

# MARCH SOCIAL MEDIA



## MONTHLY FOCUS THEME: WAYS TO RETURN



Clean Up Australia Day (3rd) | Labour Day Public Holiday (4th) | International Women's Day (8th) | International Day of Happiness (20th) | National Close the Gap Day/Harmony Day (21st) | Earth Hour 8:30pm - 9:30pm | Good Friday (29th) | International Day of Zero Waste (30th) | Easter Sunday (31st)

## HOT TIP: USE YOUR CUSTOMERS TO BOOST ENGAGEMENT

When it comes to establishing trust and growing a loyal community, user-generated content (UGC) is your best friend. UGC is content created by customers specific to your brand that can be shared across your platforms, and can even include content generated by your employees. Whether it be images, videos or testimonials that they've shared with you, people are more likely to establish trust with your refund point.

Some great content examples would be sharing photos of your employees counting 10¢ containers, a behind the scenes video of your team, photos your customers have sent to you, or your team getting involved in some festive fun!

As we move into March, we're keeping our monthly focus theme as 'ways to return your 10¢ containers'. It's important that we continue to boost this key message to our customers, so that they have a clear understanding of both the options that are available for returning containers in general, as well as the specific options offered by you! There's also lots of key dates this month with fun themes. Use these days to create engaging content across your platforms, and to share important messages e.g. "Having a celebration this Easter long weekend? Bring your 10¢ containers to us on Monday during [state operating hours]. Our friendly staff will be happy to assist you."

Think: changes to operating hours, behind the scenes footage, return options offered by you (e.g. drive-through Depot and Drop & Go), promoting significant community achievements (e.g. record volume of 10¢ containers collected or a super collector achieving a new goal).

Our 'ways to return' campaign is going to start rolling out more heavily in the coming weeks, so if you're ever in doubt, either head to the Containers for Change WA socials or go into the Operator Brandfolder for ideas.

## 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 short video of your staff counting 10¢ containers.
- Shoutout a local container saver whose been a frequent visitor to your refund point.
- 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.

## 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)