

EastWaste

Social Media Policy

The following social media guidelines apply to all social media accounts managed by East Waste.

Strategy Guidelines

It is vital that all social media accounts provide a good balance of internal (staff and stakeholders) and external content to make sure audiences don't 'switch off' because you're only ever communicating about ourselves, and not other information of value to followers.

As well as generating content, you will need to allow yourself time for responding and interacting with followers.

Appropriate day-to-day content includes:

- General information
- Events – what's happening, what's coming up, what's already happened
- Media news – general industry news
- Staff profiles – meet the people behind East Waste
- Cool stuff – other things that aren't directly related to East Waste, but that will engage audiences

Unique Offerings:

In order to grow East Waste's online community as well as continue to engage their existing community, it's important to offer something unique. These could take the form of:

- Special incentives to encourage awareness and behaviour change.

Post Frequency

In order to ensure posts and tweets aren't considered 'spam' by followers, and also to ensure content is posted frequently enough to engage and encourage new followers, you should adhere to the following post guidelines:

	At least one relevant post per day (1-2 per week)		At least one tweet per 2 working days (3-5 per week)
	At least one post per 2 working days (3-5 per week)		At least one post per week.

Content Guidelines

The following guidelines for social media content apply to all social media accounts.

Social media monitoring:

- Actively search out discussions on relevant topics via all social media channels
- Establish a daily monitoring routine through tools such as Hootsuite and Google alerts as well as your personal networks or knowledge
- Stay abreast of industry issues by reading and researching regularly.

Tone of Voice

The tone of voice you use on social media is one of the most important things to consider – it allows a brand to establish a personality and interact with consumers/businesses in a direct and personal way.

You should:	You should never:
<ul style="list-style-type: none">• Use a tone that is friendly, conversational, informal and authentic• Answer any queries in the same way – friendly, conversational and informal• Always maintain a friendly and polite tone, even when users are rude or aggressive• Answer every question asked.	<ul style="list-style-type: none">• Engage aggressively with a follower• Use swear words of any kind, including ‘innocuous’ ones such as ‘bloody hell’ etc• Use ‘text speak’ e.g. LOL, U2, gr8, LMAO etc• Post any content that could be deemed offensive – this includes politics, social issues e.g. gay marriage, environmental issues, discussing controversial people e.g. Miley Cyrus etc.

Use of Images

You probably already know that images and video work on social media, and that users are more likely to engage with brands that post pictures, rather than other types of media.

For example, photos on Facebook generate more likes than the average post, and posts with more likes increase brand engagement. This is important because as engagement increases, Facebook puts brands into the News Feed more often so that more of their fans see them, which ultimately leads to more people reading their posts.

Therefore, it is vital to use appropriate imagery for all of our social media accounts – when used appropriately, they are proven to increase user engagement and build brand ‘personality’.

———— *In other words – don’t just ‘tell’ – ‘show’ people what a brand’s personality is!* ————

However, there are a few things to keep in mind:

- Always use .jpg images, preferably of a clear resolution appropriate for Facebook and Twitter
- Always source high resolution images to ensure image quality
- Never use potentially copyrighted images unless you acknowledge the source directly.

Crisis Management

In the case of a negative issue arising on social media, you should be prepared to manage it both appropriately, and in a timely fashion.

Additionally:

- **NEVER** react badly to negativity – try to encourage a rational discussion to diffuse tension (taking it offline if necessary via email or phone with a nominated client contact person)
- Avoid deleting anything unless it is overtly offensive
- If in doubt, ask someone else within the office for advice BEFORE responding.
- Escalate to contact centre where relevant to have issue resolved

Facebook Policy

Aim:

To provide community awareness, education and behaviour change around waste management processes, with the overall aim of reducing waste and improper disposal of waste.

What is Facebook?

Facebook is a popular social networking website and mobile application that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family, colleagues, brands, and news and information.

Facebook topics could include:

- Education around waste management
- Awareness of the impacts around not disposing of waste properly
- Customer Service information
- Behaviour change campaigns relevant to key dates within the year
- Staff profiles
- Community snapshots.

Facebook Rules

1. One post at least every two days during week days
2. No swear words
3. Nothing offensive
4. Nothing confidential
5. Posts reflecting a personal staff members opinion or actions (e.g. at conference etc) are OK but staff member must approve.

