



SMART Recycling Communications on a Budget Workshop

Michigan Recycling
Conference

May 3, 2016

RRS

Providing solutions to meet sustainability, resource management and waste recovery goals of clients and their supply chains

RRS

ABOUT US | OUR WORK | OUR PROGRAMS | BLOG | CONTACT US | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

Introducing Our Services

Global Corporate Sustainability

Waste Recovery Solutions

Organics Management

● ○ ○ ○ ○

since 1986

Managing change in a resource-constrained world
for nearly 30 years

RRS 
RECYCLE.COM

managing change in a resource-constrained world.



AGENDA

01

What is
Communication?
- Research
- SWOT

02

Break

03

Goal Setting

04

Strategies

05

Social Media

06

Evaluation

07

Questions?

08

Wrap up

**What is
YOUR
Recycling
Story?**



What is
YOUR
Recycling
Story?



What is YOUR Recycling Story?





What is YOUR Recycling Story?





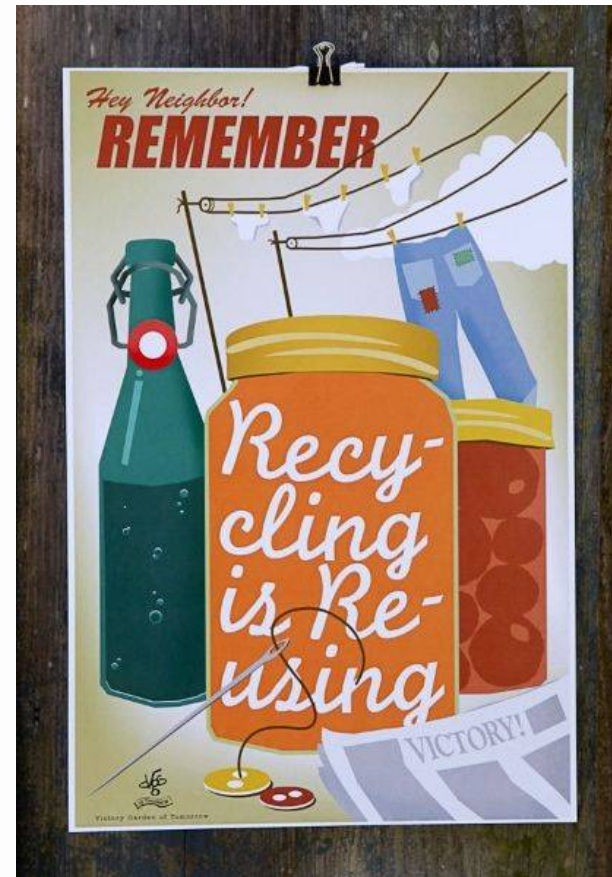
What is YOUR Recycling Story?





COMMUNICATIONS CAMPAIGNS







Visit Recycle, MI at www.recyclemi.org

Where is Recycle, Michigan?

It's located in your home, down the road, and in your very own community. Discover how your hometown can be a part of Recycle, MI. By recycling, your community can help in protecting the things we love most about our state. Recycling is fun! Get the whole family involved!

Find more ways to reduce waste and the options available in your community by contacting your local municipality for recycling information or to request service.

MY RECYCLING INFO:

CURBSIDE RECYCLING DAY: _____

RECYCLING DROP OFF CENTER: _____

HOUSEHOLD HAZARDOUS WASTE: _____

ELECTRONICS DISPOSAL: _____

LOCAL MUNICIPALITY WEBSITE: _____

OTHER: _____

COMMON RECYCLING ITEMS:

BOTTLES & CANS: Glass Containers Beverage & Food Cans	PAPER: Magazines Newspaper Junk Mail Envelopes Catalogs Phone Books Cardboard Boxes Paper Towel Rolls Paper Bags
PLASTIC: Milk & Juice Jugs Water Bottles Laundry Detergent Bottles Shampoo Bottles	

Partner Logo: **CONTACT INFO:** STAMP OR LABEL

Home About Us Recycling Advocacy Events Professional Resources Recycling Directory Search

GOVERNOR'S RECYCLING SUMMIT

MICHIGAN RECYCLING COALITION ANNUAL CONFERENCE

MAY 3-5, 2016 PLYMOUTH, MI

MEMBER SPOTLIGHT

geep
Global Earth Electronics Processing

GEEP offers a full suite of Electronics Recycling and IT Asset Management services: environmental compliant recycling, value recovery & data security.

