



**Charitable
Recycling**
AUSTRALIA

Social Media Launch

Charitable Recycling Australia is building a social media profile with the launch of an Instagram page in October 2021. Below outlines our strategic objectives and tactical approach including delivery and measurement.

Why are we doing this?

- To increase awareness among young consumers on the positive impacts of charitable reuse and benefits of op shopping
- To deliver information on responsible donating
- To position charities as the first point of call for donations
- To socialise Charitable Recycling Australia as the source of truth for the sector
- To provide education on the Circular Economy and the sector's role as first responders
- To support members with content, validation and insights to help scale their own communications campaigns

DID YOU KNOW...
Charitable recycling saves
88,000ML
of water per year.

DID YOU KNOW
Charitable recycling delivers a
59%
reduction in global energy use per

DID YOU KNOW...
Charitable recycling reduces greenhouse gas emissions by
66% pa

DID YOU KNOW..
Charitable recycling saves
888,000 tonnes
of greenhouse gas emissions annually

DID YOU KNOW...
Charitable recycling saves
1.9million MWh
of energy per year.

How are we going to do this?

Create a Content Library

Create content library addressing key messages, including but not limited to:

- Charitable Impact Study datasets and insights
- Responsible donating messages
- Supportive data - Government, product stewardship etc
- Role of op shops and the importance of donating:
 - keeping usable items out of landfill
 - fundraising to support vulnerable people with programs
- Member achievements
- Good news stories around charitable reuse and recycling
- Tours of sorting facilities and warehouses
- Visits to charity stores, interviews with staff, donors etc
- Climate change – make the link to reuse and recycling
- Interviews with industry ambassadors and influencers

Create Engagement

Connect, engage & be social with:

- Members
- General public
- Federal/State Government
- Global leaders
- Local councils
- Peak bodies
- Influencers and media

Deliver Content

Deliver content using the following creative assets:

- Social media tiles
- Stories
- Videos & Reels
- Co-created member content

Measure Success

Our success will be based on:

- Engagement – re-grams, likes, comments, follows & mentions
- Traffic to website
- Feedback from members



What we need from you

Help us to help you accelerate your social media impact with ours. Please provide us with the following:

- Your central point(s) of contact on social media for us to connect with
- Your interest in co-creating content with us
- List of trending and relevant hashtags for us to use and follow
- Lists of influencers, media and other relevant entities to connect with
- Engagement and support of our activity
- Honest feedback on content and delivery

Please contact Omer Soker at
omer@charitablerecycling.org.au