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LARAC

**HAMPTON**

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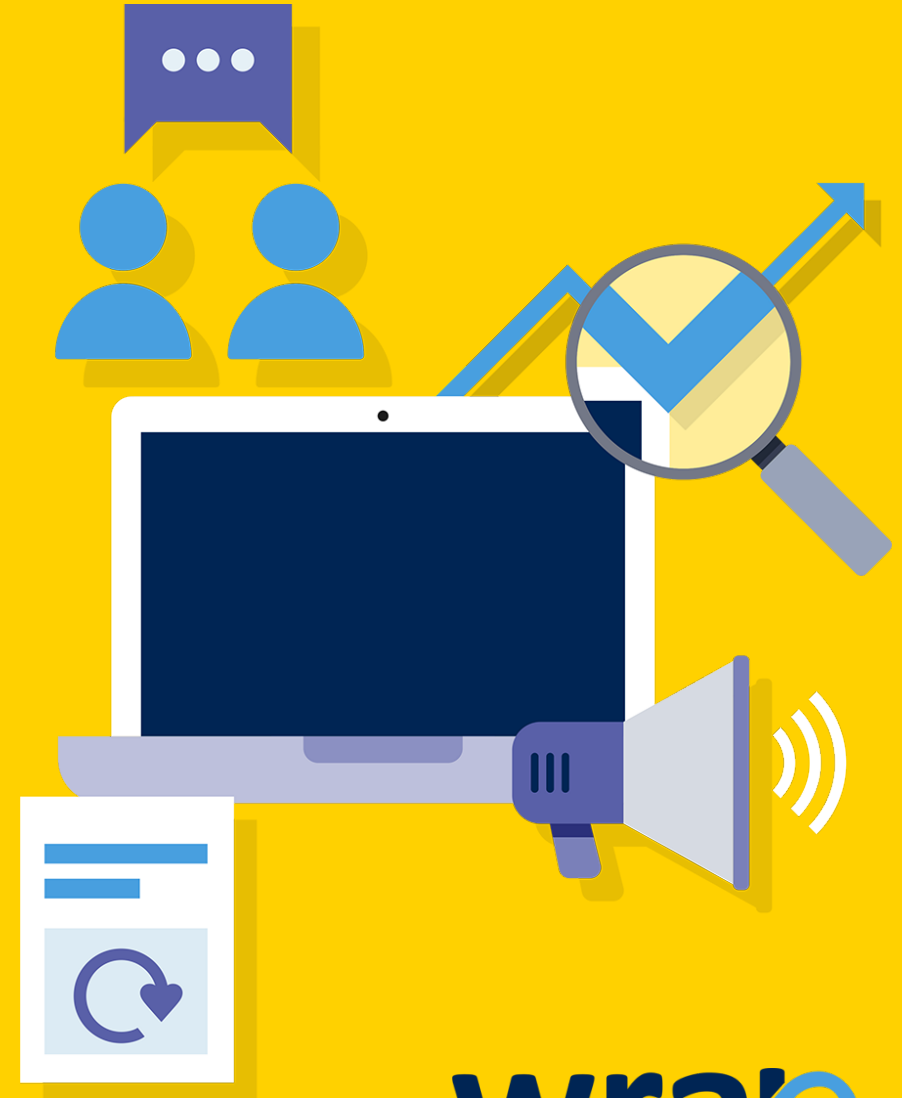
# Maximising engagement with residents through your website and social media

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**wrap**

# INTRODUCTION

## OUR VISION

WRAP's vision is a world in which resources are used sustainably.

## OUR MISSION

Our mission is to accelerate the move to a sustainable resource-efficient economy through:

- **Re-inventing** how we design, produce and sell products

- **Rethinking** how we use and consumer products

- **Re-defining** what is possible through re-use and recycling

# AGENDA

| |
|---|
| **Strategic Overview** |
| **The Evidence** |
| **Websites – top tips** |
| **Social Media – top tips** |
| **WRAP Support** |

# Power of digital communications

- In 2020, there were almost **2,700** households in the UK with at least one computing device.

