

QUARTERLY SOCIAL MEDIA GUIDE



KEY DATES:

March: Clean Up Australia Day (2nd) | Labour Day Public Holiday (3rd) | International Women's Day (8th) | Global Recycling Day (18th) | International Day of Zero Waste (30th)

April: Good Friday (18th) | Easter Sunday (20th) | Easter Monday (21st) | Earth Day (22nd) | ANZAC Day (25th)

May: Mother's Day (11th) | Nation Reconciliation Week (27th to 3rd of June)

We're changing it up! This Social Media Guide is now moving to a quarterly basis. We'll still be providing all of your social media updates - from hot tips, to content thought starters - just every three months. You'll still be getting all the info to help set you up for content planning success, in the one simple guide.

There are a lot of key dates over the next three months that have a focus on waste and recycling (including; Clean Up Australia Day, Global Recycling Day and International Day of Zero Waste). We'll be posting on our social media accounts on all three of these dates, and we encourage you to as well!

Whether it's sharing how to return at your refund point, top tips for businesses and households to up their recycling game, or snaps of container savers at your refund point - take the time to share something on these significant dates.

Content ideas to get you thinking:

- 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 any changes to your operating hours over the upcoming public holidays.
- Share the positive impact your refund point has had in your local community.

HOT TIP: SNAP PICTURES WHERE POSSIBLE

You don't have to be creating graphics every day to engage your online audience. The best content is the visual content you can capture on a day-to-day basis.

Have Self-serve machines? Take a video showing customers how easy they are to use. Offer a drive-through service? Snap a picture and let your customers know your staff are ready to count their 10¢ containers!

Images and videos are likely to perform better - meaning you'll increase your audience reach.

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@warrl.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