

QUARTERLY SOCIAL MEDIA GUIDE

KEY DATES:

June: World Environment Day (5th)

July: Plastic Free July (entire month) | NAIDOC Week (6th to 13th)

August: International Beer Day (1st) | Keep Australia Beautiful Week (4th to 10th)



In this Quarterly Social Media Guide, we're switching up the theme and drilling down on our **social proof** content pillar. Why social proof? Well, an important contributor to changing people's behaviour is a concept called 'social norming'. Demonstrating a desired behaviour on your social media channels (social norming) helps to encourage others to mirror those same actions. You can do this through social proof content.

For example, if you have a Drop & Go return option at your refund point, share content of customers using it for a fast return.

If you have bins at a local event, share a photo or video of attendees using the bins correctly.

You could even share how some of your community partners save containers, and what they use their refund money for.

Not only does this make for great content, but it can also help to inspire others to try new container saving, or returning, methods.

As always, we'll be sharing lots of content on our social channels that you may want to re-share with your audience.

Content ideas to get you thinking:

- Share a story about a local container saver making a difference through Containers for Change.
- Spotlight a charity that you are promoting at your refund point.
- Continue to remind customers of the return options you offer at your refund point.
- Share behind the scenes content of your refund point operators, e.g. container counting.

HOT TIP: ENGAGE CUSTOMERS THROUGH CONTENT CAPTIONS

A great way to engage your online community is with a witty caption that prompts your followers to respond. Content doesn't always have to be in the form of a photograph or video. Sometimes even a simple status that asks your followers an engaging question is a perfect chance to include them in the Containers for Change experience.

Think – what are some questions that can prompt your followers to share inspiring stories. Maybe it's what do they do with their refund, or what's their container saving hack.

This an effective way to get your followers to share stories and build your online community.

WANTING TO TAKE YOUR CONTENT TO THE NEXT LEVEL?

If you need some assistance with anything socials related, we are always here to help. Whether you'd like help organising a content schedule to get you started, or you're just looking for some general direction for your channels, we can work with you!

Reach out to us at:
content@warrri.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
THE CIRCULAR RESOURCE ECONOMY Demonstrating the bigger picture; the scale and impact of Containers for Change.	RETURN YOUR WAY Highlighting all the methods individuals can use to return the containers they collect at home.	CONTAINER SAVERS Featuring the individuals, community groups and organisations participating in Containers for Change.
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).	OUT OF HOME RETURNS Increasing the visibility of OOH return points and creating associations between OOH beverage consumption and returning.	BENEFICIARIES Showcasing the impact of participation on schools, charities and other fundraisers.
	NEW WAYS TO RETURN (LAUNCHES) Promoting new ways to return, whether they be new methods or new locations (any method).	BEHIND THE SCHEME Featuring the refund point operators, support staff and those behind the scenes.

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