- The UK has one of the highest internet penetration rates in the world. Almost the entire nation has access to the internet with an **estimated 62.87 million monthly users in 2021.**

- Estimated **53.58 million smartphone users** in the UK. 99% of those aged 16 to 34 and 96 percent of individuals between 35 and 54 years of age own a device.

- **51%** of WRAP's annual Recycling Tracker respondents claim to search for information about waste and recycling online or by telephone.

**WRAP |** Maximising engagement with residents through your website and social media

# WRAP SEGMENTATION

1 **What's in it for me?**

2 **Nice & Neighbourly**

3 **Conscientious Community**

4 **Rule Abiders**

5 **Global Ideas**

6 **Indifferent**

### 1 — MEDIA ENGAGEMENT

| | Morning | Afternoon | Early Evening | Late Evening | Weekend |
|---|---|---|---|---|---|
| Watching live TV | 39% | 27% | 29% | 23% | 34% |
| Watching TV On Demand | 34% | 17% | 21% | 18% | 21% |
| Listening to commercial radio | 37% | 17% | 9% | 4% | 10% |
| Listening to music | 36% | 27% | 10% | 9% | 13% |
| Surfing the web | 50% | 46% | 39% | 28% | 31% |
| Using social media | 38% | 28% | 24% | 19% | 23% |

### 2 — MEDIA ENGAGEMENT

| | Morning | Afternoon | Early Evening | Late Evening | Weekend |
|---|---|---|---|---|---|
| Watching live TV | 33% | 25% | 61% | 43% | 54% |
| Watching TV On Demand | 6% | 11% | 29% | 31% | 28% |
| Listening to commercial radio | 32% | 14% | 11% | 6% | 16% |
| Listening to music | 27% | 24% | 20% | 14% | 24% |
| Surfing the web | 63% | 58% | 65% | 40% | 55% |
| Using social media | 36% | 33% | 41% | 29% | 34% |

### 3 — MEDIA ENGAGEMENT

| | Morning | Afternoon | Early Evening | Late Evening | Weekend |
|---|---|---|---|---|---|
| Watching live TV | 29% | 26% | 62% | 47% | 51% |
| Watching TV On Demand | 8% | 12% | 31% | 28% | 26% |
| Listening to commercial radio | 42% | 16% | 9% | 5% | 14% |
| Listening to music | 38% | 25% | 19% | 16% | 28% |
| Surfing the web | 59% | 54% | 63% | 48% | 51% |
| Using social media | 42% | 35% | 45% | 37% | 40% |

### 4 — MEDIA ENGAGEMENT

| | Morning | Afternoon | Early Evening | Late Evening | Weekend |
|---|---|---|---|---|---|
| Watching live TV | 41% | 37% | 62% | 50% | 59% |
| Watching TV On Demand | 8% | 15% | 25% | 28% | 25% |
| Listening to commercial radio | 33% | 16% | 8% | 4% | 15% |
| Listening to music | 36% | 25% | 18% | 19% | 28% |
| Surfing the web | 66% | 66% | 59% | 46% | 55% |
| Using social media | 44% | 44% | 38% | 30% | 36% |

### 5 — MEDIA ENGAGEMENT

| | Morning | Afternoon | Early Evening | Late Evening | Weekend |
|---|---|---|---|---|---|
| Watching live TV | 30% | 28% | 57% | 43% | 51% |
| Watching TV On Demand | 10% | 15% | 39% | 43% | 33% |
| Listening to commercial radio | 38% | 16% | 8% | 7% | 17% |
| Listening to music | 42% | 33% | 23% | 18% | 30% |
| Surfing the web | 71% | 61% | 63% | 55% | 54% |
| Using social media | 39% | 38% | 44% | 40% | 39% |

