COMMUNICATION PLAN
REGIONAL LEAD
Earned
• Media Kit
Owned
• Time To Recycle website
Paid
• Placement Recommendations (Social, Digital, Print)

MESSAGING

LOCAL AMPLIFICATION OPPORTUNITIES
ONLINE TOOLKIT What will be available

AMPLIFICATION KIT How communities amplify

RECOMMENDATIONS FOR PHASES 2, 3
WHAT TO EXPECT TODAY

• Forum for feedback
  • Implementation
  • Amplification

• Timeline
  • Now – Aug 31

Approach
NCTCOG Leads Regional Messaging
Local Programs Amplify and Then Lead Locally

Message
Know What To Throw- Only some items belong in recycling
Sample Designs

Feedback
Comments, Requests, Workshop Agenda
Email ESchussler@RecyclingPartnership.org by 4/11

Timeline
Final edits to assets and plans now until May 6
Workshop plans finalized by May 13
Workshop for implementers May 20
Let’s Go!

THE STRATEGY
The Challenge
Too many residents are putting garbage and unaccepted materials in the recycling system, creating unnecessary costs and safety issues.

The Solution
Start with focused regional messaging to raise awareness, knowledge and relevance of top contaminants. (Targeting wishcycling and dirty)

The Strategy
Region-level communications plan (paid social, digital, print; promoting quiz, news, ads) (Phase 1, May- Aug 2019)
Plus an online toolkit for coordinating local-level messaging for amplification across NCTCOG (Phase 2, Aug 2019 – July 2020).
## The Strategy

### Phase 1

**Region-level communications plan (paid social, digital, print; promoting quiz, news, ads)**
*(Phase 1, May- Aug 2019)*

| who do we most need to reach with this approach? | Wishcyclers- those who are very interested in doing the right thing for the environment and resource conservation |
| How can we reach them in this project phase? | NCTCOG Owned, Earned, Paid- (Time To Recycle accounts)- Website, Social, Digital and Print Ads, Earned Editorial |
| What is the call to action? | Take the Recycling Quiz, Follow TimetoRecycle |
| How will we know it worked? | Quiz Metrics and Data, Social Metrics, Digital Metrics |
| What else do we need to do now? | Generate Earned Media; Evaluate and Verify MMP Data |
**The Strategy**

### Phase 1  
**Local-level amplification** across NCTCOG (June 2019 – July 2020).

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
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<td>Who do we most need to reach with this approach?</td>
<td>Wishcyclers- those who are very interested in doing the right thing for the environment and resource conservation</td>
</tr>
<tr>
<td>How can we reach them in this project phase?</td>
<td><strong>Local Owned, Earned, Paid</strong> - news, social, websites</td>
</tr>
<tr>
<td>What is the call to action?</td>
<td>Take the Recycling Quiz, Follow local program</td>
</tr>
<tr>
<td>How will we know it worked?</td>
<td>Quiz Metrics and Data, Social Metrics, Digital Metrics, Contamination Data</td>
</tr>
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<td>What else do we need to do now?</td>
<td>Generate Earned Media; Track MMP Data</td>
</tr>
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</table>
Without means to launch a broad advertising splash, we suggest the NCTCOG leads the regional messaging and communities amplify:

REGION – paid, earned, owned

• PAID Social Media, Digital, Print ads to promote the online quiz and focus on top contaminants
• EARNED Regional News about the campaign
• OWNED TimeToRecycle.com

LOCAL PROGRAMS – paid, earned, owned

• PAID Print ads, mailers, etc to promote the online quiz and focus on top contaminants
• EARNED Local editorial about how to recycle
• OWNED Websites, social media, email, events
<table>
<thead>
<tr>
<th></th>
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**NCTCOG REGIONAL**

- **REGional Readiness, Ad Buying**
  - **PAID:** Social, Digital, Print, Theaters
  - **EARNED MEDIA:** Regional Story: Collaboration, Opportunity, Top Contaminants; Ambassadors
  - **OWNED:** Website (Quiz), Social Accounts

