

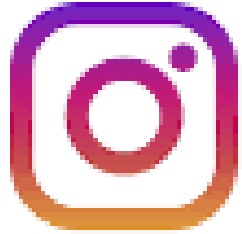


Exploring Diverse Communication Methods

Cedar Walters

Public Information and Education Officer

Otter Tail County Solid Waste



- ✓ Traditional Print, Radio, press releases
- ✓ Mailings
- ✓ Community Partnerships

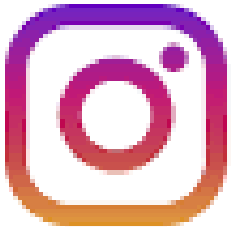
A	B
Week of:	General Post
/2021	New Years Resolutions
1/2021	Sharps - specifically lancets
8/2021	Behind the Scenes video
5/2021	HHW Business Bulbs
/2021	Waste Wizard
/2021	Wishcycling: Photos and valentines cards
5/2021	Waste Free Degree Promo
2/2021	Recycling Right
/2021	Compost Bin sale
/2021	
5/2021	Wishcycling – Plastic bags
2/2021	Recycled materials focus – Metal and glass
9/2021	Transfer Stations - Summer Hours
/2021	Recycled materials focus – Plastic
2/2021	Recycled materials focus – Paper and Cardboard
9/2021	Event Recycling

Make a Year-Round Topic List

Take one hour to brainstorm a list without any pressure. It will save you lots of time later!

- › Seasonal topics?
- › What are routine reminders for residents?
- › Events?
- › Facility updates?
- › Common questions?
- › Get it all in one place!
- › Spread the same message across multiple platforms at the same time, depending on the topic.

Social Media – The Big Three



- › Facebook is most used among all age groups.
- › Twitter is second, skews older.
- › Instagram skews younger, better for pretty pictures, sensational topics.
- › Consistent use and brief, relevant content will increase your following.
- › Make your content in a calendar – google, outlook, etc.
 - Draft your text. Several sentences is plenty. Include a link when possible.
 - Attach an image. Resize for all platforms if you want to get fancy.
- › Doing all three is not a lot more work than doing one.
- › YOU ARE NOT YOUR AUDIENCE. Get familiar with what others do with the platform.



Other Options



MAILCHIMP

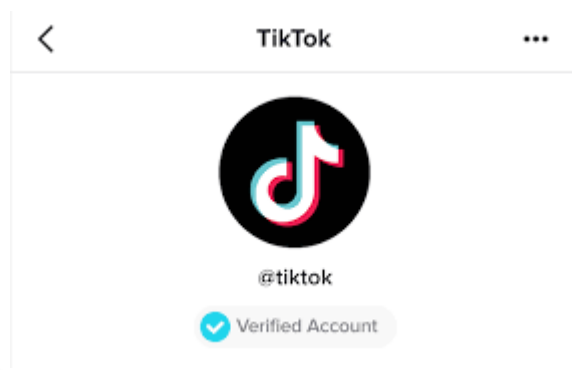
- › I do a quarterly e-newsletter that includes big updates and seasonal topics.
- › More time intensive, need to build up an audience.
- › Lower open rate – maybe 35-55%.

QR CODES

- › Use on printed materials such as posters and flyers and decals.
- › Becoming more mainstream, but many people still don't know how to use them.
- › Possible test on drop-off recycling sites.

TIKTOK

Outagamie County, WI – must watch!



Text Based Marketing (SMS)

- › HIGH open rate, compared to other forms of communication. 90% open/read rate
- › Low cost: \$20 = 500 message credits/month
- › EASY. But depends on the platform, TXT180 has been intuitive.
- › Need people to opt in, or already have contact info in hand.
- › **Best with a specific group of people for a specific purpose.**

Let's try it! Text RECYCLE-SWAA to 77948



HHW Collections

How people heard about HHW mobile collections was fairly evenly split between paid advertising, social media, and web content.

- › Facebook
- › Radio
- › Print Ads
- › Web page

Key point → there is no one-size fits all communication method.



Communications for an Expanding Program

MPCA Grant for expanding a regional Film Plastic Recycling Program

For the general public:

- › FB, TW, IG
- › Press Release, website news release
- › Mailchimp newsletter item
- › Radio ads

Targeted info for program participants:

- › Letters
- › TXT180 for collection alerts.





Parting thoughts:

- › Keep it light.
- › Use a calendar.
- › Feature staff if possible.
- › Don't put all your eggs in one basket: not everyone will get your message in the same way.



Thank you!

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