

SUMMER EDITION | SOCIAL MEDIA

DECEMBER & JANUARY



Christmas Eve (Dec 24th) | Christmas Day (Dec 25th) | Boxing Day (Dec 26th) | New Year's Eve (Dec 31st) | New Year's Day (Jan 1st) | International Beer Can Appreciation Day (Jan 24th) | Public Holiday (Jan 27th)

We're continuing with the monthly focus theme of 'The Summer Season' and keeping our attention on the busy season ahead of us. As you'll see above - there's a few public holidays popping up over the next couple of months.

As discussed in the previous social media guide, it's important that you communicate any changes that may occur to your operations (e.g. opening hours) that will impact your customers.

The updated social assets are still available on Brandfolder, and we recommend that you use them to communicate these key business details, in the lead up to the summer period.

Content ideas to get you thinking:

- Communicate any opening hour changes that'll occur over the upcoming holidays.
- Know that business is about to pick up? If you have multiple ways to return onsite, make these known to your customers so they're aware of their options.
- Look to the Containers for Change WA socials channels for any content you can share to make content planning easier.
- Snap a picture of savvy container saving from your customers to help inspire others.
- Share tips for making container saving easier at home or work - it's as simple as having a designated box or bin for 10¢ containers.

HOT TIP: LEVERAGE USER-GENERATED CONTENT

It's something we continue to advocate for, because when it comes to building trust, community user-generated content (UGC) works! Continue to encourage your customers to share their experiences with you so that you can inspire others on your platforms.

Share posts that you see online that others may value, and continue to snap pictures of savvy container savers to build on your community.

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@warril.com.au

CONTENT PILLARS & BUCKETS

Within these content pillars below are content buckets, which can provide you with direction for what to 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