

# **GRAB & GO RECYCLING MATTERS SOCIAL MEDIA KIT**

**POSTS & POINTERS FOR YOUR PROGRAM  
VOLUME 2**



Looking for some fun ways to beef up your social media? You're in luck! Here's our 2nd year's worth of content – all for you.

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 can be a cost effective 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](mailto:afrancis@recyclingpartnership.org)

FOLLOW US:

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

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



**This complete kit will get you through the year.**

41 images, 4 polls, 4 blog articles, and 1 video. You'll see posts to entertain while you...

- Educate your residents on what goes in the cart
- Inspire your residents to change behavior
- Engage residents with polls, videos and quizzes
- Celebrate holidays

This PDF of our favorite social media tips includes a best practices guide to responding to comments and pre-written posts for each image.

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

## How does it work?

Post when and where you'd like. Here's one way to use this kit.

- Post from the INSPIRE set on Mondays.  
#MotivationMonday
- Post from the EDUCATE set on Wednesdays.  
#WednesdayWisdom
- Post engagement boosters on Tuesdays, Thursdays or Fridays.
- Don't forget to post from the SEASONAL/  
HOLIDAY set!

## What we'll cover here

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## Visit support files here

A year's worth of social content. [Click to download](#)

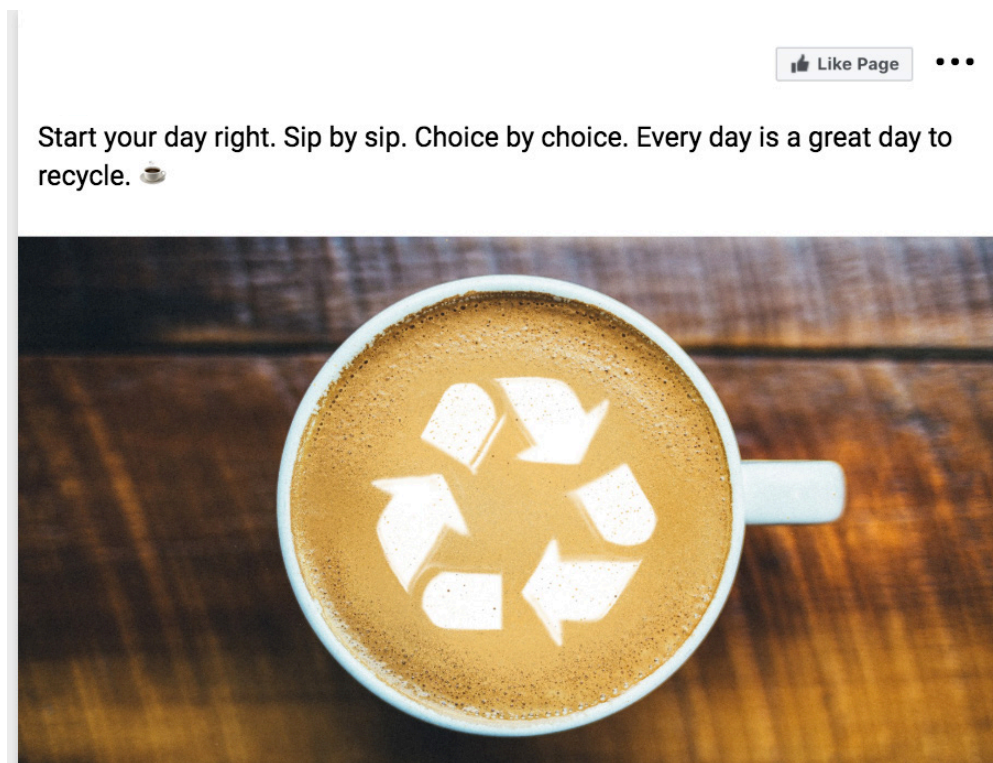
A Guide to Community Engagement. [Click to download](#)

# **SAMPLE POST LIBRARY**

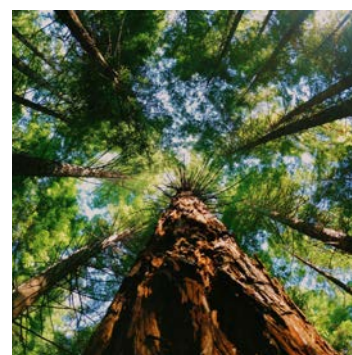
Check out the next few pages for a sample post library to see what's available in this kit.

