

JANUARY SOCIAL MEDIA



MONTHLY FOCUS THEME: THE GIFT OF GIVING



New Year's Day (1st) | International Thank You Day (11th) | Lunar New Year (22nd) |
International Day of Education (24th) | Australia Day (26th) | Triple J Hottest 100 (27th) |
School Holidays (1st-30th)

Our monthly focus theme for January is "Container saving at home or on holiday". We know West Aussies love to travel throughout the state, whether to visit family over the holiday break, or just to get away for a change of scenery. We also know they love a drink in the sunshine, at home or on holiday. This theme acts as a reminder that there is a refund point near you, wherever you are, and that it's easy to save the 10¢ containers you're drinking. We don't want good recycling habits to disappear over the holiday period!

Think: tips to storing containers on a road trip, how to find your local refund point, best vessels for storing containers at home or on holiday, reminders to bring your containers home with you from your park or beach picnic, how to donate your refund, the purpose of Container Exchange Points, and more.

Over the holiday break and across the various public holidays in January, it's important to share if there will be any changes to your refund point opening hours. The best way to share these updates with your followers is via a short social media post - you could include a picture of your staff, a picture of your refund point, or create a simple tile on Canva, then in the caption write what the changes to your opening hours will be. On the day, share your post to your stories to remind followers that you are closed. If you have a Drop & Go, promote that it's open 24/7!

SOCIAL MEDIA IDEAS FOR YOU

- Find our bins at these events: share where your refund point is collecting 10¢ containers across the summer holidays.
- Member number shoutout: Do you have a school or a club in your local area? Encourage your followers to consider donating their refund by sharing their member number.
- 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

Canva is a great online design tool to help you create social media content, and best of all it's free to use. Canva have templates for many different platforms, and you can choose your brand colours, fonts, easily upload your own photos, and add text to images. Head to [canva.com](https://www.canva.com) to get started.

Containers for Change do have brand guidelines that we would like you to stick with, but please don't let that stop you from having fun! If you're ever unsure about your design, email marketing@warrri.com.au and our team can help.

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.

| C4C in Action 25% | Greener Future 25% | Nuts & Bolts 25% | Insider Pass 25% |
|---|--|--|--|
| <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 #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