



# Social Media 101

 **The**  
 **Content**  
 **Division**

# The State of Social



Short-Form Video



TikTok is the New Google



Authenticity & Micro-Influencers



Community Building

# Social Media Your Business

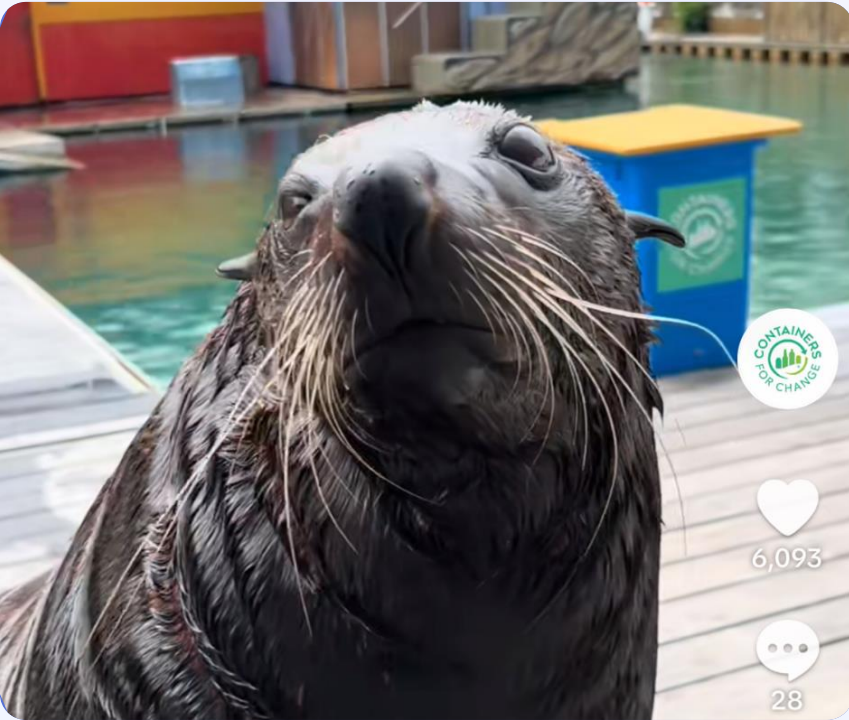
**Cost Effective  
Marketing Tool**

**Social Platforms Are  
Search Engines**

**Build Your Brand's  
Authority & Credibility**

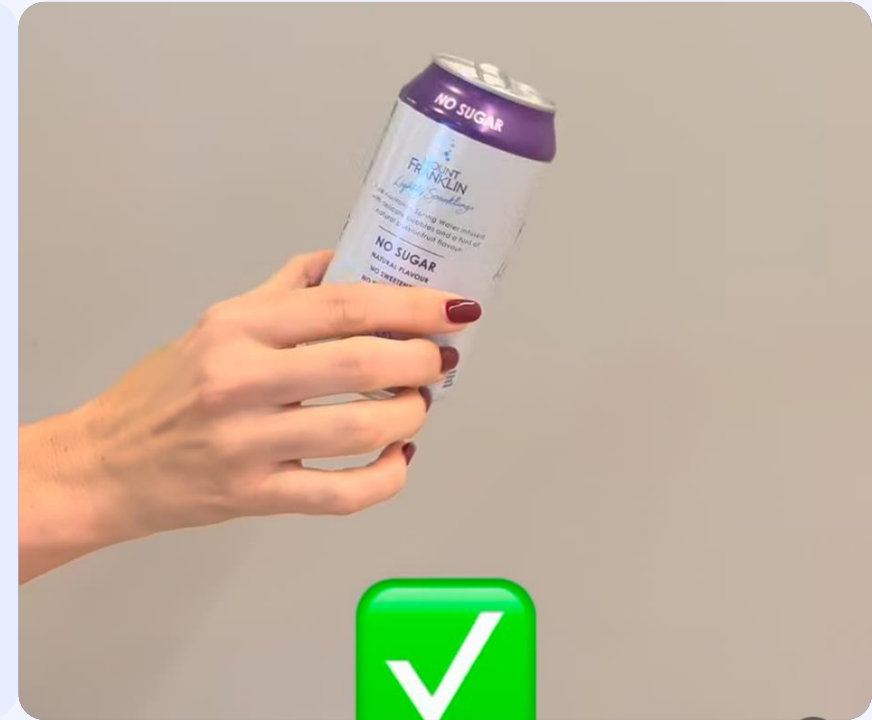