## Inspire #MondayMotivation

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

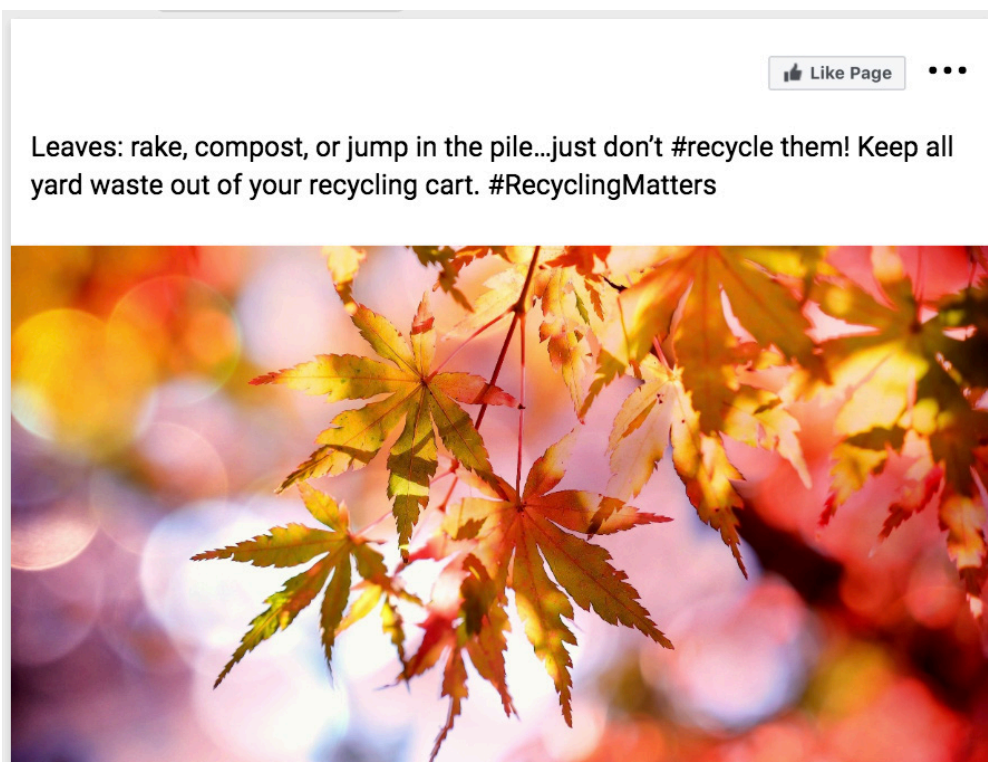


This is a sample. There are 17 images and pre-written text in the INSPIRE folder.

