

# NOVEMBER | SOCIAL MEDIA



MONTHLY FOCUS THEME: THE SUMMER SEASON



National Recycling Week (11th - 17th) | Fraud Week (17th - 23rd)

For this month's social media guide, we are switching our focus to 'The Summer Season'. With the peak period fast approaching and multiple public holidays popping up across December and January it's time to start preparing across your socials.

We recommend that you start sharing your summer opening hours now - including any changes to hours, opening days and closures. This will give your customers the chance to shift their regular returns and help to avoid any disappointment.

On Brandfolder, you'll now find updated social assets that you can share across your platforms to communicate these key business details, in the lead up to the summer period.

## Content ideas to get you thinking:

- Share your summer opening hours with your customers (hint: there's lots of great tiles in Brandfolder).
- Seen some savvy container saving from one of your customers? Snap a picture and share it with your community to get them inspired.
- Share tips for making container saving easier at home or work - it's as simple as having a designated box or bin for 10c containers.
- 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: PRIORITISE CUSTOMER SERVICE ON SOCIALS

Just like you provide incredible customer service face-to-face, the same priority should be given to providing customer service online.

If your customers are taking the time to ask you a question on your socials, take the time to provide them with a personalised response. Whether it's a compliment or a complaint, responding will not only boost your engagement, it'll also facilitate loyalty to your refund point.

## 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](mailto:content@warrri.com.au)

## CONTENT PILLARS & BUCKETS

Within these content pillars below 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><b>THE CIRCULAR RESOURCE ECONOMY</b> Demonstrating the bigger picture; the scale and impact of Containers for Change.</p> <hr/> <p><b>THE VALUE IN EVERY CONTAINER</b> 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><b>RETURN YOUR WAY</b> Highlighting all the methods individuals can use to return the containers they collect at home.</p> <hr/> <p><b>OUT OF HOME RETURNS</b> Increasing the visibility of OOH return points and creating associations between OOH beverage consumption and returning.</p> <hr/> <p><b>NEW WAYS TO RETURN (LAUNCHES)</b> Promoting new ways to return, whether they be new methods or new locations (any method).</p>	<p><b>CONTAINER SAVERS</b> Featuring the individuals, community groups and organisations participating in Containers for Change.</p> <hr/> <p><b>BENEFICIARIES</b> Showcasing the impact of participation on schools, charities and other fundraisers.</p> <hr/> <p><b>BEHIND THE SCHEME</b> 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](mailto:content@warrri.com.au)