

# FEBRUARY SOCIAL MEDIA



## MONTHLY FOCUS THEME: WAYS TO RETURN



Lunar New Year (10th)

Valentine's Day (14th)

Our monthly focus theme for February is "Ways to return your 10¢ containers". Recent research has revealed that 87% of Western Australians have an awareness of Containers of Change. However, many Aussies are still missing valuable opportunities to help us stop feeding the fill, with 530 million containers still making their way to landfill each year. This month's theme will help to enlist the support of more people in our communities, by providing them with insights into the many options they have to return their containers - with everyone likely to find a method to suit their lifestyle!

Think: how to return at your refund point, operating hours, highlighting your staff that are available to help, how customers can prepare themselves before returning, whether you offer multiple return options (e.g. drive-thru Depot and Drop & Go), or promoting member number sign-up for a quicker return.

We'll be sharing some great content starting this month on the range of ways to return, so if you're ever in doubt on what to post, going into the Operator Brandfolder or looking to the Containers for Change WA accounts for content to share are always great places to start.

### SOCIAL MEDIA IDEAS FOR YOU

- Ways to return offered by your refund point: highlight how customers can return their 10¢ containers when they visit you.
- Share a photo of your staff: showcase your helpful team.
- 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 on you socials.
- 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: ASK YOUR AUDIENCE A QUESTION TO BOOST ENGAGEMENT

Asking your audience a question in your caption or on your post is a great way to boost engagement with your social media. It can help you to connect with your audiences interests, and motivate them to engage with your content and refund point, whether it be a comment on your post or sparking their interest to visit you and return their 10¢ containers.

Some ideas of questions you can ask are: did you know we offer Drop & Go services? Or, when was the last time you dropped off your 10¢ containers?

## 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](mailto:content@warrri.com.au)