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**LOCAL**

- **LOCAL Readiness, Ad Buying, Ambassadors**
  - **PAID:** Digital, Print
  - **EARNED MEDIA:** Local Story: Top Contaminants, Special Collection, Drop-off; Ambassadors
  - **OWNED:** Website (Quiz), Social Accounts, NextDoor, Newsletters, Events

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**RECYCLING PARTNERSHIP**

- **PREP and LAUNCH**
  - **JUNE**
  - **JULY**
  - **AUG**
  - **SEP**

- **MONTHLY**
  - FOR **PAID:** Art Files, Social Posts
  - FOR **EARNED MEDIA:** Media Kit
  - FOR **OWNED:** Website (Quiz)
  - Amplification Kit

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**METRICS/DATA**
CONCEPT to DRIVE KNOWLEDGE

KNOW WHAT TO THROW

KNOW BETTER. THROW BETTER.

All based on Recycling Partnership research of resident sentiment and knowledge as well as SEO and social performance research.

CLEAR CALL to ACTION

EMOTIVE and PERSONABLE

DO YOU KNOW WHAT TO THROW?

#KnowWhatToThrow

SPECIFIC PROMPTS, REMINDERS

NO BAGS IN RECYCLING
RETURN THEM TO RETAIL
TEST YOUR RECYCLING IQ

Plusses of a quiz as the call to action:
- Educates and delivers metrics, insights
- Highly accessible and sharable
- Easy to edit
- Grow email database
- Create group challenge
Sample Questions:

TRUE OR FALSE?
Old garden hoses and electric cords are recyclable in your cart.

TRUE
FALSE

TRUE OR FALSE?
Batteries and electronics with batteries go in your recycling cart.

TRUE
FALSE
DATA MAPPING

PLATFORMS SHARING QUIZ
- Google Display ads
- Regional media
- Time to Recycle - Facebook
- Local Facebook
- Events
- Earned Media

TAKE THE RECYCLING QUIZ
Quiz embedded on TimetoRecycle.com

OUTCOMES
- Google data
- Quiz data
- Web traffic
- Social Engagement
- Referring links
1. SOCIAL POSTS: Ads to Promote Quiz

10 Things everyone should know about recycling. Test your knowledge...

82% of people want to do it correctly, and x% say that won’t date someone unless they do it. Take the quiz!

Hey North Central Texas! Do you know what everyday items are recyclable? See what's recyclable with this quiz!
2. SOCIAL POSTS: Videos/PSAs

Four 15 sec videos
1. General Recycling
2. NO Plastic Bags or Wrap
3. NO Batteries
4. NO Food
5. NO Tanglers, Trash, Donate
3. SOCIAL POSTS: Ads to Promote Blogs

6 BLOG TOPICS
(Based on what is being search and SEO insights)

1. How Recycling Works
2. Plastic Bags
3. Hoses & Cords
4. Styrofoam
5. Impact of Recycling
6. Batteries
PRINT and DIGITAL ADS, EARNED COVERAGE

OTHER PAID ADS
(Based on local success and budget)
1. Publication Ads Print
2. Publication Ads Digital
3. Theater Ads

PLUS EARNED MEDIA
Telling the regional story of cleaner recycling and top contaminants.
RECOMMENDED BUDGET

40% regional social/digital
35% theater ads
25% regional print material

PAID REGIONAL PROMOTION:
• Paid social media on Facebook, Instagram through TimeToRecycle accounts #KnowWhatToThrow
• Traditional print advertising, digital ads, PSA

COMMUNITY PROMOTION and AMPLIFICATION:
• Shared social media on Facebook, Instagram, NextDoor (promote hashtag, quiz)
• Earned Media
• Customizable assets: mailers/handout, cart tags, bill inserts
• Download able assets: print/digital ads, event activity, editorial blocks
### REGIONAL SPEND May-Aug 2019

