

GRAB & GO SOCIAL MEDIA KIT

POSTS & POINTERS FOR YOUR PROGRAM

VOLUME 1



Looking for some fun ways to beef up your social media? You're in luck! Here's a year's worth of content – all for you. Happy dance!

- 1 Have a strong social plan already? Post one of our posts a week to supplement what you're doing already.
- 2 Just getting started? Post a few of these a week, shotgun style. Analyze results and use more of what works.

Social media is the most efficient way to interact with your residents. Happy posting!

Let us know what you think of the kit. What works? What other content would you like? Email Allison: afrancis@recyclingpartnership.org

FOLLOW US:

 <https://www.facebook.com/recyclingpartnership>

 [@RECYPartnership](https://twitter.com/RECYPartnership)

These photos are free to use, modify and redistribute under a Creative Commons license (Attribution-NonCommercial 4.0 International (CC BY-NC 4.0)).



The complete set includes:

52 images covering 6 topics

- General
- Holidays
- Material Specific Information
- Recycling Factoids
- Why Recycle

BONUS – Create Your Own for inspiration

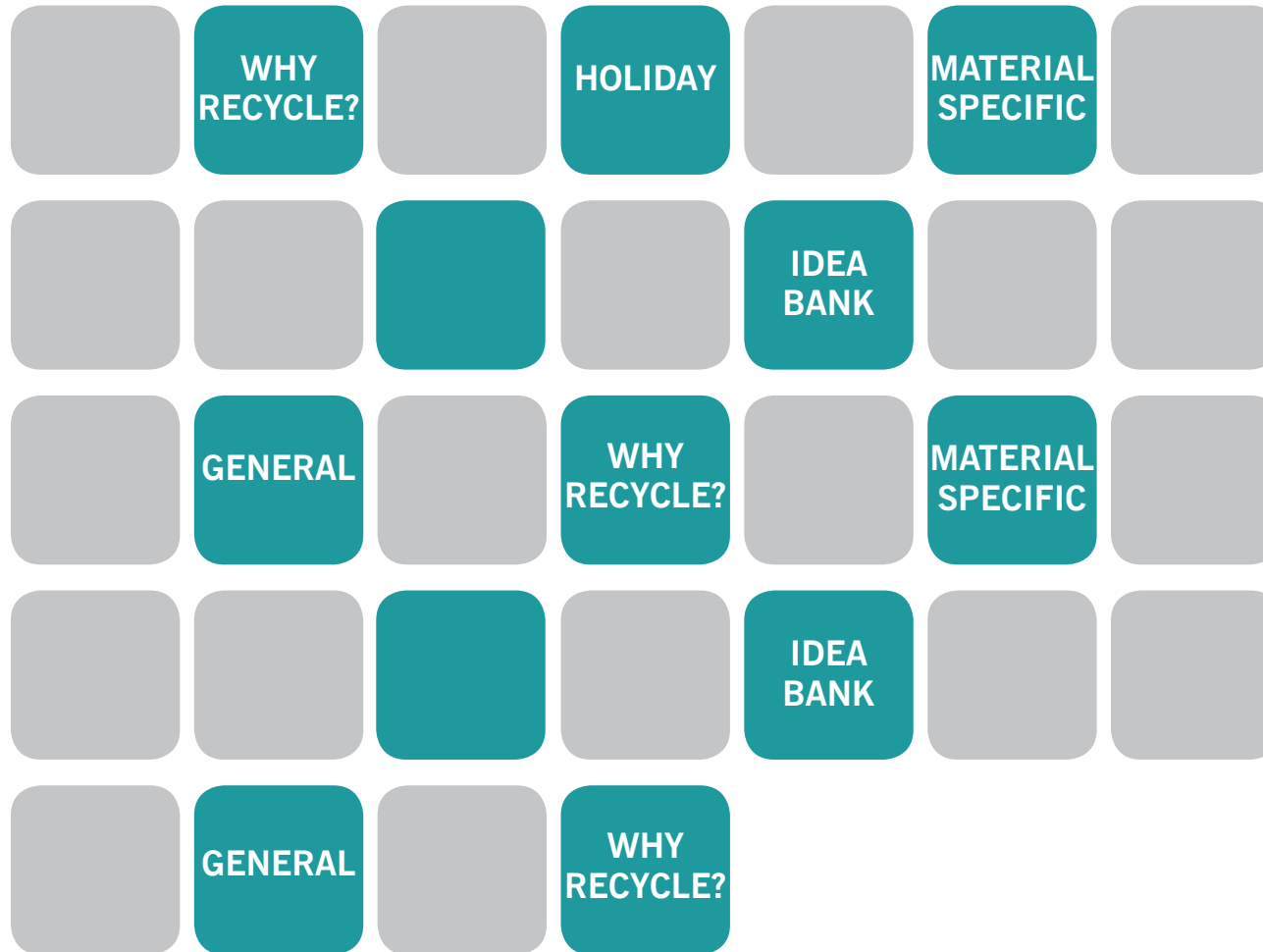
This PDF of our favorite social media tips.

