

APRIL SOCIAL MEDIA



MONTHLY FOCUS THEME: WAYS TO RETURN



Easter Monday Public Holiday (1st) | Earth Day (22nd) - Theme: Restore Our Earth | Anzac Day Public Holiday (25th)

HOT TIP: THE SHORTER THE CAPTION THE BETTER

The primary purpose of your social media captions is to add context to the image you're sharing. Whilst sometimes your captions may need to be longer to provide greater context to your audience, it's best practice where possible to share succinct, short captions.

Shorter captions attract great engagement on social media posts, meaning your audience is more likely to read through your post if it isn't a large block of text.

The monthly focus theme for April is remaining as 'ways to return your 10¢ containers'! Luckily, there's still lots of a great content opportunities that can be pushed on your socials. We want our customers to know all the options that are available for returning their 10¢ containers. Whether you are a drive-through or Self-serve depot, offer walk-up options or a Drop & Go, share this with your online audience so that they can find the best option for returning their containers that is convenient for their lifestyle.

You may even have a specific charity that you like to support through returns. This is valuable information for your customer, and can help them to decide whether they would like to return through you.

SOCIAL MEDIA IDEAS FOR YOU

- Explain your refund point type - is it a Depot or Pop-up Depot? Do you offer drive-through or walk-up? Perhaps you have a particular charity that you donate refunds to. This is all valuable information to share with your customers on your platforms.
- Promote any Container Exchange Points in your community (e.g. does the area you are in have any Container Exchange Points attached to public general waste bins).
- Earth Day is this month on the 22nd, with this year's theme being 'Restore our Earth'. This is a great content opportunity for you to explore on your platforms.
- 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!
- 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