Visit our booth at this year's Annual Conference & learn how we can deliver investment recovery solutions.

REDFORD, MICHIGAN
WWW.GEEPGLOBAL.COM

Quick Links

- Recycling Directory
- About Us
- Join MRC
- Contact Us

Home

Become a member of the MRC!

Materials and Recycling Management Training

AXIS
Learn connect sustain
michiganrecyclingcoalition
More about MRM training

Recycle, MI

NO CITY LIMIT POP. 9,876,187 TM
More about Recycle, MI

Don't miss the 2016 Governor's Recycling Summit and MRC Annual Conference! Click here to stay up to date on all the conference info.

Donate

Where is Recycle, Michigan?

It's located in your home, down the road and in your very own community. Discover how your community can be Recycle, MI. By recycling, we can help protect the things we love most about our city and state. Recycling water bottles, newspapers, or junk mail will make a positive impact on our environment and also promote job growth in our state. Explore more ways to recycle and learn how you can be a responsible Michigander.

Visit Recycle, MI at www.recyclemi.org

Partner Logo:

CHOOSING A TARGET AUDIENCE



ELECTED
OFFICIALS



CURRENT
RECYCLERS



MEDIA



VISITORS
TO MI



SCHOOLS



RECYCLING
EDUCATORS

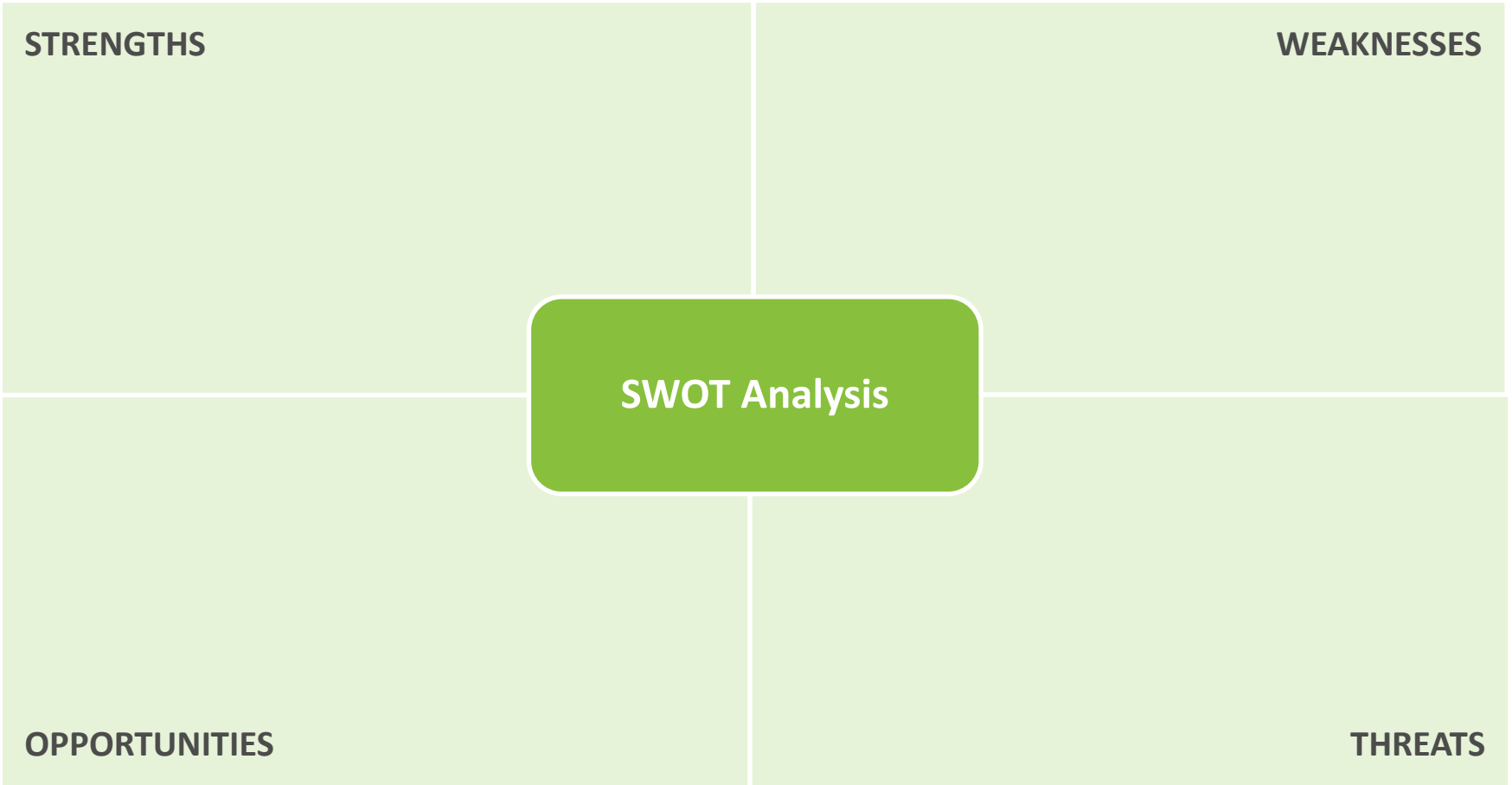


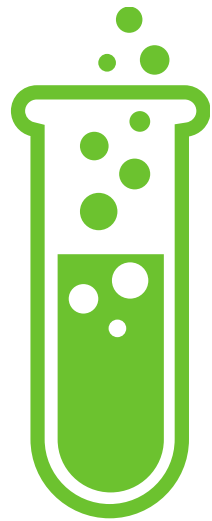
PARENTS





SWOT BENEFITS





CREATIVE
LAB

Research



BREAK



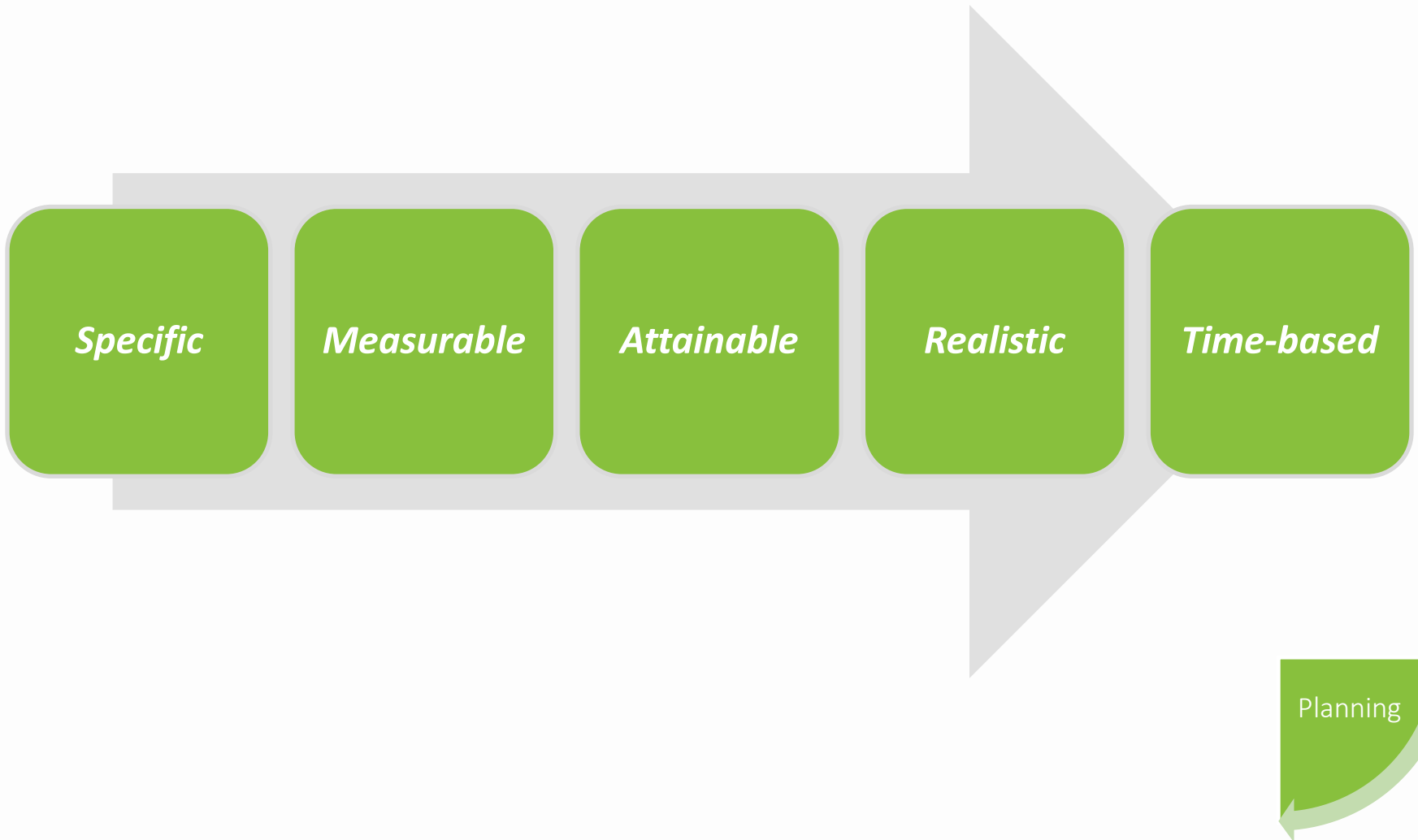
SMART
goals



Research

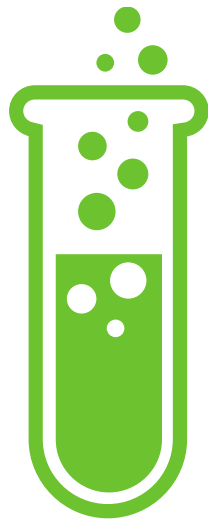