Pre-written post text for each image.

**All for free – for you.
How fun is that?**

Sample Calendar

Post when and where you'd like. Here's one way to "shotgun style" test.



WHAT WE'LL COVER HERE

Sample Post Library	5
Facebook Users	12
Facebook Advertising	14
Post Insights	16
Comments	19
Twitter	22

SAMPLE POST LIBRARY

Check out the next few pages for a sample post library to see what's available in this kit.

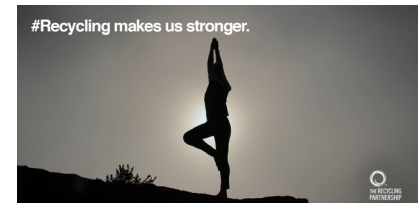
GENERAL

Find each of these images and the accompanying text in the General folder that you downloaded with this instruction document.



Recycling is an easy way to create a positive impact. Your #recycling matters.

This is a sample. There are 8 images and pre-written text in the General folder.



HOLIDAYS

Find each of these images and the accompanying text in the Holidays folder that you downloaded with this instruction document.



Celebrate #EarthDay everyday! Discover what you can and can't #recycle in @City.


This is a sample. There are 10 images and pre-written text in the Holiday folder.



MATERIAL SPECIFIC INFORMATION

Find each of these images and the accompanying text in the Material Specific Information folder that you downloaded with this instruction document.



 Lithium ion batteries cause fires in curbside recycling. Take them to [insert local instructions.]

This is a sample. There are 15 images and pre-written text in the Material Specific Information folder.



RECYCLING FACTOIDS

Find each of these images and the accompanying text in the Recycling Factoids folder that you downloaded with this instruction document.



POP QUIZ: When was the first curbside recycling program launched? A: 1968. #Recycling

This is a sample. There are 11 mages and pre-written text in the Recycling Factoid folder.



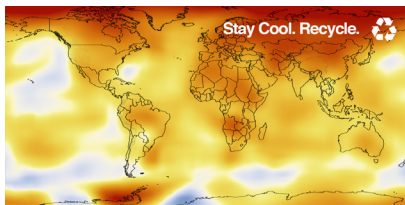
WHY RECYCLE

Find each of these images and the accompanying text in the Why Recycle folder that you downloaded with this instruction document.



If you had \$117 billion would you trash it? That's how much U.S. economic activity recycling creates annually. #Econ101

This is a sample. There are 8 images and pre-written text in the Why Recycle folder.



BONUS - CREATE YOUR OWN

Take photos in your community and share them. Find the sample text in the Create Your Own folder that you downloaded with this instruction document. You could also use an online tool like [Pablo](https://pablo.buffer.com) (<https://pablo.buffer.com>) to edit the images, or post them without any editing.



Gotta love the sight of recycling in the morning. It's a beautiful thing.

Go to the BONUS Create Your Own folder for post text.



FACEBOOK USERS

Why bother posting on Facebook? Well...

Approximately 77% of all U.S. adults use Facebook.

- In March 2017 there were 1.28 billion daily active users.
(<https://newsroom.fb.com/company-info/>)
- People tend to spend more time on Facebook than other social channels.
- People also share personal details, making it an extremely advanced system for targeted marketing.