Twitter Policy

Aim:

To provide community awareness, education and behaviour change around waste management processes, with the overall aim of reducing waste and improper disposal of waste.

What is Twitter?

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent messages. People write short updates of 140 characters or fewer. These messages are posted to your profile or your blog, sent to your followers, and are searchable on Twitter's search.

Tweet topics could include:

- Images/sound that moves/inspires us
- Industry related blogs/articles e.g. On fonts, branding, advertising etc
- Information about public events our clients are promoting
- Industry related information about waste management
- Industry related information about South Australia
- Industry related information about mass market current affairs. E.g. World Cup, Christmas
- Information about East Waste achievements/movements/news e.g. new staff, new office, launch, new tenders (we're allowed to announce).

Twitter Rules

1. Use hashtags #EastWaste, #WhyWasteIt and #WhichBin to build audience recognition and encourage user generated content about East Waste's brand and message
2. One tweet at least every 2 days during week days
3. No swear words
4. Nothing offensive
5. Nothing confidential
6. Tweets reflecting a personal staff members opinion or actions (e.g. at conference etc) are OK but staff member must approve.

Instagram Policy

Aim:

To provide community awareness, education and behaviour change around waste management processes, with the overall aim of reducing waste and improper disposal of waste.

What is Instagram?

Instagram is a popular social networking website and mobile application that allows registered users to create profiles, upload and share photos and video, send messages and keep in touch with friends, family, colleagues, brands, and news and information.

Instagram topics could include:

- Education around waste management
- Awareness of the impacts around not disposing of waste properly
- Customer Service information
- Behaviour change campaigns relevant to key dates within the year
- Staff profiles
- Community snapshots.

Instagram Rules

1. Use hashtags #EastWaste, #WhyWasteIt and #WhichBin to build audience recognition and encourage user generated content about East Waste's brand and message
2. One post at least every two days during week days
3. No swear words
4. Nothing offensive
5. Nothing confidential
6. Posts reflecting a personal staff members opinion or actions (e.g. at conference etc) are OK, but staff member must approve.

LinkedIn Policy

Aim:

To provide industry awareness, innovation and technological information from an industry perspective and thought leadership around waste management processes, highlighting East Waste as an industry leader.

What is LinkedIn?

LinkedIn is a popular professional social networking website and mobile application that allows registered users to create profiles, upload and share information, blogs and connect with industry professionals, news and information.

LinkedIn topics could include:

- Education around waste management
- Innovation and technology in waste management/waste reduction
- Awareness of the impacts around not disposing of waste properly
- Staff profiles.

LinkedIn Rules

1. Avoid posting customer/community based information on a professional social media platform
2. One post at least every two days during weekdays
3. No swear words
4. Nothing offensive
5. Nothing confidential
6. Posts reflecting a personal staff members opinion or actions (e.g. at conference etc) are OK but staff member must approve.

Measurement

As discussed, regular measurement of activity and successes should be recorded on a monthly basis. Listening to discussions about East Waste and monitoring what is said will provide us with valuable information for continuing to build and improve on our online presence.

Things to consider for measurement:

- Review mentions and discussions taking place on each of your networks
- Who is interacting with the each of the accounts?
- What times of the day are they interacting?
- When did we get a boost in numbers? Was this during a campaign or competition?
- Which updates/posts received the most 'likes', 'comments', 'shares' or 'retweets'
- How can we use this information to increase our fan base and achieve brand or online goals?

Social Media Throughout the Year

There are several golden opportunities throughout the year where themed posts may be effective and newsworthy items will be plentiful (being ready for these stories and publishing them first will ensure we are seen as a go-to source for information). These will also be noted within our Social Media Calendar.

Some of these key periods include:

- Christmas
- Easter
- Mother's Day
- Father's Day
- Spring Racing.

Social Media Calendar

A Social Media Calendar is to be developed and updated on in advance with a consistent post schedule and utilising key strategies. The Calendar will be developed using the best social practice guidelines including best times to post, best days to post and consistency.

The Calendar will be fluid as it will be required to adapt to potential changes dependent on topical news stories and ad-hoc posting. In saying this, the general structure should not change.

We will utilise an online calendar set up through Google Sheets where input can be made from both the Social Media Manager, Nucleus and East Waste. Dropbox will be leveraged for any image file with reference to the specific post date/time, as Google Sheets does not allow images.