Planning





“ To gain attendee engagement of through #RecycleMI with 20 social media mentions during the MRC conference and increase by 10% in three-months following ”



CREATIVE LAB

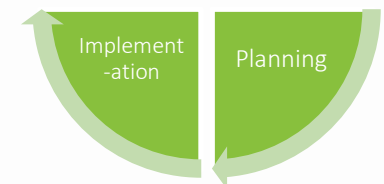
*SETTING
SMART
OBJECTIVES*

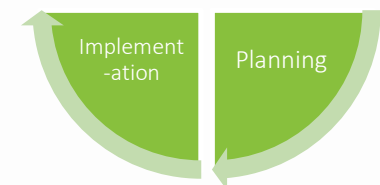
Planning

PILOTING AND MESSAGE TESTING



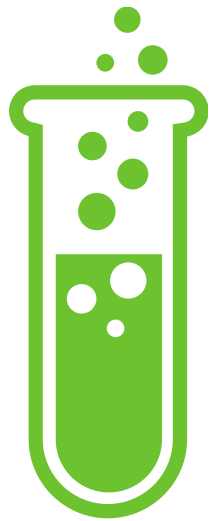
Testing messages at events, public spaces and any educational opportunity.





- Be Prepared
- Practice & Critique
- Be Calm
- Narrow your Focus
- Remember the 3 most important points
- Don't miss opportunities!





CREATIVE LAB

Strategies

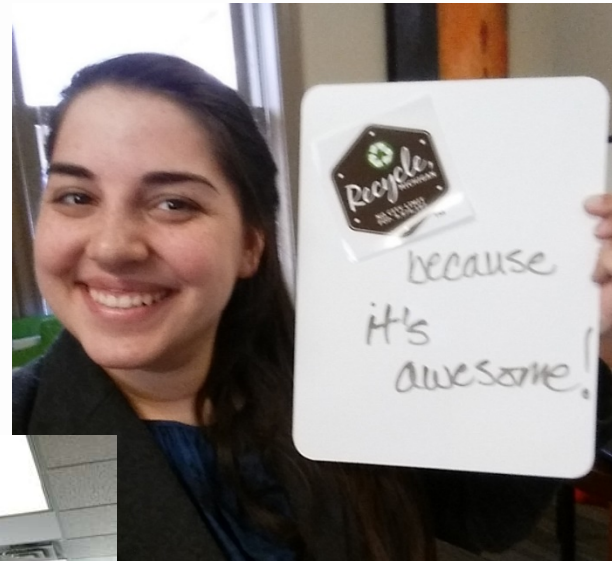
*Strategy –
Implementation –
Dry Erase Boards*