**PATH** - 40% regional social/digital, 35% theater, and 25% regional print material

<table>
<thead>
<tr>
<th>Time to Recycle</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUG</th>
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<tbody>
<tr>
<td>Paid SocMed - Facebook, Instagram</td>
<td>$3,000</td>
<td>$10,000</td>
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<td>Print Ads – Star-Telegram</td>
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<td>Print Ads – Star Weekly</td>
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<td>Print Ads – Dall Morning Al Dia</td>
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<td>Print Ads - Community Impact</td>
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<td><strong>TOTAL</strong></td>
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<td>$63,175</td>
<td>$63,175</td>
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**Regional Readiness, Ad Buying**

- **PAID**: Social, Digital, Print, Theaters
- **Earned Media**: Regional Story: Collaboration, Opportunity, Top Contaminants; Ambassadors
- **Owned**: Website (Quiz), Social Accounts

### LOCAL

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**Local Readiness, Ad Buying, Ambassadors**

- **PAID**: Digital, Print
- **Earned Media**: Local Story: Top Contaminants, Special Collection, Drop-off; Ambassadors
- **Owned**: Website (Quiz), Social Accounts, NextDoor, Newsletters, Events

### RECYCLING PARTNERSHIP

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**For Paid**: Art Files, Social Posts
**For Earned Media**: Media Kit
**For Owned**: Website (Quiz)

Amplification Kit

Monthly Check-ins
Blend of Social Media - Ads

Breakdown of $35k for paid social

$13k
Promote Quiz

$11.5k
Videos

$5k
Boosted Posts

$3k
Page Likes
Estimated Projections from Paid Posts

~10k quiz takers
~$.02 impression, 1% click through rate

575k - 1.1M Video Views
~$.01-.02 per view

125k impressions

3-6k page followers
~$.50-1.00 per follower
Let’s Go!

LOCAL AMPLIFICATION KIT
Coordinated Timeline and Internal Planning
Online Toolkit
Suggestions for Local Implementation
DRAFT of ONLINE TOOLKIT

The Partnership will house and maintain all assets and plans on the NCTCOG project webpage, providing an easy online portal.

1. Campaign Overview: Reducing Contamination
2. Statewide Communications Plan
   - Schedule
   - Strategy Documents
3. Resources
   - Shareable Social Graphics / Videos
   - Editorial Building Blocks
   - Customizable Templates
   - Links to External Resources
4. FAQs
Draft Sign Builder Templates
Easy to Customize Builder Templates
Recycling Quiz

Recycling IQ data

Social Videos and Graphics

- No Bags, No Wrap
- No Tanglers
- No Food
- No Shredded Paper
- No Lithium Batteries
DO YOU KNOW WHAT TO THROW?

For recycling to thrive, we need to recycle the YES things and keep the NO things out.

DID YOU KNOW?

**YES! ALWAYS RECYCLE**
- BOTTLES, CANS
  - EMPTY, CLEAN
- BOXES
  - FLAT, DRY
- PAPER
  - DRY

**LEAVE THESE OUT OF RECYCLING!**
- NO BAGS
  - RETURN TO RETAIL
- NO BATTERIES
  - RETURN TO RETAIL
- NO TANGLE
  - DONATE or TRASH

For full list of what to recycle, visit www.sample.url

TEST YOUR RECYCLING IQ

TimeToRecycle.com

Funded through a grant from NCTCOG and the TCEQ
Interactive Activity
Let’s Go!

THE MAY 20 WORKSHOP

WHO IS ATTENDING?
WHAT IS MOST HELPFUL?
ONGOING RESOURCES?
Let’s Go!

THE MAY 20 WORKSHOP

The Plan and How to Amplify
How to Use Templates and Online Toolkit
Getting More: Your Website, Social, Metrics
Let’s Go!

Phases 2 and 3
Phase 2
Update info on Community Websites
Training to Equip Community Social Media
  Prep, Hacks, Metrics
Evaluate Quiz Results to Inform Messaging
Launch Collaborative Editorial Calendar
Training, Tailoring for Trackable Cart Tagging and Case Studies
Funding for Measurement and Continued Messaging to Reduce Contamination
Plan for Convenient Drop-off, Special Collection

Phase 3
Comparative Audits
Focus Group to Identify Resident Barriers
Collaborative Campaign v2 accounting for new information
Identify Regional Recycling Standards and Contracting Strategies
Multifamily Resources
Multicultural Resources