



Summer Ambassador Tour

BC
recycles



The 2015 BC Recycles Summer Ambassador Tour Report
Prepared by: Ishra Sharif and Neil McPhedran

Introduction

After more than 10 years running as the BC Used Oil (BCUOMA) Summer Ambassador Tour, 2015 marked the largest tour to date including participation and support from eight additional provincial product stewardships. In addition to BCUOMA, the partners included: Tire Stewardship BC (TSBC), Product Care Association (PCA, Regeneration), Electronic Products Recycling Association (EPRA), EletroRecycle (CESA), Health Products Stewardship Association (HPSA), Encorp Pacific Canada (Return-It Beverages, Return-It Electronics), Call2Recycle (C2R) and the Canadian Battery Association (CBA). Coming together under a unified banner with the goal of increasing overall recycling awareness and collection rates of all recyclables, the tour evolved and is now positioned as the BC Recycles Summer Ambassador Tour.



In May 2015 we embarked on the 11th annual tour, spreading the recycling message to over 130 communities throughout British Columbia. The key public awareness and education program now expanded to cover recycling used oil, tires, beverage containers, electronics, batteries, medications, light bulbs, small appliances, and more. The Ambassadors teams, two pairs of co-op students from Simon Fraser University, visited over 1500 recycling collection facilities comprised of retailers and recycling businesses gathering valuable feedback on stewardship recycling programs through the key B2B component of the tour. The other core B2C component focused on direct engagement by attending over 25 notable community events promoting responsible recycling practices and the tools (i.e. Recyclepedia App, bcrecycles.ca and the hotline) that allow British Columbians to recycle anything, anywhere.

To further amplify efforts through digital and traditional media, GREY Advertising incorporated social media storytelling allowing the Ambassadors to share meaningful experiences while on the tour in addition to contacting top media outlets in every region. GREY Advertising successfully developed a province-wide field marketing campaign to provide a platform for the Ambassador Tour program promoting both individual stewardships as well as the overarching BC Recycles objectives.

This recap report will guide you through the objectives of the program, the detailed results from each core component, details particular to your stewardship as well as suggestions and growth potential for the 2016 program.

2015 Overall Tour Objectives

B2C Objectives (BCUOMA, TSBC, PCA, HPSA, EPRA, Encorp, C2R, CBA, ElectroRecycle)

- Educate the public at community events to build responsible recycling awareness
- Promote bcrecycles.ca and the Recyclepedia App as the single province-wide search tool for recycling
- Encouraging Recyclepedia App downloads
- Promote the participating stewardship organizations and their individual mandates
- Expand into social media promoting all participating stewardships with storytelling and promoting the #BCRecycles hashtag

B2B Objectives (BCUOMA, TSBC, PCA, HPSA)

Visit retailers and return collection facilities in BC communities that participate in each of the above recycling programs to:

- Build valuable relationships by providing support as needed
- Collect critical data and key information specific to each individual recycling program
- Promote general awareness of the tour and each stewardship organization

Target Audience

- General Public – all British Columbians (including visitors to the province)

Key Message(s)

- Promote the BC Recycles tools as the single province-wide search tool for recycling information
- Promote each individual stewardships' mandate

Program Planning

- Developed logistics for each team to gain travel efficiencies in order to cover more ground. Each team was able to maximize their efforts within each region
- The following regions were covered: Metro Vancouver, Vancouver Island, Okanagan-Kootenays, Northern BC, Sunshine Coast, Whistler-Squamish and Thompson-Nicola

- GREY Advertising utilized a new system this year to allow real-time reporting
 - Real-time reporting offered stewardship the opportunity to action potential issues quickly, adding a layer of B2B relationship management
- GREY Advertising coordinated media coverage with community newspapers, local radio, and online communities in the towns/cities visited including the facilitation of interviews and photo opportunities

Marketing Materials & Engagement Tools

Attending events around the province, each team had a promotional setup including tools to create engagement and ultimately, activate conversations. The tools supported the Ambassadors in educating and answering questions around recycling used materials with people from all demographics.

