

JUNE | SOCIAL MEDIA



MONTHLY FOCUS THEME: SUPPORTING STAKEHOLDERS



WA Day (3rd) | World Environment Day (5th) | World Oceans Day (8th)

HOT TIP: CAPTURE YOUR AUDIENCE'S ATTENTION WITH SHORT REELS

With an increase in social media platforms, its now even more challenging to get your audience's attention. New research suggests that we only have the first 1.7 seconds to engage our viewers so that they'll continue watching our videos.

That's why it's recommended to commit to shorter reels over long form content. If you engage customers within the first few seconds, it's likely they'll stick around for the remainder of the video if its shorter. Keeping your videos concise and sticking to a length of 7 to 15 seconds means you are more likely to have viewer's watch the entire reel as opposed to dropping off.

This month, we're continuing our focus on 'Ways to Return', pushing our different return options to our online customers, whilst integrating other interesting content within the community. You may have seen us pushing reels on both our Facebook and Instagram which highlight how a return option solves a specific consumer problem - this is what your customers want to know.

To engage your audience, think - how can my refund point solve a relevant consumer problem? Is it that you have a Drop & Go station, meaning customers that are stuck for time can conveniently drop their containers 24/7? Do you have friendly staff always willing to assist those that may be a little unsure about the return process? This is all valuable information to your customers which can help them decide whether returning their containers through you is the best option.

SOCIAL MEDIA IDEAS FOR YOU

- Share what return options you offer (walk-up, drive-through, Drop & Go etc.).
- Create engaging reels that highlight your return process.
- Share your refund point's chosen charity with your social media followers.
- Tell your Depot's local community groups how they can promote their member number to their community, hopefully resulting in more returns to your Depot.
- 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.

WANTING TO TAKE YOUR CONTENT TO THE NEXT LEVEL?

We understand that sometimes it can be difficult to figure out what content to post, and you may be unable to grab content when the opportunity arrises. Don't worry - we're here to help. We're always willing to support you and provide you with some direction for your channels. Reach out to us at content@warrri.com.au