

SOCIAL MEDIA TIPS:

CREATE COMPELLING CONTENT

Your followers will continue to view and engage with your posts if you are sharing a variety of content they're interested in. Think of what you would like to see on social channels when posting or creating content.

- Share photos and videos:** Take photos and video throughout the school year to showcase your efforts on your social channels. Visuals are fun and engaging, and can easily be shared by other social media users! The best photos are clear, bright and not cluttered. Videos perform best when they are short and engaging.
- Captions are key:** Short captions on photos, or including quotes directly from students will be eye catching and memorable.
- Re-share content:** Share interesting, relevant and valuable articles or posts by retweeting, or reposting content from other accounts on your social media pages.

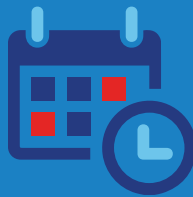
ENGAGE WITH YOUR AUDIENCE



Top three engaging post types: How to's, lists and questions are the most engaging types of posts. **How to's** help teach your followers something new, **lists** are an easy way to take in content and **questions** help pique your followers' curiosity and elicit engagement.



Include powerful call-to-actions: Share call-to-actions with your followers to encourage them to complete an action. CTA's should be simple, obvious and straightforward. Sample CTA's include asking your followers to re-share content, like a post or comment.



Post frequently and at peak times: Tuesdays and Fridays are generally great for engagement on Facebook, but any day during the week around lunch time and when people are commuting to work or school (morning and afternoon) are ideal for all platforms!

INCREASE VIEWS

- Tagging is caring:** Follow PepsiCo Recycling's social channels and make sure to tag the account in your social media posts about Recycle Rally! That way, PepsiCo Recycling can like, follow and re-post your posts.
 - Twitter:** @PepsiRecycling
 - Facebook:** facebook.com/PepsiCoRecycling
 - Instagram:** @PepsiRecycling
 - Hashtags:** If your school uses a hashtag, be sure to use it in every post, whether you're posting to Instagram, Facebook or Twitter. When posting about your school's Recycle Rally journey, use the program hashtag, #RecycleRally, too!
- Follow relevant accounts:** Like/follow and interact with social media accounts from local businesses, PepsiCo Recycling, other schools participating in the rally, etc. This will generate more exposure for your social channels and build your following to reach more people.
- Encourage re-shares:** Encourage your followers to share your content to help spread the word about Recycle Rally to their audiences.
- Post frequently:** Post to your social channels frequently to continuously reach and engage your followers.

SOCIAL MEDIA POST COPY: SEE RELATED POWERPOINT FILE FOR TEMPLATE



COPY OPTION 1:

We recycle, because it's an easy, fun way to help improve our environment!
Tell us why you love to recycle!



COPY OPTION 2:

Help our school go green. Post a photo or video showing us how you get your recycling on.

Before posting anything on your school's social media page(s), verify your content meets your school's guidelines and policies.

All photos and videos with students should include a signed image release waiver before posting. Please email support@pepsicorecycling.com if you have questions about waivers.