**Engage With Your  
Customers**

Entertaining



Educational

Informative



# “How do I know which platform is right for my business?”



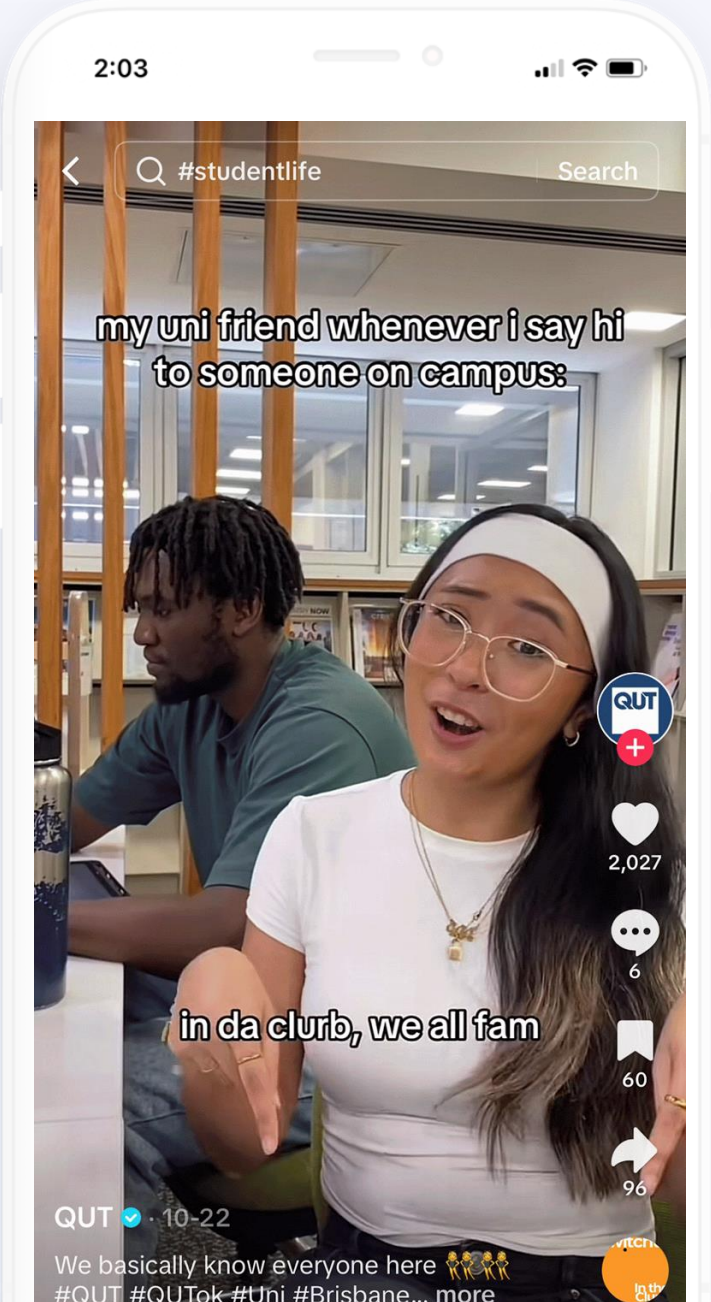




Entertainment

Humour

Search engine

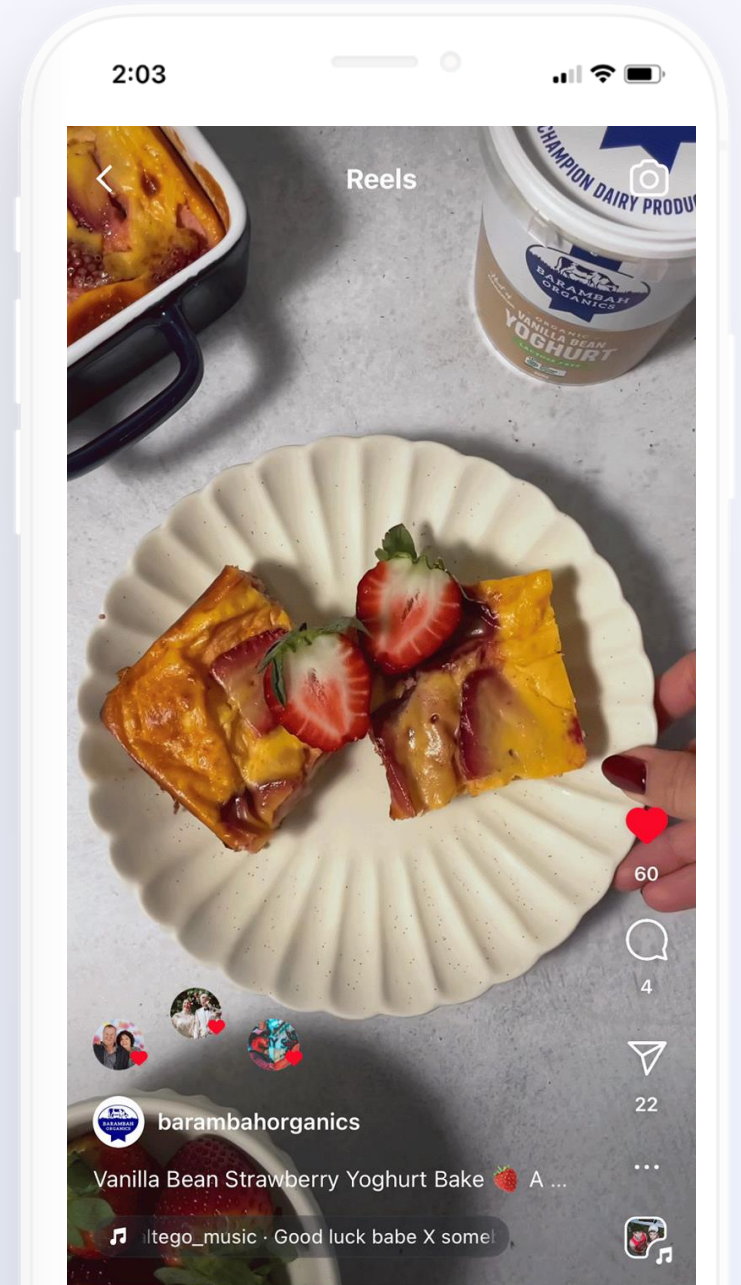




Inspiring

Interactive

Storytelling

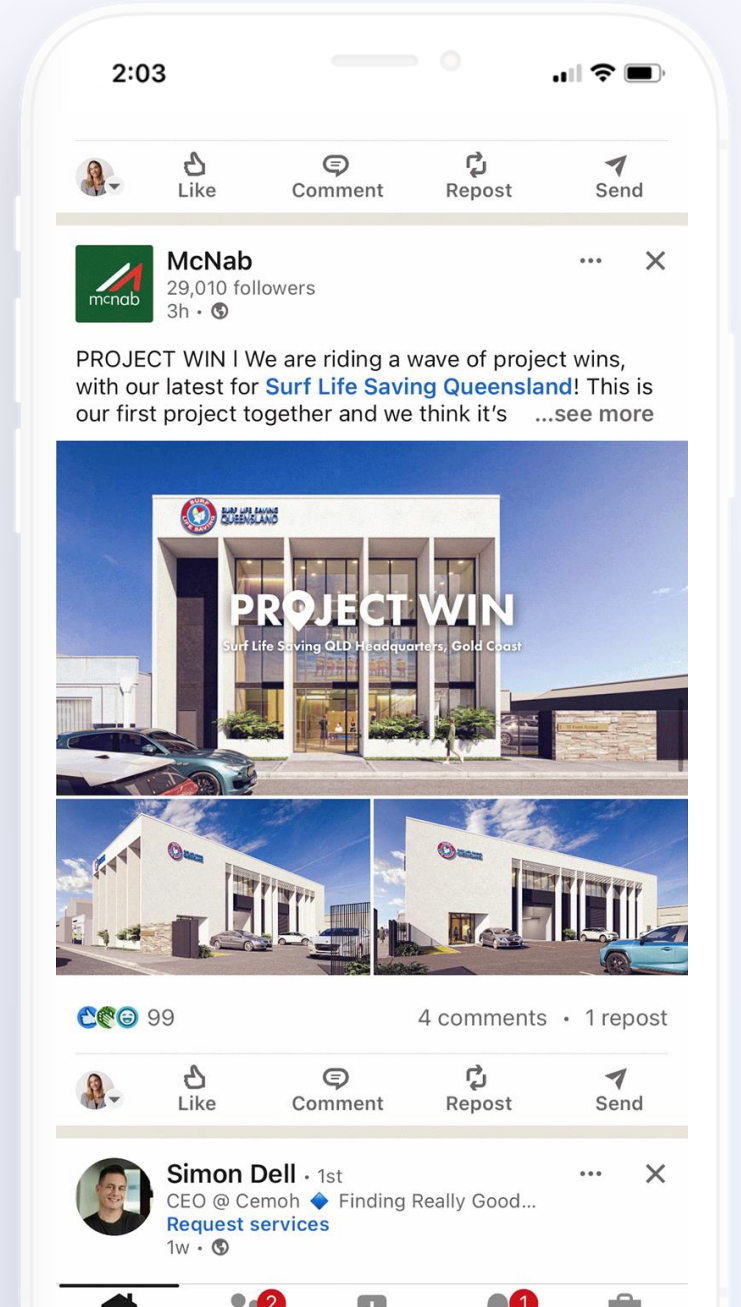




B2B marketing

Professionals

Industry connections





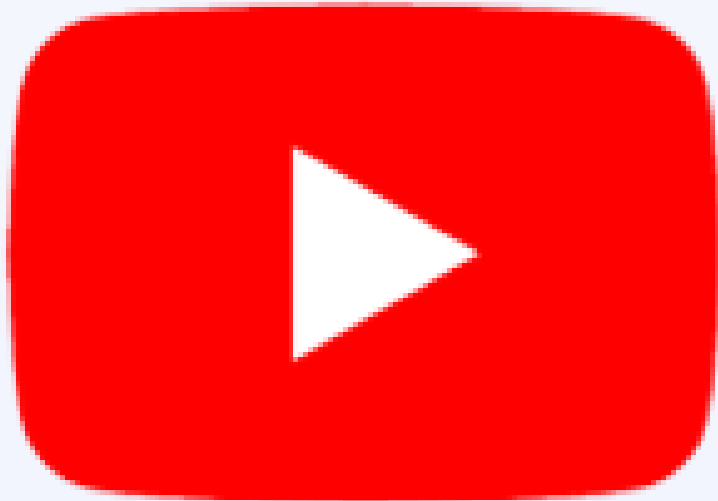