### 6 — MEDIA ENGAGEMENT

| | Morning | Afternoon | Early Evening | Late Evening | Weekend |
|---|---|---|---|---|---|
| Watching live TV | 40% | 25% | 35% | 28% | 35% |
| Watching TV On Demand | 25% | 18% | 21% | 22% | 17% |
| Listening to commercial radio | 37% | 15% | 8% | 6% | 9% |
| Listening to music | 32% | 26% | 14% | 8% | 16% |
| Surfing the web | 45% | 48% | 38% | 32% | 32% |
| Using social media | 37% | 32% | 32% | 29% | 24% |

# ANNUAL RECYCLING TRACKER

## Q. What information were you searching for?

| Category | Percentage |
|---|---|
| Collection day / timetable | 49% |
| What can and can't be recycled / what goes in which bag/box/bin | 43% |
| How to get a new/replacement bin/box/bag | 23% |
| How to report a missed collection or make a complaint | 21% |
| How to dispose of larger items, furniture, or electrical goods | 18% |
| Household recycling centres (the tip) | 16% |
| Garden waste collections/disposal | 13% |
| Food waste collections / recycling | 10% |
| How to dispose of clothing/textiles | 10% |
| Concerned about the environment | 7% |
| I wanted to know more about recycling (e.g. benefits, what happens to materials) | 6% |
| Something else | 1% |

# ANNUAL RECYCLING TRACKER

## Q. Where did you search for this information?

| | |
|---|---|
| Local council website | 68% |
| Labels on recycling bags / boxes / bins | 15% |
| On product packaging | 15% |
| Recycleforlondon.com (531) | 13% |
| Social networks online e.g. blogs, Facebook, Twitter | 12% |
| Recycleforwales.com (376) | 11% |
| Talked to friends / family / neighbours | 10% |
| Telephone council | 10% |
| At a local supermarket | 8% |
| Local newspaper articles | 7% |
| Recyclenow.com | 7% |
| Recycleforscotland.com (115) | 7% |
| Other internet sites | 3% |
| Somewhere else | 1% |

# Barriers to improving digital communications

- Content management platforms

- Corporate communications

- Budget

- Resource

- Multiple services

- Time consuming

- Design limitations

# Social Media vs Websites

| Social Media | Websites |
|---|---|
| Live information | Scheme detail |
| Two-way conversations | Find your collection day |
| Resident to resident engagement | More in-depth information |
| Calls to action | Bookable services |
| Seasonal activities/events | Trusted source of information |

# Evaluating digital communications

- Analytics

- Reach vs engagement

- Impressions

- Costs per engagement

- User journey testing

**WEBSITES**

# BREAKOUT

# SESSION 1

# What do you think are the key considerations when developing web pages and writing content?

# NAVIGATION

- Hierarchy

- Number of tasks/options

- User journey (number of clicks)

- Avoid duplication

- Satellite webpages

- Visibility on search engines

**Bins and recycling**

Bins and recycling collection dates

Order new bins, boxes and lids

Missed bin or recycling collection

Bulky household item collection

What goes in your bins and boxes

Tips and recycling centres

Green garden waste and composting

Clinical hous (sharps)

