

JULY | SOCIAL MEDIA



MONTHLY FOCUS THEME: WAYS TO RETURN



NAIDOC Week (7th to the 14th)

HOT TIP: ENGAGE WITH YOUR CUSTOMERS ONLINE

Do you ever have customers commenting on your social media posts? If people are taking the time to comment, you should take the opportunity to engage with them. Whether it be replying back, liking/reacting to their comment or answering their questions, taking the time to provide a personalised response can improve your engagement online.

Your audience likes to know that there is someone behind the screen, can allow you to connect with your customers more, showcasing that your care for their input.

The 'Ways to Return' theme isn't over yet! We are still continuing to create content centred on this campaign message and we are encouraging you to do as well!

Whether it be a reel showcasing the value of the way to return or an informative tile that answers our most commonly asked questions - there are so many ways to highlight Containers for Change to our online community. If you're looking to grow your online audience, we encourage posting as much as possible throughout the week. Whether that be content you've created yourselves or something from our channel that has sparked your interest - this is a great way to boost engagement with your refund point.

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 - show your staff engaging with customers, counting containers and anything additional that may be of interest to your audience (If you need help - reach out!)
- Offer a donation bin at your Depot for your charity of the month? Share a photo and some background about this organisation with your audience.
- 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 arises. 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@warril.com.au

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