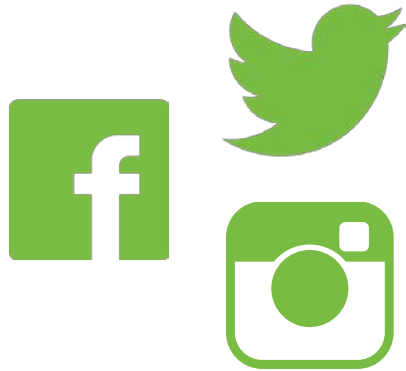
Planning



CREATIVE LAB | STRATEGIES

Strategy – Implementation – Dry Erase Boards

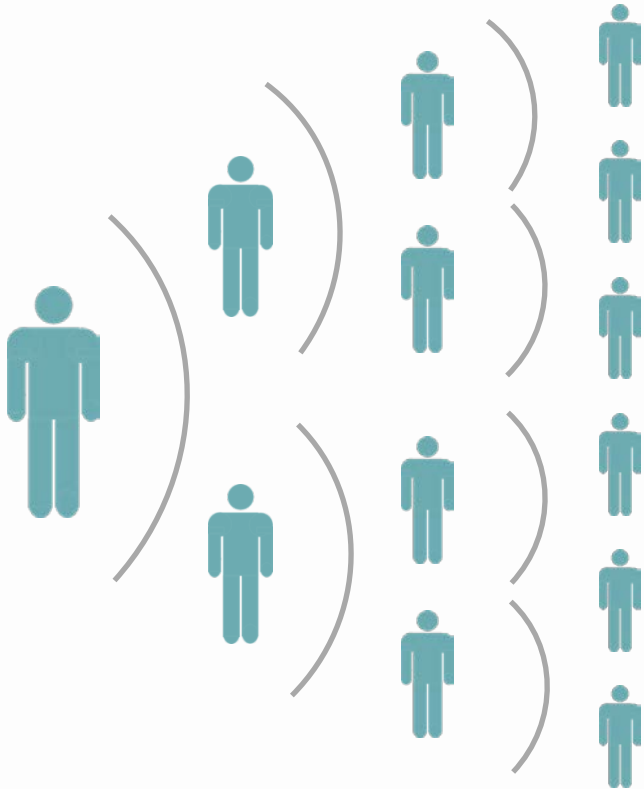




SOCIAL media

Planning

WHY SOCIAL MEDIA?