FACEBOOK ADVERTISING

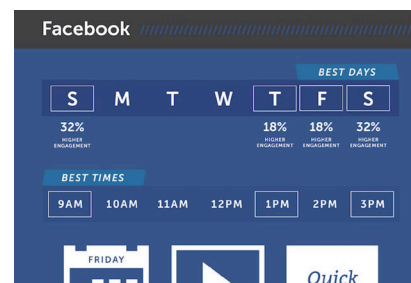
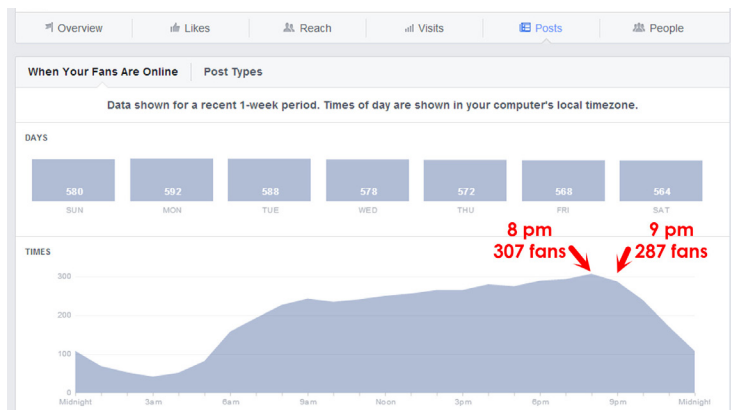
On average, only 10% of your followers will see your post if it isn't boosted.

- There is a lot of potential content in every Facebook feed these days. All of this competition means that Facebook is serving your posts to fewer people.
- Unpaid (organic) reach has been declining since Facebook changed the rules in 2012. “A study from Edgerank Checker found that between February 2012 and March 2014, organic reach for the average Facebook page dropped from 16% to 6.5%.”
- Facebook advertising allows you to create targeted audiences based on geographic location, including cities and zip codes.

POST INSIGHTS

Is there a perfect time to post to Facebook? Not really, but here are two good options.

- Review when your audience is on Facebook and post at the times you see peaks in your followers online. (Insights < Posts < When Your Fans Are Online)
- If nothing stands out as a peak time, play around with it to see what works best. You could post at 9am every day for 2 weeks, then 1pm for 2 weeks. We don't recommend posting on days that you aren't in the office (e.g. weekends) because you aren't there to answer questions.

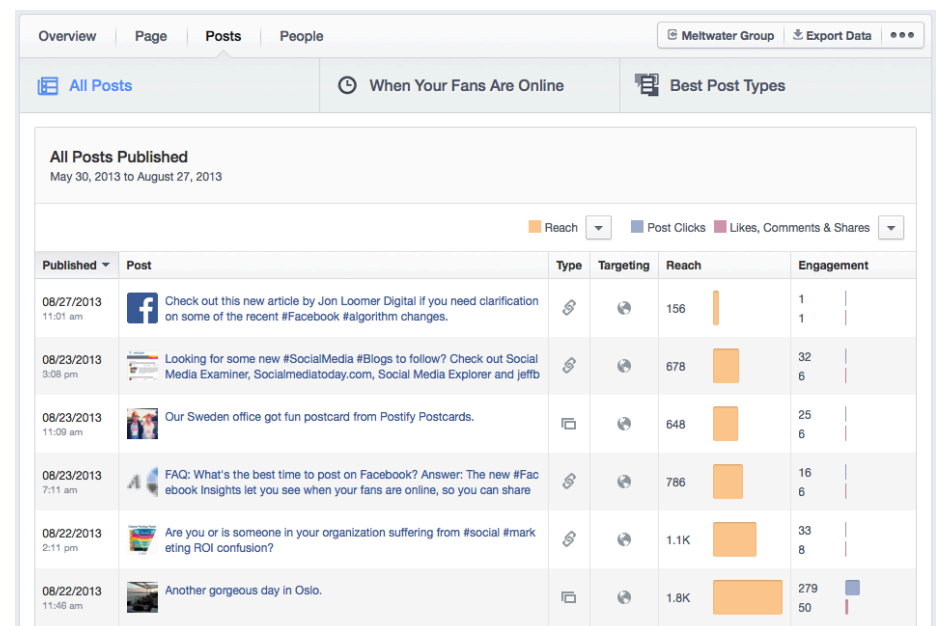


Recommendations from Contently: <https://contently.com/strategist/2017/06/30/best-times-post-social-media/>

Read more here: <https://www.entrepreneur.com/article/290075>

What to post? Test different concepts for several weeks and look for trends in your post insights.

