

SEPTEMBER | SOCIAL MEDIA



MONTHLY FOCUS THEME: CONTAINERS FOR CHANGE COMMUNITY



International Day of Charity (5th) | Purple Bra Day (18th) |
AFL Grand Final (28th)

For this month's social media guide, we want to make our focus our Containers for Change community.

Have you heard of 'social norming'? Social norming is a key element of behaviour change that we can put to use across social media. Whether you show how your customers collect their 10¢ containers or what they do with their refund, these stories can then show that returning containers is a normal everyday activity, providing inspiration to other West Aussies.

Whilst we are still going strong with our 'Ways to Return' content on our channels, have a think about how you can inspire others in the community. Do you have any regular customers with unique stories, or are there any creative collection methods your customers use at home or work? These make great shares to encourage those who don't yet return to get involved.

Content ideas to get you thinking:

- Ask regular customers about why they return their containers and share it on your socials.
- Share tips for making container saving easier at home or work, such as having a designated container bin.
- Continue to promote the ways to return you offer onsite, where that be an after hours Drop & Go, Self-serve options or staff available to assist.

HOT TIP: SOCIAL MEDIA IS THE NEW GOOGLE

We know this may sound odd, but many people today treat social media like Google. They come to your platforms seeking key information so its important to use this to create valuable content.

Whether it is sharing practical tips about returning, such as how your refund point operates, or helpful tips to make returning easier - this can help to motivate more people to return their 10¢ containers.

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