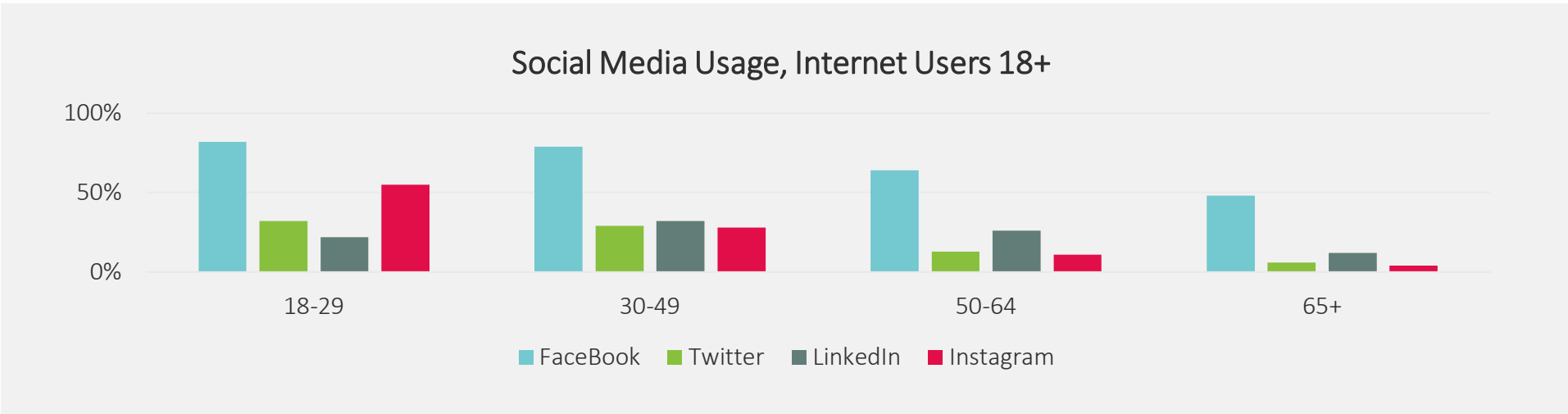
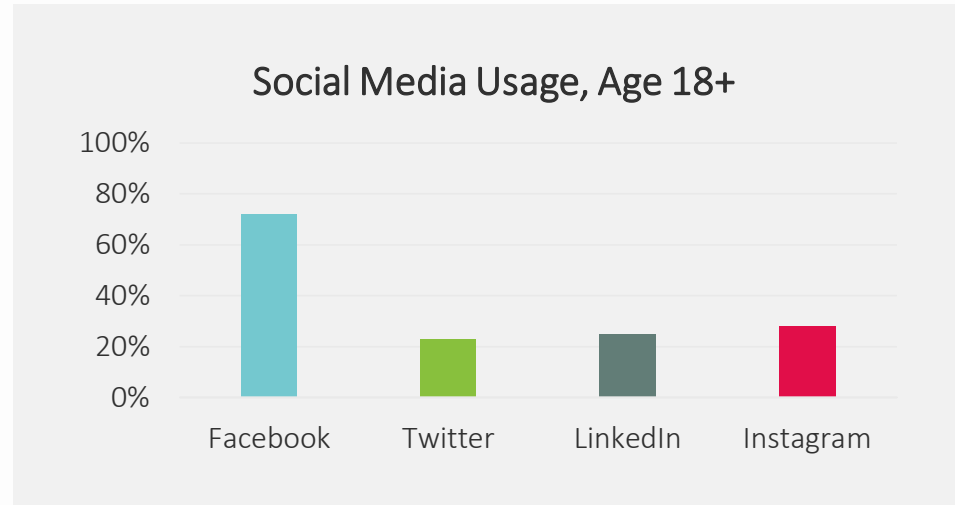
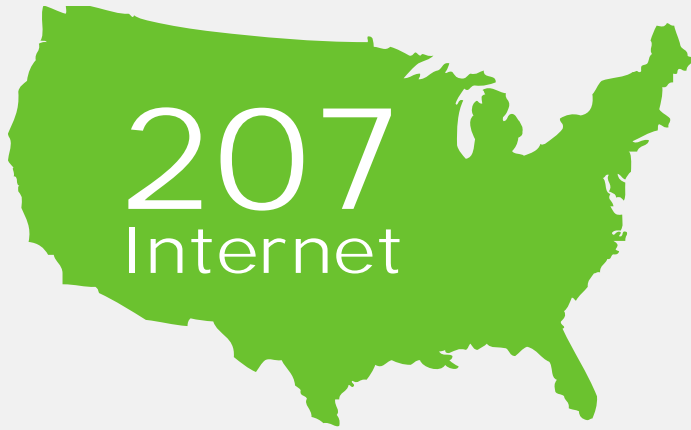


VIRAL NATURE



LOW COST

WHO IS USING SOCIAL MEDIA?





WHO MAKES UP YOUR DEMOGRAPHIC?



Plymouth Twp, MI

9% Age 20-29

26% Age 30-49

24% Age 50-64

16% Age 65+

Social Media Audit

- Platforms
- Responsibility
- Passwords
- Branding
- SOP
- Post Frequency
- Engagement Activities
- Followers
- Past Success/Failure



WHERE DO YOU WANT TO GO?

Set Objectives



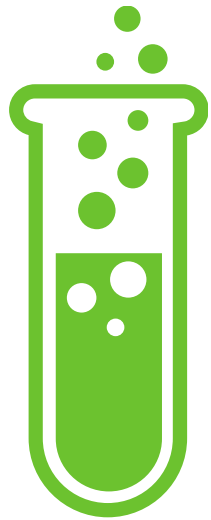
POSTS THAT GET ATTENTION



HOW ARE YOU GETTING THERE?

Editorial Calendar





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*Social Media
Detail*



CREATIVE LAB | Social Media Detail



Category	Information
Date	
Time	
Platform	
Post/Tweet Text	
Link	
Linking to	
Campaign	
Target Audience	
Image Attached	
Character Count	



 QUESTION &
ANSWER

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 RRS (Resource Recycling Systems)

 @recycle_com

 Resource Recycling Systems