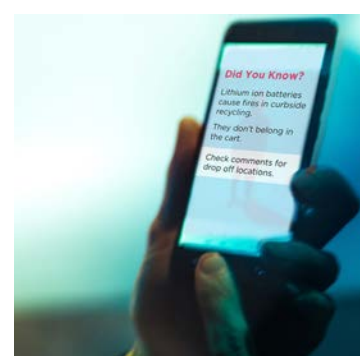


## Educate #WednesdayWisdom

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

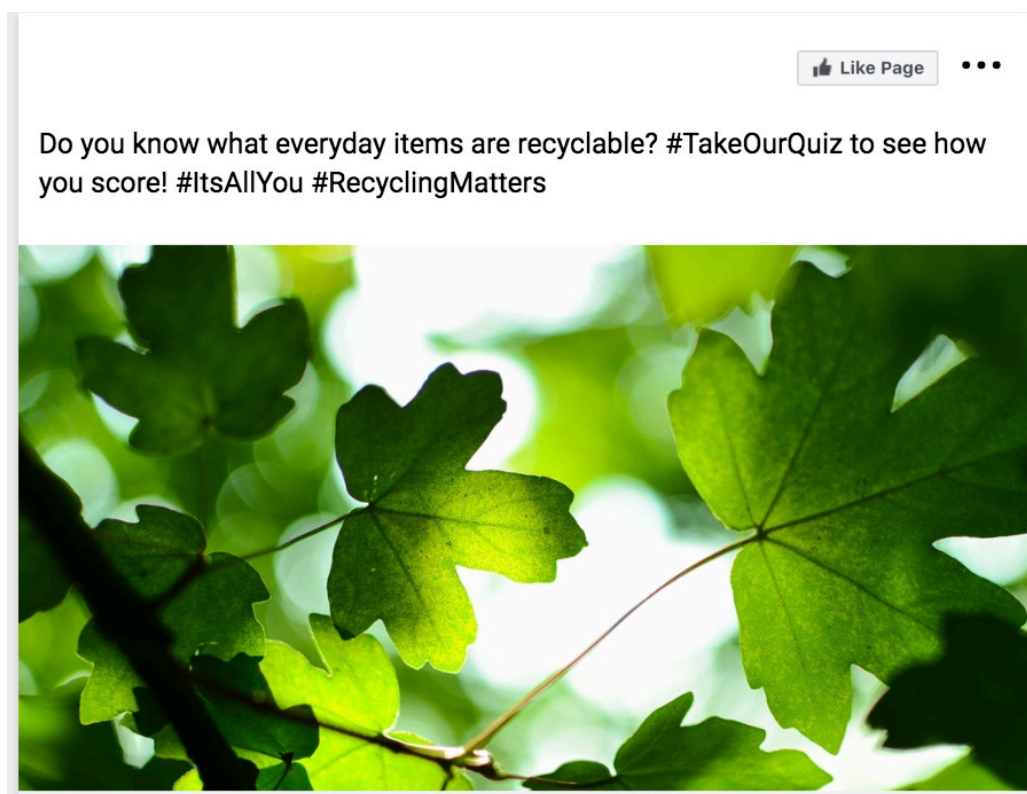


This is a sample. There are 11 images and pre-written text in the EDUCATE folder.

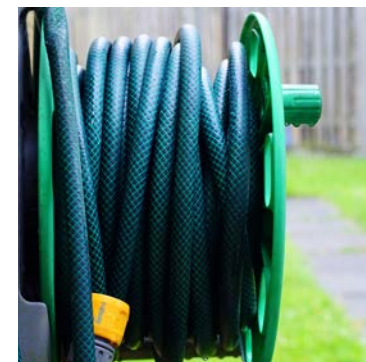


# Engagement Boosters

Find text for these blogs and polls, a video, quiz and accompanying images in the ENGAGEMENT BOOSTERS folder that you downloaded with this instruction document.



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

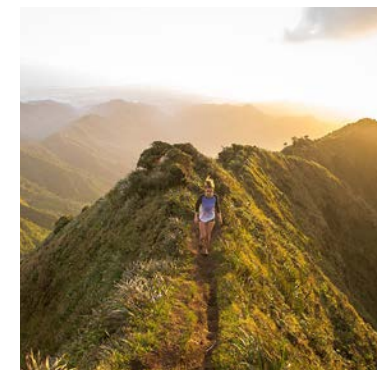


# Holiday / Seasonal Recycling Tips

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



This is a sample. There are 12 images and pre-written text in the HOLIDAY/ SEASONAL folder.



# FACEBOOK NEWS FEED

# Facebook Algorithm

Have you noticed that you see more posts from certain friends or family members on Facebook? This ever-running string of content is called the news feed. If you see more content from your sister than your college roommate, that is Facebook's algorithm in action. When you comment on and "like" your sister's posts regularly – Facebook will continue to share her posts with you.

