

# NOVEMBER SOCIAL MEDIA



## MONTHLY FOCUS THEME: RECYCLING OUTCOMES - CIRCULAR ECONOMY

**KEY DATES: REMEMBRANCE DAY (11TH) | NATIONAL RECYCLING WEEK (13TH - 19TH) | PRIDEFEST (3RD - 27TH) | LEAVERS WA (20TH - 23RD)**

Across our channels, we will be sharing posts on recycling outcomes, recycling facts, and the circular economy. We aim to help everyone understand the importance of recycling their 10¢ containers, and the broader benefits. It is also National Recycling Week from the 13th-19th of November, with the theme being "What comes around goes around" - which is great, as this also ties in with our theme of circular economy!

During National Recycling Week, we'll be sharing plenty of information about recycling and the circular economy. We have videos of our recycling processes, facts around where our material is recycled, we'll be creating quizzes around 10¢ container recycling, and sharing general facts about Containers for Change. Please check Brandfolder for social tiles and videos closer to National Recycling Week. We will have a variety of assets for you to access and share.

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

- **Circular economy:** Using social media tiles provided in Brandfolder, which shows the circular economy in action!
- **Promoting the app:** 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.
- **National Recycling Week content:** Take full advantage of this week! Share your stories of why it is so important to recycle through Containers for Change, and the impacts of recycling within your city or region.
- **National Recycling Week content:** Check out the official National recycling week webpage. It provides more information, alongside generic social media tiles. **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: DO AN INTERACTIVE QUIZ ON YOUR STORIES

If you have Instagram, a quiz is a great and fun thing to do, that really engages your audience, as well as offers knowledge that they may not yet know about recycling, or your refund point. Check out the steps below on how to create a quiz on your Instagram stories:

1. Open Instagram stories.
2. Use the "Quiz" sticker.
3. Ask a question, and provide different options as answers.
4. Share it, and watch your community engage with your quiz. It's interesting to see their answers!