Coronavirus

Recycling in recycling cer

Clean Street

Non-comme household w

Guide to ou online accou

**INFORMATION ON RUBBISH AND RECYCLING**

Additional household waste bin

Assisted waste collections

Bin collections

Bulky waste collections

Garden waste collections

Household Waste Recycling Centres

How to dispose of hazardous waste

Missed bin collection

New or replacement wheeled bins

Order a compost bin

Organise a community litter pick

Report a problem with your garden waste subscription

Report an overflowing litter or dog waste bin

Request a new or replacement litter or dog waste bin

Rotherham Garden Waste Service: terms and conditions

What goes in each bin
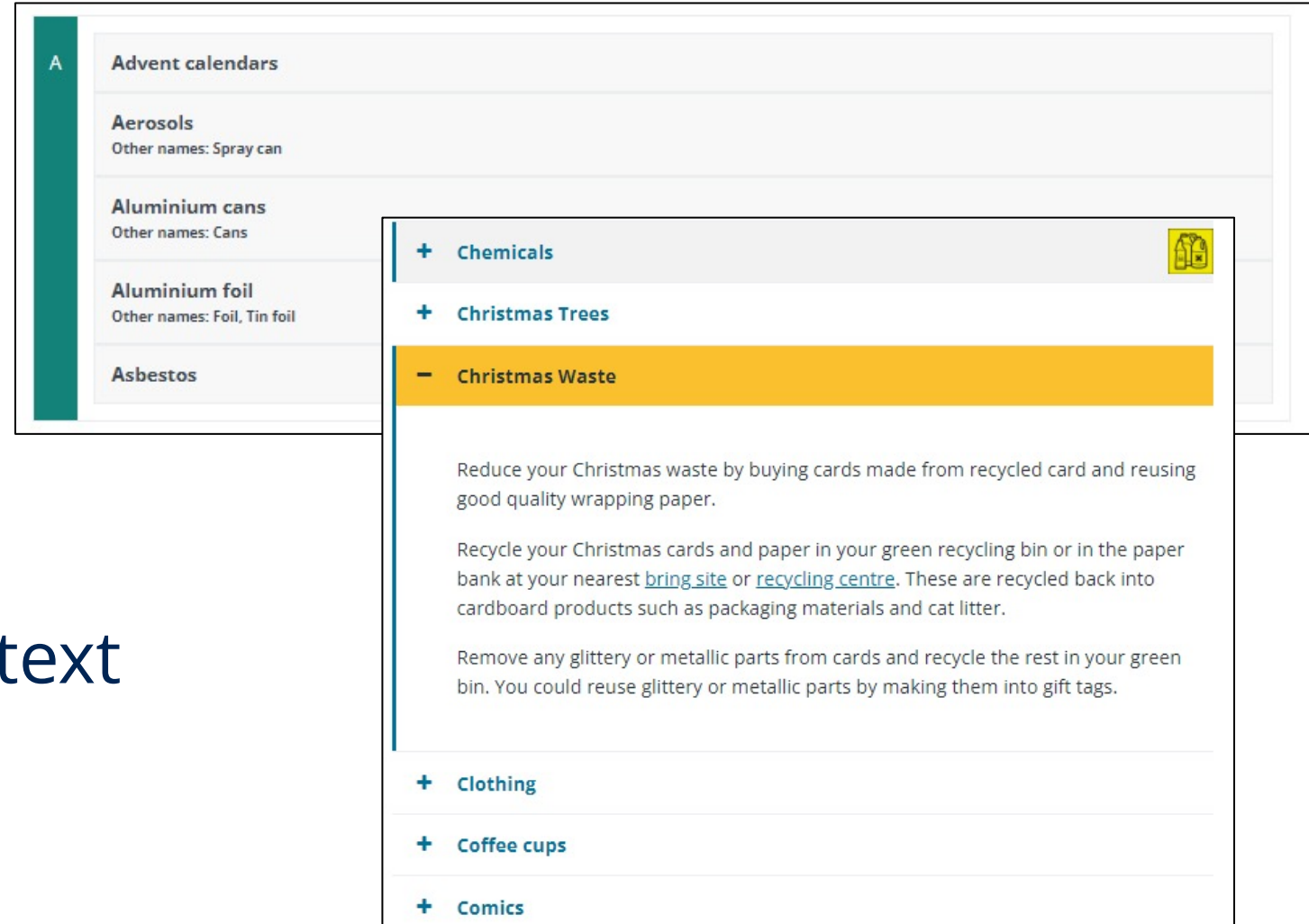
Your responsibilities for household waste