Facebook's algorithm has always managed what users see. In January, 2018 Facebook announced significant changes to their algorithm. **They promised that people were going to see more posts from friends and family and fewer posts from businesses, brands and the media.**

What does this change mean for local government Facebook pages? And how do you increase the chances that your post will appear in the news feed? A good first step is learning how Facebook is rating posts. And heeding Alaura Weaver's advice (next page) to create conversation worthy posts.

**“Instead of focusing on what makes content popular and attention-grabbing, we need to focus on what makes content personal and conversation worthy.”**

**– Alaura Weaver**

**Contributing Writer, Foundr Magazine  
Co-Founder, Purpose Beyond Product**

# Spark Conversations

## Facebook is looking for meaningful interactions. How does it know if posts are meaningful?

Facebook is primarily looking at 3 things to make this decision.

1. Comments. Are people commenting on a post? Are there multiple replies to comments on the post? This may be the single most important factor in determining whether your post makes it into the news feed.
2. Sharing. This is the second factor Facebook will use to determine a post's value. Are people sharing the post – publicly or privately?
3. Reactions. This is the third factor that will determine how often a post is served in the news feed. They aren't nearly as significant as the first two, but still an important indicator.



\* <https://blog.bufferapp.com/facebook-algorithm>

**Unfortunately, directly asking people to “comment on” or “like” a post won’t work.** It isn’t a meaningful interaction, and looks spammy to people. If Facebook sees this on your page, your posts will likely be demoted.

If you have a post that receives little to no engagement, don’t repost it. Repeatedly posting things with few comments, shares or reactions will make it harder for your other posts to succeed.

Organic (unpaid) posts can still work, but you’ll need patience and persistence. What to do? Paid posts. Beyond speeding up engagement, paid posts offer other benefits. Let’s take a look.

# **PAID FACEBOOK ADVERTISING**

# Does paid social advertising work and what can you expect?

Social media can be an engaging tool to connect with residents and many residents expect local programs to have social profiles. It is estimated that 75 percent of U.S. adults are on Facebook, but unless Facebook changes their methods, only about 2 percent of viewers see unpaid posts from accounts they follow. What does that mean for you? It will take some sort of investment in Facebook advertising to get your content on users' News Feeds.

## **I wish I had a budget for social media, but I don't.**

Try it out before requesting a budget. Boost a post for \$25-\$50. Share the results with your leadership, and that might help you get the budget support you are looking for. Many elected officials want city programs to take advantage of social media,

## **Logistically – how do you pay for posts?**

Some local governments use a city credit card attached to the ad account. Some use pre-paid credit cards attached to an ad account.

**TIP:** Download an invoice at the end of the month instead of gathering all the receipts from separate campaigns.

## Smart Spends

There are two great ways to get your messages in front of more of your residents.

- Run ads to gain more followers on your page. Every time you post something, paid or unpaid, more residents see your content.
- Promote posts that are performing well so more people see them.

Both tactics support an overall goal of reaching more residents. After several years, you may be able to drop the ads to promote your Facebook page. Facebook pages with a small number of followers will want to devote a portion of their budget to growing their audience.

## How could \$200 grow your reach?

If you need to grow your followers, split your funds. Invest half in increasing your page likes and half in boosting particular posts. This way you're investing in today and tomorrow.

### **\$200 Annual Budget**

- \$100 page likes ads
- \$100 boosting posts

### **\$16.66 Monthly Budget**

- \$8.33 a month on one ad asking people to like your page (see next page)
- \$8.33 a month on boosting one post

And if you could allocate \$2000 a year, that would allow you to run more page likes ads and boost more posts, reaching more residents.

# Creating an ad to increase page likes

- Go to the Ads manager > create an ad
- Select Engagement for your objective > pages likes
- Define your audience.