- BC Recycles: branded Chevrolet Trax – wrapped in new branding (same as Handbook)
- BC Recycles: uniform polo shirts and jackets
- BC Recycles: pop-up banners, table cloth, stickers, magnets, bean bag toss
- BC Used Oil: ice scrapers, squeegees, postcards, stickers and posters (B2C distribution only)
- TSBC: tire gauges, magnets, USB cards, pamphlets
- HPSA: promo cards, brochures and info kits (B2C distribution only)
- Call2Recycle magnetic clips, pamphlets
- PCA: Regeneration and LightRecycle sunglasses, AlarmRecycle pamphlets, What the Watt info, brochures
- Encorp Pacific/EPRA: Return It Beverages brochures, Return It Electronics brochures
- CBA: brochures

The most responsive items included sunglasses, stickers, magnets, clips and informational material for easy reference at home.

2015 Tour Highlights

- Comprehensive Ambassador training prior to the tour commencing and throughout the tour
- Stronger public response to unified BC Recycles brand
- B2C – The Ambassadors attended 28 events surpassing total event reach expectations – almost 1.3 millions residents
 - Hosted first ever BC Recycles kickoff event
 - First major push to promote the Recyclepedia App and bcrecycles.ca to a larger audience
 - Attended popular community events, creating more exposure for the program
 - First ever retailer involvement with participation and support from London Drugs
- B2B – The Ambassadors visited 1541 facilities on behalf of select stewardships
 - Captured critical program information via surveys in real-time for efficient data manipulation and B2B management
- Media outreach garnered 28 hits over print, radio and online outlets resulting in over 5.6 million impressions
- Social media community management and content creation resulted in a cumulative reach of over 300,000



The B2C Component Recap

Recyclepedia App & BCRecycles.ca Results

A part of the key objectives of the tour was to promote the resources available to all British Columbians to recycle anything, anywhere including the Recyclepedia App, the bcrecycles.ca website, and the hotline. Below are actual results during May 1, 2015 to September 1, 2015.

Recyclepedia App	
*Information provided by Recycling Council of British Columbia	
iPhone	Android
855	588
TOTAL	
1443	

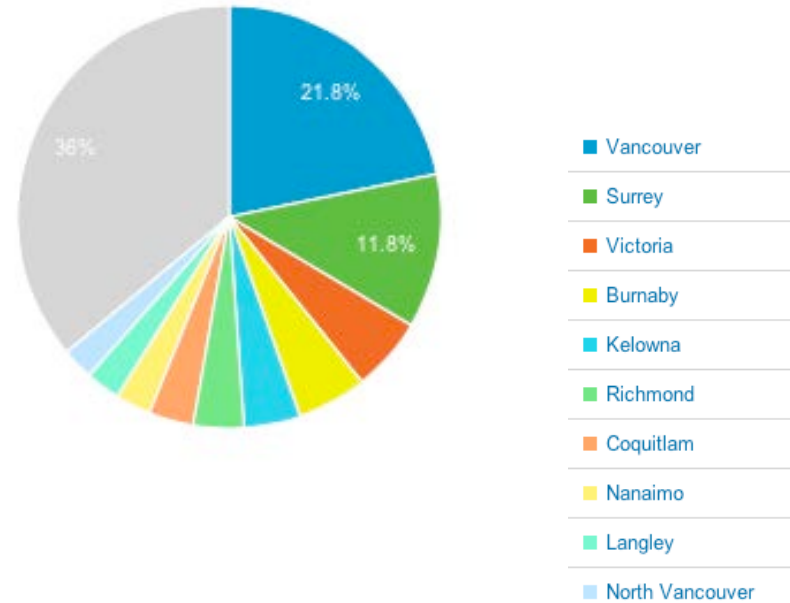
BCRecycles.ca Website Data – Homepage			
*Information extracted from Google Analytics			
	Sessions (Visits)	Users	Page views
May	10,523	8992	13,682
June	17,426	14,406	22,915
July	12,909	11,180	16,571
August	8415	7116	11,096
TOTAL	49,157	41,694	64,264



BCRecycles.ca Website Data – Acquisitions *Information extracted from Google Analytics	
Referral (incl. Social)	27,246
Direct	21,430
Organic Search	597
Total	49,273 with 83% New Sessions and 40,991 being New Users