# ICONOGRAPHY

- Consistency

- Accessibility

- Colour schemes

- Social norming
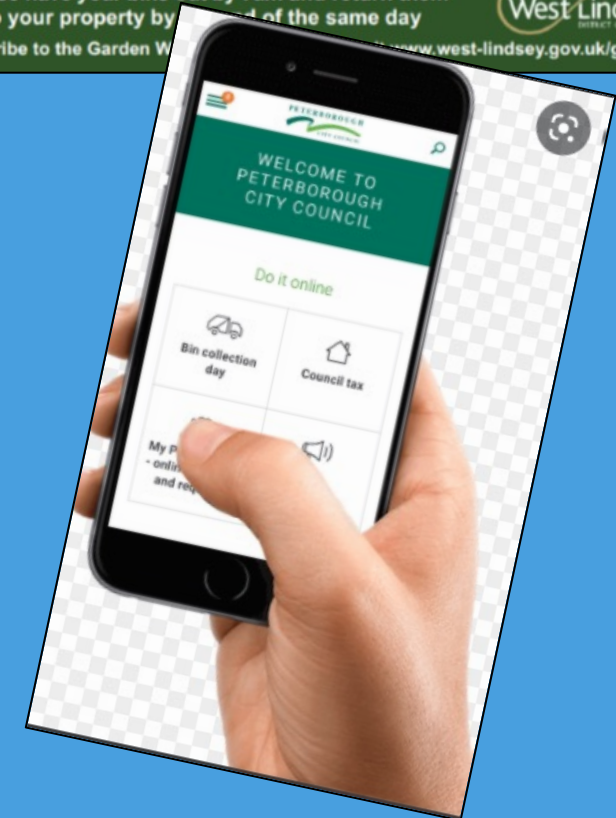
- Standardisation?

# MESSAGING & TERMINOLOGY

- Avoid jargon

- Plain English

- Consistency

- Balance of images and text

- A-Z

# QUALITY OF INFORMATION

- Downloadable information

- Campaign visibility

- Calls to action

- Mobile optimisation

- Base level of knowledge

SOCIAL MEDIA

How many meters of content does the average person scroll every day?

91 metres. That's the height of Big Ben.

Source: Facebook

# Best Practice – Top 5 tips

1. **Posting strategy –**
   **Pre-plan and schedule your posts**

2. **Understand the algorithm**

3. **Boost posts**

4. **Invest in your existing audience**

# TARGET AUDIENCE AND ACCESSIBILITY

**51%** of the UK population is **female**

**49%** of the UK population is **male**

**1/5** People have a disability, that's around **12 million people**

**15%** of adults have an impairment, that's around **9.5 million people**

**17%** of adults are born with their impairment, that's around **1.6 million people**

**1/7** are deaf or have a hearing impairment, that's around 9 million people

**1/30** are blind or have a visual impairment, that's around **2 million people**

**2%** have a learning disability, that's around **1.3 million people**

**1/4** people will experience mental health each year, that's around **15.9 million people**

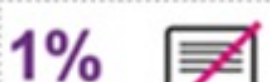**8%** have English as an additional language, that's about **5 million people**

