

FEBRUARY | SOCIAL MEDIA



Valentine's Day (14th)



This month we're revisiting one of our most-loved previous themes – 'Containers for Change community'. Some of our customers continue to be the best advocates for saving 10¢ containers. It's important that we recognise this so that we can continue to inspire those that are either not involved or have limited involvement to continue to drive container saving!

To get you started – think of any out of the box container saving you've seen within your community. Maybe it's a creative way of saving & storing 10¢ containers at home, or perhaps a customer just hosted an event where they saved lots of 10¢ containers. Snap pictures and share the creativity with your online community. Not only will it be great content to boost your online engagement, the ideas of others is likely to inspire the rest of your community!

Content ideas to get you thinking:

- Share creative container saving you've seen in your community.
- Snap a picture of savvy container saving from your customers to help inspire others.
- Look to the Containers for Change WA socials channels for any content you can share to make content planning easier.
- Continue to remind customers of the return options you offer at your refund point.
- 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: USE OUR CONTENT PILLARS TO GUIDE YOUR CONTENT IDEAS

If you're stuck on where to draw inspiration for content, let our content pillars & buckets guide you! There are eight buckets that exist under our pillars which contain key messages to drive your content.

For example, under 'Social Proof' we have the bucket 'Behind the Scheme'. Think – featuring your operators counting 10¢ containers. There's lots of inspiration in these buckets that you can draw from for content ideas.

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