## Location, Age range, Gender

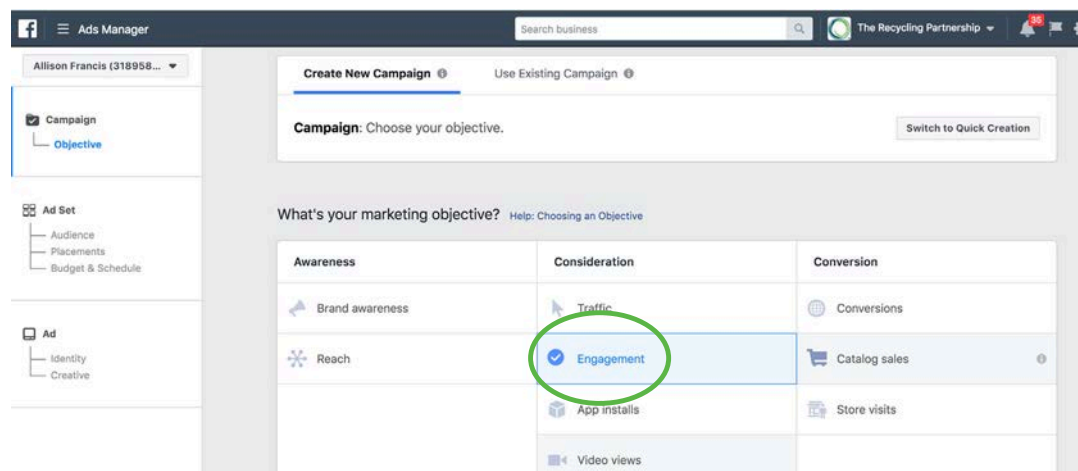
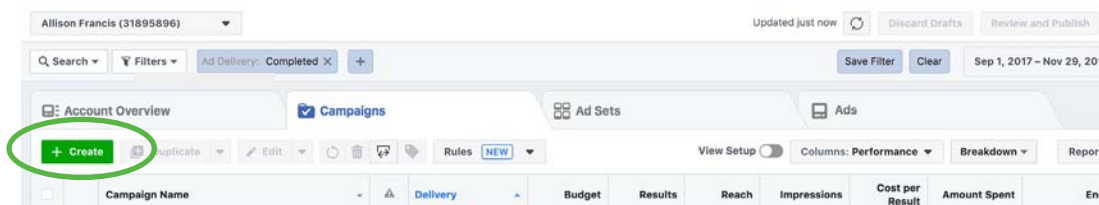
## Demographics and interests:

Consider targeting single-family homes if you do not service recycling in multi-family homes,

## Exclude people who already like your page.

- **How much could it cost to gain followers?**

It is typical to see costs between \$0.25 – \$0.40/person, but it can be as varied as 0.10 – \$1.00.



## Engagement

Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.



# Refine Audience Targeting

- Next, select automatic placements and set your budget.
- Review your results after running a campaign. If it costs a lot to gain a follower, consider revising your audience targeting.
- We've seen data that suggests women, 25-55, who are already interested in the environment – will be more likely to follow your recycling account, making your spend go further.
- Reach, or how many people see the ad, isn't important here. How many followers you gain is the metric to watch.

**Placements**  
Show your ads to the right people in the right places.

- ☒ **Automatic Placements (Recommended)**  
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)
- ☐ **Edit Placements**  
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear.

**Budget** ⓘ **Daily Budget** ▼   
\$25.00 USD

**Schedule** ⓘ ☒ Run my ad set continuously starting today  
☐ Set a start and end date

**Audience Size**  
Your audience is defined.  
Specific Broad  
Potential Reach: 1,300,000 people ⓘ

**Estimated Daily Results**  
**Reach**  
900 - 3,400 ⓘ  
**Page Likes**  
20 - 78 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.  
[Were these estimates helpful?](#)

# **The Recycling Partnership's Social Media Insights: Chicago, Atlanta and Denver**

# Chicago

## Key tactics to extend and deepen engagement

- Be a part of the community through relevant messages, rather than a person with a megaphone shouting announcements.
- Participate in relevant conversations. Share or retweet when people share your posts. Share posts from other accounts that your residents may like.
- Enlist and empower people to help share your posts - local leaders, City employees, neighborhood organizers, etc.
- Focus your efforts on one social channel rather than splintering your efforts. While social can seem economical, content creation, page management and paid advertising adds up.