Top 5 languages

English, Welsh, Polish, Punjabi, Urdu

**9** The average reading age

**15%** have dyslexia

**16%** are functionally illiterate & would not pass GCSE English

**1%** of adults are completely illiterate

**19%** of people in Wales speak Welsh, almost **1 in 5 people**

**60%** are Christian

**25%** have no religious belief

**4.8%** are Muslim

**47%** are married or in civil partnerships

**6%** are gay, lesbian or bisexual

**12%** are older workers (above state pension age)

**87%** are white

**3%** are Black / Black British

**2%** are British mixed race

**7%** are Asian/ British Asian

# Making your social media accessible

5. Make your social media content accessible

- CamelCase

- Alt Text and Image descriptions

- Emojis

- Subtitles/Captions

- Plain English

- Use only one link per post

- Use enabling and gender neutral language > avoid ableist language

# BREAKOUT

# SESSION 2

# BREAKOUT SESSION 2

**Prepare a caption and hashtag for Nowhere City Council's social media posts**

**Things to consider:**

- **Post length**

- **Engagement opportunity**

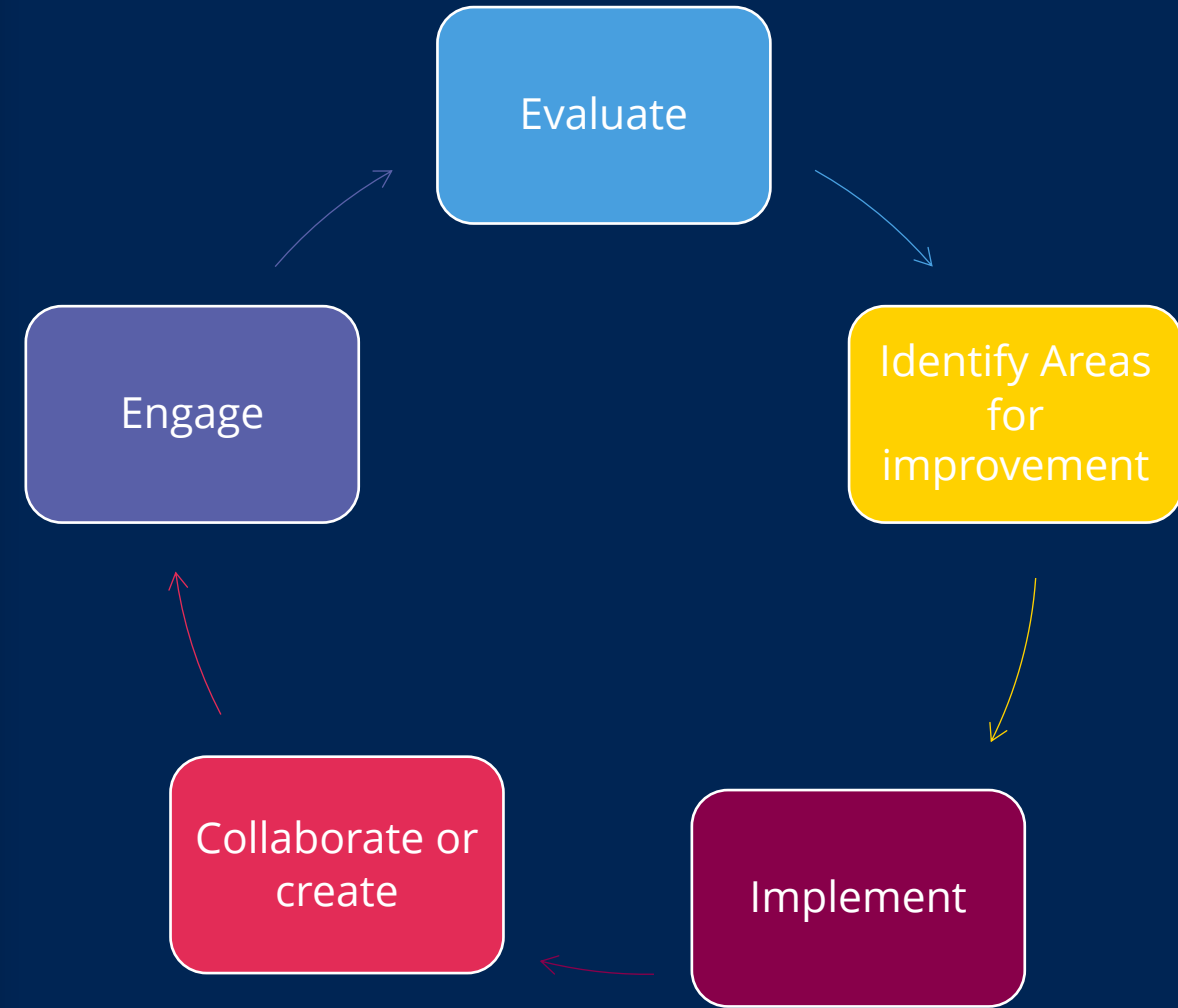- **Call to action**
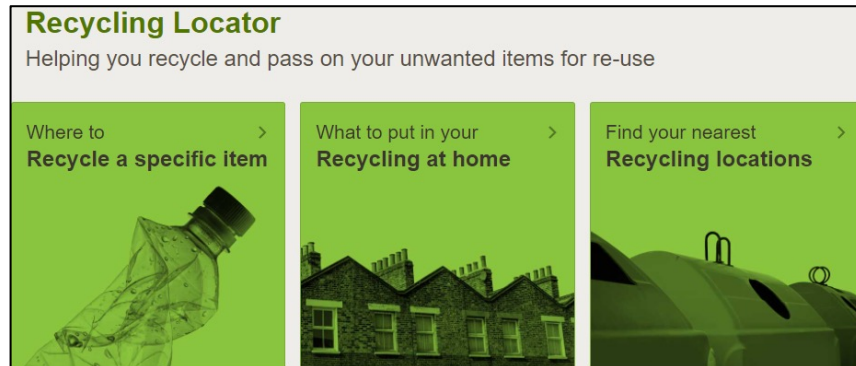
- **#hashtags**

