

AUGUST | SOCIAL MEDIA

MONTHLY FOCUS THEME: WAYS TO RETURN



Keep Australia Beautiful Week (5 - 11th)



For this month's social media guide, we want to continue building on **'Ways to Return'** but delving into the finer details of the options that you offer at your refund point to keep your customers informed.

Whilst we are still going strong with our 'Ways to Return' content on our channels, customers need to know the finer details to these return options if they are going to decide what is the best way to return - and this is where you can jump in! Have a think about what key information is essential to your customer's decision making process - does your return option require customers to do it themselves or do you have staff counting containers onsite? Are you only open Monday to Friday, or do you offer a Drop & Go option for those that need to return outside of business hours?

Content ideas to get you thinking:

- Share a photo of your operators so customers are aware that you have staff onsite.
- Remember to post about your refund point operating hours and any public holiday closures.
- Do you offer an out of hours Drop & Go? Share a photo of it with your followers.
- Have a self-serve option on-site? Ask your customers if you can take a video to share on your socials so other customers can see how easy they are to use.

HOT TIP: BE CONSISTENT

The best advice we can give when it comes to engaging with your online audience is **be consistent**. We know it can be hard to think of what to post or where to even get started, so start small - post a few times a week on 1 - 2 platforms. Every time you post to your platforms that's another opportunity to reach your customers.

If you can't think of content to post, look to the Containers for Change platforms for inspiration.

WANTING TO TAKE YOUR CONTENT TO THE NEXT LEVEL?

If you need some assistance with posting on your platforms, we are always here to help. Whether it's wanting to organise a content schedule to get you started or looking for some general direction for your channels, we are here to help with this. Reach out to us at content@warrri.com.au

NEW! CONTENT PILLARS & BUCKETS

With the new financial year, we are excited to share our new content pillars with you. Within these pillars include content buckets which can provide you with direction for what you post on your socials.

Think of pillars as the over-arching theme, and the buckets as the key messages, that will guide you for each individual piece of content.

ANOTHER LIFE	WAYS TO RETURN	SOCIAL PROOF
<p>THE CIRCULAR RESOURCE ECONOMY Demonstrating the bigger picture; the scale and impact of Containers for Change.</p> <hr/> <p>THE VALUE IN EVERY CONTAINER Embedding monetary and environmental value into every container. This content will focus on the importance of the 'small picture' (every single accepted container).</p>	<p>RETURN YOUR WAY Highlighting all the methods individuals can use to return the containers they collect at home.</p> <hr/> <p>OUT OF HOME RETURNS Increasing the visibility of OOH return points and creating associations between OOH beverage consumption and returning.</p> <hr/> <p>NEW WAYS TO RETURN (LAUNCHES) Promoting new ways to return, whether they be new methods or new locations (any method).</p>	<p>CONTAINER SAVERS Featuring the individuals, community groups and organisations participating in Containers for Change.</p> <hr/> <p>BENEFICIARIES Showcasing the impact of participation on schools, charities and other fundraisers.</p> <hr/> <p>BEHIND THE SCHEME Featuring the refund point operators, support staff and those 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