### QUIZZES HAD THE MOST ENGAGEMENT

[#DoYouKnow](#) what everyday items are recyclable? See what's recyclable with our interactive guide! [#ItsAllYouChicago](#)



Do you know what everyday items are recyclable? See what's recyclable with our interactive guide!



Interactive Recycling Guide

[Learn More](#)



Are These Recyclable?

- Engage through a variety of messages: videos, memes, photos, illustrations, blog articles, and interactive quizzes and polls. Think about what is timely and hot (holidays, seasons, tips) and consider introducing the people behind the work.
- Residents tend to lump composting, upcycling, and drop-off questions together. All of these topics are relevant. Remember to think like your audience. What are the most common questions or comments you hear?

## ENGAGEMENT RATES



11%

Facebook



7%

Instagram



1%

Twitter

## COST PER ENGAGEMENT



\$0.13

Facebook



\$0.27

Instagram



\$0.94

Twitter

**VIDEOS PERFORMED WELL -  
AVERAGING \$.02/PER 3 SECOND  
VIEW**


Hidden camera reveals that recycling means “Doing the right thing” and that it doesn’t go unnoticed.



Recycling serves a broader goal and protects our land and waters! Help us! Sign our pledge: [link]

# Atlanta

It doesn't take a huge investment to be seen.



Join your neighbors in recycling! Step 1: Fill your blue cart with bottles, cans, and cardboard. Step 2: Roll out and place blue cart next to garbage on collection day.

 **Reach:**  
**19,000**

The number of people that saw your content.

**Cost: Approx.**  
**\$0.02/person**



No plastic bags in your recycling cart! Loose and clean #recyclables only.

 **Reach:**  
**11,600**

The number of people that saw your content.

**Cost: Approx.**  
**\$0.02/person**



# Denver

Speak directly to your audience.

Zeroing in on the right users helps control the need to respond to questions and comments from viewers your program doesn't serve. For example, in Denver, single family homes weren't targeted and questions about multi-family became overwhelming.



Pop quiz @DenverRecycles! Test your #recycling knowledge. #YesWeCanRecycle

 **Reach:**  
**31,400**

The number of people that saw your content.

**Cost: Approx.**  
**\$0.03/person**



Hey @DenverRecycles! We're only recycling half of our cans. Help us double that! #YesWeCanRecycle

 **Reach:**  
**40,600**

The number of people that saw your content.

**Cost: Approx.**  
**\$0.02/person**

# Our experiences heavily influenced this kit.

1. We have quizzes, polls, seasonal posts, and lots of yes/no educational posts.
2. When in doubt - spark conversation.  
Comments, comments, and more comments.  
Posts that spark conversations will be seen by more of your residents.
3. Boosting is more cost effective on Facebook than other channels.
4. Respond to comments as quickly as you can.
5. Don't miss our Social Media Kit Volume 1.  
[Click here to download last year's kit.](#)

## OTHER POPULAR POSTS IN OUR PILOTS

You'll find similar posts in this social media kit.



If your weekend plans involve wine, make sure you're recycling the materials the correct way.



Hey Chicago! Are you passionate about recycling and your city? We're looking for Recycling Ambassadors in the Chicago...



This is our plea to you to avoid WISHCYCLING! It wastes time, money & can be dangerous for...



Create change in the world. Recycle.

## Don't miss the rest of the Social Media Kit. It includes:

1. A year's worth of social content
2. These Insights into Facebook's News Feed & Tips on Facebook Advertising
3. A Guide to Community Engagement

All the posts in this kit were designed to use in Facebook, Twitter and Instagram. 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!**

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

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



**Visit [recyclingpartnership.org](https://recyclingpartnership.org)  
for more resources.**