

OCTOBER | SOCIAL MEDIA

MONTHLY FOCUS THEME: UPLIFT AND INSPIRE



Safety Month | Containers for Change 4th Birthday (1st)



For this month's social media guide, we want to continue our community focus with the theme, 'uplift and inspire'.

Continuing on from last month's guide where we discussed social norming, it's important to uplift the container savers in your community so that in turn, they can inspire others within the community to start saving and returning their 10¢ containers, too.

Do you have a regular customer with a creative collection method, or someone that regularly donates to a good cause? Take these as content opportunities, and highlight the good work your community is already doing to hopefully inspire others to do the same.

Content ideas to get you thinking:

- Ask regular customers to share their stories of why they save containers, and post it to your platforms.
- Share ideas for those that want to get involved but think they don't have the time to return - think; dropping containers off to your local community group or school, or gifting containers to a friend who already collects.
- Share tips for making container saving easier at home or work, such as having a designated container bin or box.
- 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: IMAGES ARE EVERYTHING

Are you wanting to build the perfect post? Lets get back to basics and start with images. Including compelling high-quality images or videos is a great first step to engage people online. What would your audience find interesting?

We suggest taking photos of your staff smiling together, or staff working together to count a big return, or just images of your Depot so that people know what to expect when they visit.

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.

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