BCRecycles.ca Website Data – Sources *Information extracted from Google Analytics	
Desktop	27,834 (68%)
Mobile	11,030 (27%)
Tablet	2,050 (5%)
Total	40,914

BCRecycles.ca Website Data Top 10 New Users By Geographic Location *Information extracted from Google Analytics	
	Users
Vancouver	4,974 (21.76%)
Surrey	2,701 (11.81%)
Victoria	1,294 (5.66%)
Burnaby	1,225 (5.36%)
Kelowna	983 (4.30%)
Richmond	880 (3.85%)
Coquitlam	781 (3.42%)
Nanaimo	620 (2.71%)
Langley	606 (2.65%)
North Vancouver	557 (2.44%)
TOTAL	22,863



Community Events

The Ambassadors attended 28 events across the province reaching over **1,272,900** British Columbians. Ambassadors were able to interact, engage and directly educate residents. Ambassadors promoted the BC Recycles tools heavily, encouraging and showing the Recyclepedia App on their mobile devices, providing informational material on the stewardships and handing out promotional items such as squeegees, car chargers, magnets and tire gauges to encourage responsible recycling post-event.

For 2015, there was a goal of attending events with a wider audience from previous years. Events were selected based on general community popularity per region, relevant environmental themes and budget.

- There was a healthy balance of larger events such as the Tinto Alcan Rio Dragon Boat Festival mixed with smaller-scale but equally important community events such as the Trout Lake Farmers Market and Sundaze Festival in Kelowna.
- Major events attracting traffic of 100,000+: Dragon Boat Festival Vancouver, Khatsahlano Festival, Abbotsford Air Show and the Pride Parade.
- The event with the most traffic was the Vancouver Pride Parade – there were 3 events attended for a total reach of 681,000
- Education and informative provided varied depending on the audience per event and situation
- Ambassadors were also able to educate and answer questions relating to all the participating stewardships while utilizing the Recyclepedia App and bcrecycles.ca in person to answer questions about other used materials
- The first ever kick-off event hosted by BC Recycles was a great initiative to focus on a singular awareness objective
- There were strong responses from various companies and municipal organizations looking to connect with stewardships and receive Recyclepedia App collateral at their organizations; I.E. Zero Waste Program Coordinators, Telus.



Event Summaries				
Event	Location	Date	Traffic Reach	Ambassador Feedback
Fingerling Festival	Port Moody	May 2	4500	<ul style="list-style-type: none"> - Very family oriented event, lots of children, tire mulch continues to engage kids - BCUOMA's Ollie mascot interacted with the kids, was very popular
RCBC 41 st Annual Zero Waste Conference	Whistler	May 6-8	N/A	
Cloverdale Rodeo	Surrey	May 15-18	85,000	<ul style="list-style-type: none"> - Booth was in a perfect location in front of the saloon, near food trucks and the rodeo stadium. - People approached us asking why there was a lack of recycling bins around the fair (which they were right, we didn't see a lot of blue bins other than in the food truck area). We chatted with Jim King, the event organizer, about more recycling bins around the general area especially for all the plastic cups, food truck cutlery, and water bottles.
BC Recycles Kick-off	Burnaby	May 30	750-900	<ul style="list-style-type: none"> - Reached a lot of people, very high traffic at this location for a smaller event - People were engaged and very excited to learn more about recycling, many wanted to go home and bring back items - Great to bounce conversations/activity off other retailers, the radio station setup, etc. - Lots of interest about the App and website
BCUOMA AGM	Richmond	June 1	N/A	
Seafest	Prince Rupert	June 14	N/A	<ul style="list-style-type: none"> - People were very curious about our booth and asked a lot of questions to further educate themselves later - Everyone in the town was extremely friendly. Great atmosphere!
Rio Tinto Alcan Dragon Boat Festival	Vancouver	June 19-21	100,000	<ul style="list-style-type: none"> - A lot of people at this event, spoke with a large amount of people - Helped 100s by sharing the website and App info w/ those already actively recycling - Event is so large we need to have more modern engaging materials
Tall Tree Festival	Port Renfrew	June 26-28	2500	<ul style="list-style-type: none"> - One passerby did say we were his favorite booth - Short window to engage as people were enjoying the festival, but major foot traffic, must entice people with better tools - Great environmental focus with a "leave no trace" message