- We've provided images, post text and inspiration in this kit.
- Check your post insights (insights > posts) at least once a week. What are people sharing, liking and commenting on?
- “Give them what they want” is a good motto. With more engagement, Facebook will put your post in front of more people.



Overview | Page | **Posts** | People

Meltwater Group | Export Data | ...

All Posts | When Your Fans Are Online | Best Post Types

All Posts Published
May 30, 2013 to August 27, 2013

Reach | Post Clicks | Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement
08/27/2013 11:01 am	Check out this new article by Jon Loomer Digital if you need clarification on some of the recent #Facebook #algorithm changes.			156	1 1
08/23/2013 3:08 pm	Looking for some new #SocialMedia #Blogs to follow? Check out Social Media Examiner, Socialmediatoday.com, Social Media Explorer and jeffb			678	32 6
08/23/2013 11:09 am	Our Sweden office got fun postcard from Postify Postcards.			648	25 6
08/23/2013 7:11 am	FAQ: What's the best time to post on Facebook? Answer: The new #Facebook Insights let you see when your fans are online, so you can share			786	16 6
08/22/2013 2:11 pm	Are you or is someone in your organization suffering from #social #marketing ROI confusion?			1.1K	33 8
08/22/2013 11:46 am	Another gorgeous day in Oslo.			1.8K	279 50

COMMENTS

Comments are valuable. If people are commenting, more people will see your post.

- It's important to respond to comments when possible. It shows that you are engaged with your audience, and ultimately builds trust and credibility. A few options...
 1. Point folks to any resources on your website that talk about the benefits of recycling.
 2. Encourage people to submit their feedback directly to the city through email.
 3. If you see comments about specific concerns, now might be a good time to create a blog post or web page surrounding some of the complaints you're hearing.
- It's best not to delete comments. Communication on government social channels may be public record.

Sample responses to negative comments.

- I'm not going to recycle: "We hope you'll reconsider recycling. Actively recycling in your cart creates local private sector jobs – hauling, sorting, and remanufacturing – not to mention the environmental benefits." [link to more info. if available]
- Recycling isn't worth it / It all gets thrown away: "We hope you'll reconsider recycling. It's an easy way to make a difference every day." [link to more info. if available]
- Smelly bins: "Be sure to empty and rinse recyclables before tossing in your cart." [link to more info. if available]

TWITTER

All the posts in this kit were designed to use in Facebook and Twitter. Feel free to use on both.

1. Test different concepts for several weeks and look for trends. “Give them what they want” is a good motto. With more engagement, Twitter will put your post in front of more people.
2. Boosting is more cost effective on Facebook.
3. It’s best not to delete comments. Communication on government social channels may be public record.
4. Use hashtags to join in on a particular conversation. It’s a good idea to research hashtags before using them. Simply searching within Twitter will let you know how others are using a particular hashtag.
5. Twitter has a slightly younger audience.
 - 36% of 18–29 year olds use Twitter.
 - 23% of 30–49 year olds use Twitter.
 - 21% of 50–64 year olds use Twitter.

Here's what you've got:

1. A year's worth of social content
2. Insights into Facebook
3. Tips for Twitter

Get out there and get social!

We'd love to see where you go with this and help celebrate your success. Don't forget to tag us!

 Facebook: [@RecyclingPartnership](https://www.facebook.com/recyclingpartnership/)

 Twitter: [@RECYPartnership](https://twitter.com/RECYPartnership)



Visit tools.recyclingpartnership.org for more tools and tips.

FOLLOW US

 <https://www.facebook.com/recyclingpartnership/>

 [@RECYPartnership](https://twitter.com/RECYPartnership)