Advertising

Informative

Community

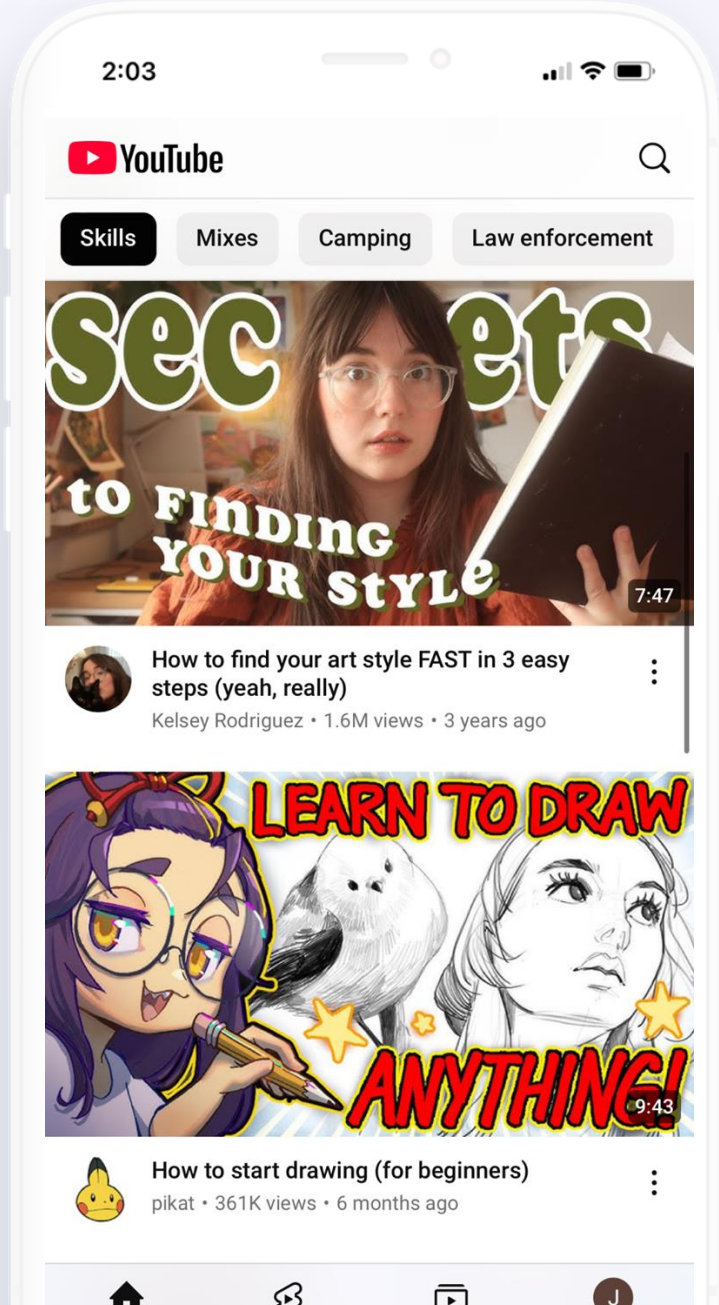




Resources

Webinars

Tutorials





# Make a content plan

## PILLAR 1

### Collect

- Informative and engaging content
- How-to explainers
- Collection points
- Scheme insights

## PILLAR 2

### Cash








- Entertaining and informative content
- How much a person/charity can make from their return & the potential value

## PILLAR 3

### Care

- Informative content
- Environmental benefits
- Good news stories about the charities/organisations benefiting from the scheme

## How to hack socials

-  Video hooks & captions
-  Instagram collaborations
-  User generated content
-  Tell a story
-  A little \$\$ can go a long way
-  Put yourself in the viewers shoes
-  If it ain't broke, don't fix it



Post 🙌 the 🙌 content.

**COEX**  
Container Exchange