Event Summaries (con't)

Event	Location	Date	Traffic Reach	Ambassador Feedback
Golden Spike Days	Port Moody	June 26-28	30,000	<ul style="list-style-type: none"> - Lots of adults stopping by our table and ask questions about their recycling options locally with kids interested in tire samples and stickers - Event was well organized, as we were able to drive in and set up. - We recommend requesting a more central place for the tent next year
Westside Daze	Kelowna	June 30 – July 1	~300+	<ul style="list-style-type: none"> - Lots of people talked with us, many seemed interested and happy to receive information about the App and the website - Many asked questions particular to Kelowna area; we answered what we could but directed them to the tools at hand for the rest
Victoria Shamrocks Game	Victoria	July 1	~2000+	<ul style="list-style-type: none"> - We definitely recommend having a BC Recycles tent for cross-promotional/sponsored events, as it certainly draws the audience of people who have questions about where to recycle - Event coordinator provided Western Speedway passes as a giveaways - Engagement was high with people talking to us for extended periods of time about recycling, so we had to make sure we were answering everyone's questions!
London Drugs	Victoria	July 2	~200+	<ul style="list-style-type: none"> - We would really recommend working with London Drugs again, especially at this location. - It was great to have London Drugs support; the examples their team provided emphasize what can actually be recycled at London Drugs and other retailers. - We were able to bring this into our BC Recycles communication that the Recyclepedia App can be used to find locations across the province. - LD answered any specific questions customers had about London Drugs recycling. Having the Green Deals team on site would add to this. - Victoria is quite knowledgeable about recycling, people had in depth questions to ask us
London Drugs	Kelowna	July 3	~100	<ul style="list-style-type: none"> - The weather was a huge factor due to sweltering temperatures (maybe we have a cooling station/fan as a part of our setup next year – smart for summer events!) - Green Team was a no-show unfortunately - People pleasantly surprised at how much London Drugs recycles and couple people came by after seeing our interview in the local paper

Event Summaries (con't)

Event	Location	Date	Traffic Reach	Ambassador Feedback
BerryBeat Festival	Abbotsford	July 5	~450	<ul style="list-style-type: none"> - Great environment and there were lots people were interested in our booth - We were very close to the entertainment stage so while people were running to watch the shows, they would stop by to check out our table, though it was rather loud. - Our neighboring tent, Fortis BC, had a bean bag tossing game that people really liked so that brought them away from our tent or gave them false expectations that our booth would have another game too. Great to be set up beside like-minded companies.
Khatsalano	Vancouver	July 11	160,000	<ul style="list-style-type: none"> - Extremely high traffic event. 10 hours straight of talking to people about the program - Contacted lots of people, gave away ample materials, great demographic - Bean bag toss was a hit with both kids and adults, as it was a super interactive event
Berry Festival at Main Street Station – Vancouver Farmers Markers	Vancouver	July 15	~200	<ul style="list-style-type: none"> - Being close to a recycling station was perfect, helped people actually recycle in the moment, as well as, promoting the website and App - A lot of people passed on the magnet/sticker preferring to Google, download the App - Improvised to provide some berries as prizes for the bean bag toss was a complete hit - got both adults and kids involved
Picnic in the Park – Pride Festival	Vancouver	July 25	~1000+	<ul style="list-style-type: none"> - Fun event, lots of things going on - Veteran vendors say it was a strangely slow year, recommend trying again next year - People were happy to see us there, there just wasn't as many people are there usually is
Davie Street Block Party – Pride Festival	Vancouver	July 31	30,000	<ul style="list-style-type: none"> - The amount of people there was insane! - One of the most fun and friendly events thus far - We spoke to some families, but it was mainly young adults, great event to reach this demographic - a demographic excited about recycling and concerned about the future of their environment