**a)**



**b)**

# ACTION PLAN FOR IMPROVEMENT

- Measure, target, Act

- Small adjustments

- Simplification

- Think like a resident
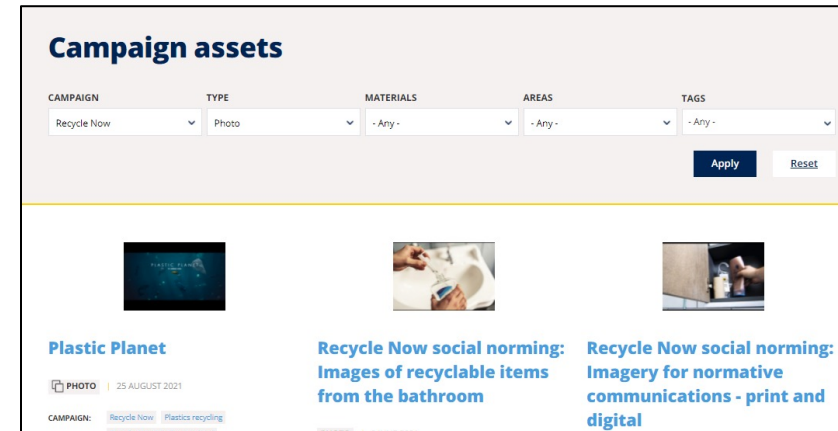
- Share best practice

- Use freely available resources

Evaluate

Identify Areas for improvement

Engage

Implement

Collaborate or create

# WRAP SUPPORT

## Recycling Locator



https://www.recyclenow.com/about-the-recycling-locator

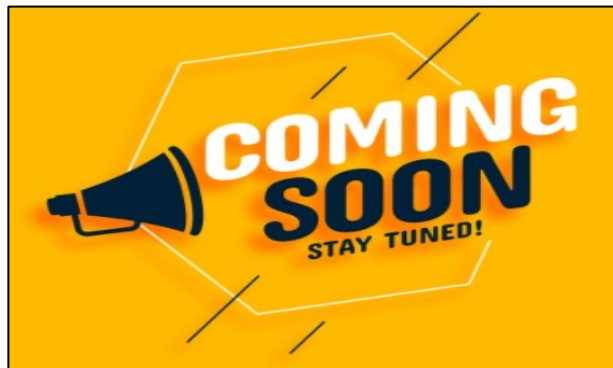## Resource Library



https://wrap.org.uk/resources/campaign-assets

## Good Practice Website Guide & Evaluation Tool



## Campaigns

# FREELY AVAILABLE TECHNICAL GUIDANCE

A wealth of resources  and guidance accessible  on our website.

https://wrap.org.uk/sectors/local-authorities

# 1:1 SUPPORT

la.support@wrap.org.uk

# QUESTIONS &

# ANSWERS

# FINAL FEEDBACK

**Tweet WRAP with a pledge as to how you will improve your digital communications using:**

# #WrapWorkshopsAreEpic