionally, we will continue to promote the app this month. The downloads are continuing to grow, so don't forget to promote the app using the social tiles and stories located in Brandfolder. As well as encouraging people to add member numbers to their wallets to make the process easier.

## SOCIAL MEDIA IDEAS FOR YOU

- **What will you be spending your return money on this Christmas:** Ask customers where their return will be going and share it on channels.
- **Share some Christmas cheer:** Share if you will be attending events leading up to Christmas
- **Member number shoutout:** Do you have a school or a club in your local area? Support them this month.
- **End of year round-up:** Share your celebrations from the year. Shout out all your favourite moments.
- **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: USE FREE DESIGN SOFTWARE TO MAKE YOUR OWN POSTS

Do you have a local community story that you would love to post but are unsure about how to apply the video or pictures?

CANVA is a great tool online tool to help you and best of all, it's free. They have templates for many different platforms including video. You can become a master of the aesthetic in no time at all.

Containers for Change does have some brand guidelines that we would like you to stick with but please don't let that stop you from having fun! Get as creative as you want.

Head to <https://www.canva.com/> to begin your design journey.

## 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 20%	Nuts & Bolts 20%	Insider Pass 40%
<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)