Event Summaries (con't)				
Event	Location	Date	Traffic Reach	Ambassador Feedback
Pride Festival at Sunset Beach (Pride Parade)	Vancouver	August 2	650,000	<ul style="list-style-type: none"> - We would absolutely recommend for next year, high traffic, complementary brands on site - It was similar to other events as we had a lot of people interested in recycling and asking specific questions. - Most questions were about municipal recycling but people were open to talking about household recycling. - The beanbag toss proved its worth, people loved playing with it. - Being right next to the parade was a bonus as we could man the tent and still see the parade.
Tsawwassen Sun Fest Car Show	Tsawwassen	August 3	~300+	<ul style="list-style-type: none"> - Very busy family friendly event - Walked around to all of car owners with BCUOMA pamphlets and most knew what to do with their used oil, so we upgraded their knowledge with BC Recycles-focused communications.
Abbotsford Air Show	Abbotsford	August 7-9	100,000	<ul style="list-style-type: none"> - An audience of families and adults who recycles - Our setup was in a central area, near vendors inviting traffic all day
Chilliwack Fair	Chilliwack	August 7-9	35,000	<ul style="list-style-type: none"> - Setup location was a bit odd though there didn't seem to be better opportunities regardless, a bit out of the way - Not a high volume of traffic, slightly more traffic after 4pm - People mostly bypassed us heading straight for the rodeo
BC Northern Exhibition	Prince George	August 13-16	50,000	<ul style="list-style-type: none"> - Quickly shifted our location to align with the other environmental setups with public information (i.e. Fortis, ReGeneration) - People were happy to see us there, however, since there were so many recycling vendors (Fortis, Multi-Material, ReGeneration and REAPS) people were less interested in us because they had already visited the similar themed booths - With the other recycling booths, we were able to share our most common questions and worked together to respond to questions

Event Summaries (con't)				
Event	Location	Date	Traffic Reach	Ambassador Feedback
Corn Festival at Kerrisdale Village – Vancouver Farmers Market	Vancouver	August 15	~200	<ul style="list-style-type: none"> - Has great potential, but the event was slow, possibly due to weather - Several people mentioned they were happy to see us there
Vancouver Island Exhibition	Nanaimo	August 21-23	20,000	<ul style="list-style-type: none"> - We would recommend this event for next year, as it is a fun event that brings a variety of demographics, such as families, couples and elderly people from upper Vancouver Island - The event was relatively busy over the three days, we had many questions posed about recycling options in Nanaimo
Tomato Festival at Trout Lake – Vancouver Farmers Market	Vancouver	August 22	~400+	<ul style="list-style-type: none"> - Much larger and busier than Kerrisdale - More foot traffic, steady flow of people talking to us - Setup space was smaller than usual - this is both good and bad - lots of traffic, but in the tight space, people also avoided us as we were in a natural pathway

The B2B Component Recap

**Participating stewardships will receive a supplementary document with results respective to their recycling program*

- The Ambassadors visited/contacted 1,541 Facilities across the province - a 15% increase over 2014
- Ambassadors met with key contacts at each facility conducting one-on-one surveys on behalf of the stewardship
 - Each stewardship survey was customized based on the particular data and feedback required
 - Surveys focused on the stewardships' recycling program, issues faced, additional support needed, etc.
 - Information from surveys conducted in-person or completed by those unable to meet were available in real-time
- Key benefits
 - Opportunity to connect directly with return collection facilities in person on behalf of the stewardships to hear feedback about their participation in recycling programs
 - Real-time reporting allowed for efficient management and timely follow-up with outstanding facilities
 - Through in person and real time reporting, Ambassadors could flag incoming responses to stewardships immediately with all the data they required
 - Minimizes overall administration by allowing easier database management for stewardships
- Key Opportunity
 - The most common needs of the facilities were to provide additional signage and employee education
- Key Finding
 - The most common issues stated by the facilities was drop-off outside of business hours, irregular pick-up or disposal of items not included in the recycling programs

Earned Media Strategy & Results

- GREY Advertising updated the media outreach strategy this year slightly to focus on the tour launch, the kick-off event and targeting cities/towns in an individualized approach
 - Early May: General press release to all BC outlets announcing the start of the tour
 - Mid-May: Kick-off event media advisory and invite to all Vancouver, Burnaby, Richmond, Tri-Cities and Surrey outlets
 - Throughout the tour: Follow-up with specific outlets announcing Ambassadors visiting their community - outreach was targeted to the actual cities/towns the Ambassadors were stopping in

