

Waste Management Social Content Concepts

C+C recommends building social media content to be shared through Robin Freedman's twitter account and national WM social media properties. All content created will be focused on driving engagement through simple, visual, easy-to-share content

Suggested Content:

Meet your driver Vine or Instagram videos

C+C would shoot short video snippets for either Vine (no more than 6 seconds) or Instagram (no more than 15 seconds) that feature drivers quickly answering a question or telling a story. These would be packaged as "get to know your driver" videos covering questions like:

- What do you want to tell your route?
- Who is your favorite superhero?
- What is the weirdest thing you ever picked up?
- What is your favorite song to listen to on the job?

The videos could all be shot on one or two days and then be released over the course of the year.

"How it's recycled" gifs

Create gifs that show the steps in processing and sorting materials at the Cascade Recycling Center. In addition to two-to-three minute full process video, we could create brief videos or gifs that show how a machine works, breaking the recycling process into bite-sized, visually-engaging steps.

C+C could produce several of these videos as a package, to be released throughout the year.

"What do I do with?" videos

Create very brief videos that show someone quickly dealing with commonly mishandled or confusing items. For example, over the course of a six second vine video, we should show someone clean and recycle a peanut butter jar or put a pizza box in their curbside compost cart instead of recycling cart.

Truck fact graphics

Create a graphic that fits well in a Tweet or Facebook post that calls out quick facts about Waste Management trucks such as:

- How much it costs to fuel up or how many miles it gets to the gallon
- How much can it hold
- How much will a truck haul in its lifetime
- What is the breakdown of recyclables in the average truckload (pounds of paper, bottles, etc.)
- How much recycled material can be produced from one truckload
- How many miles the average truck has driven
- How much does a new truck costs

Meet the Foodcyclers

Develop educational composting photos and tips for Foodcyclers, from Foodcyclers. To collect tips, C+C would put out an email to people that have taken the food cycling pledge calling for Foodcycling tips and photos that tell their home composting stories and tips. C+C would then turn these into social-media friendly visuals to be shared via WM's national channels, future mailings to Foodcyclers and other materials.

Next steps

- Check-in with national on cross-promotional opportunities
- Select concepts for development
- Develop budget/timeline for production