- Key traction was seen through the kick-off event outreach and individualized community outreach
 - Major press traction from kick-off event included both print and online coverage in the Vancouver Sun on multiple days and radio support from Virgin 95.3 FM promoting the event on-air through their Beat on the Street segment
 - Ambassadors also followed up with outlets while in town, serving as a reminder and providing more context over the phone

- Ambassadors were provided media training and talking points for every confirmed opportunity
 - Ambassadors were given the opportunity to share their experience travelling across the province to meet with residents and recycling collection facilities – the personal angle worked well from large outlets to community newspapers
 - Ambassadors promoted the convenience of the Recyclepedia app, individual stewardship collection goals and program initiatives, the overall recycling awareness in the province, upcoming events and their presence on social media

- GREY Advertising also scanned regional media for potential opportunities to leverage the BC Recycles Summer Ambassador Tour.

Earned Media Recap						
	Greater Vancouver	N. Van Island	S. Vancouver Island	Okanagan & Kootenays	Northern BC	Whistler/Squamish
Outlets Contacted	40	20	34	29	24	5
Total Outlets Contacted	152			Total Media Hits	33	
Total Media Impressions	5,625,142					

Earned Media Summary					
Outlet/Location	Type	Date	Total Reach	Link (if available)	Context
Vancity Buzz	Online	May 20-30	15,000	Click here to view	Event Calendar Listing
Burnaby Now	Online	May 29 June 1	259,000	Click here to view the first hit	Top 5 Things to do this Weekend Photo Gallery
94.5 FM Virgin Radio	On Air: Radio & Online	May 24-30	1,682,798	N/A	Clips promoting kick-off event with bcrecycles.ca as CTA
Vancouver Sun	Print: Newspaper & Online	May 30 June 2 June 10	2,012,000	Click here to view the initial published hit	2 articles published a total of 3 times focusing on awareness of recycling used items and the tour
SFU: The Peak	Print: Newspaper & Online	June 8	12,000	Click here to view	Ambassadors and their education/experience on the tour
Kelowna Now	Online	June 27	445,898	Click here to view	Announcing Ambassadors coming to town
The Morning Star: Vernon	Print: Newspaper & Online	July 1 July 17	532,589	Click here to view first hit Click here to view follow-up hit	Photo and story with London Drugs, Recyclepedia and tour mentions
The Daily Courier: Kelowna	Print: Newspaper & Online	July 2	249,949	Click here to view	Interview with Ambassadors about recycling used materials, the tour and London Drugs event
My Prince George Now	Online	August 6	71,000	Click here to view	Announcing return to PG, North BC Exhibition and Recyclepedia mention
94.3 The Goat FM	On Air: Radio	August 11		N/A	Talking about Northern BC Exhibition and recycling with PG residents
Peace Arch News	Print: Newspaper & Online	August 10	172,908	Click here to view	Photo with Volkswagen dealer mentioning tire recycling and story about the tour
North Shore News	Print: Newspaper & Online	September 16	187,000	Click here to view	Photo and caption about the tour with a URL plug and Canadian Tire mention

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BY TIFFANY CRAWFORD, VANCOUVER SUN MAY 30, 2015

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Courtney Miller (left), 21, and Kathleen Belton (right), 22 are two of four recycling ambassadors who have embarked on a summer tour around B.C. as part of the provincial government's BC Recycles, an umbrella organization joining all the product stewardship agencies, to educate communities about what products can be recycled. Their mission: To help people divert used materials away from landfills and adopt a zero waste goal by making them aware of how easy it is to recycle household products. Photograph by: Handout, BC Recycles

Old prescription pills, light bulbs, used oil, medicated creams and shampoos, batteries, laptops, mobile phones and even vitamins.

There are just so many items that can't be tossed in the blue box but still need to be recycled or kept out of landfills. Unfortunately, many of these items still wind up in garbage dumps because residents aren't sure where to take them to be disposed.

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Recycling education stops in town



Ali Russell (right), of B.C. Recycles, educates Laurel Cinnamon and her children, Jesse and Faith Kumar, about what materials are recyclable during the B.C. Recycles Summer Ambassador Tour Friday outside of London Drugs in the Vernon Square mall. — Image Credit: Tyler Lowrey/Morning Star

posted Jul 17, 2015 at 1:00 AM

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Recycling tour visits South Surrey



White Rock Volkswagen service manager Sam Rahman chats with BC Recycles ambassadors Courtney Miller (centre) and Kathleen Belton about tire recycling. — Image Credit: Tracy Holmes

by Tracy Holmes - Peace Arch News posted Aug 10, 2015 at 12:30 PM

Recycling ambassadors touring the province to gather feedback on stewardship programs and

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photo Paul McGrath, North Shore News

B.C. Recycles Summer Ambassador Tour members Sarah Pratt and Ali Russell (students at Simon Fraser University), make a stop at the North Vancouver Canadian Tire last month. After more than a decade of operating as the B.C. Used Oil Summer Ambassador Tour, this year nine provincial product stewardships came together under the B.C. Recycles banner with a goal of increasing overall recycling awareness and collection rates. bcrecycles.ca

Media Strategy & Results

This year the goal was to create dedicated BC Recycles branded channels to complement the idea behind the Recyclepedia App and to also allow the Ambassadors to engage with British Columbians through authentic storytelling. The dedicated social media channels acted as an additional online source to stimulate conversations and awareness on recycling anything, anywhere in the province.

Approach & Results

- Dedicated channels existed on Facebook, Twitter and Instagram under aligned usernames: @BCRecycles
 - All growth has been organic without paid support or promotion
- Supported content with hashtag #BCRecycles and encouraged user generated use
- The BC Recycles channels were branded with the same identity to further reinforce the brand
- GREY Advertising managed all community management including social listening with a direct hands-on approach from the Ambassadors
- GREY Advertising coached the Ambassadors on specific content and timing strategy based on general best practices, the events being attended, tour objectives and requirements from stewardships
 - Ambassadors posted content utilizing hashtags and geo-tagging dedicated to the areas and/or events they were present at
 - Ambassadors tagged business, media outlets, other stewardship accounts, etc. in relevant content to further ignite interactions
- Publishing activity across all platforms was consistent – posts were both scheduled and executed in real-time
- Cross-promotion amongst the stewardships was high – sharing content from the unified brand made sense for consumer engagement

Best platforms for sharing content: Instagram and Twitter

Best platforms for potential paid media support: Facebook and Twitter

Best organic engagement: Use of #BCRecycles hashtag by other users

Cumulative Social Media Data			
*Based on activity that occurred between May 1 - September 1, 2015			
	Facebook	Twitter	Instagram
Direct Audience	34	89	67
Posts	117	265	177
Engagement Rate	1.5%	1.7%	2.98%
Reach/Impressions	50,000	45,300	250,000
Total Reach	345,300		

Social Media Strategy & Results (con't)

- Facebook Engagement
 - Strongest Demographic Users: F18-24 and M35-44
 - Top Users by Location: Vancouver, Burnaby and Victoria (equal), North Vancouver
- Instagram Engagement
 - Top Followers/Engagers have following of 5000+ with some in the 100K+
 - Top Followers/Engagers are like-minded from the following categories: tourism, environmentalism, civic
- Twitter Engagement
 - Tweets with media content attached gained the most engagement
 - #BCRecycles was most widely used on this platform by other users



Learn more about [#recycling](#) at confederation park with [@bcrecycles](#)! Here from 12-3pm pic.twitter.com/G5UeUrDn2J



7 1

Top Tweet earned 3,518 impressions

Hey [#Vancouver](#), We want to see how you recycle! Ambassadors will be visiting facilities across Metro Van this week. [#YVR](#) [#GreenestCity](#)

5 2



Creating new channels for BC Recycles proposed a challenge to build the community without any paid media support – there is now a social media community present that has formed organically. An opportunity exists here for not only the tour, but also to further drive the key messages and objectives of BC Recycles.

Feedback and Future Program Planning

Brand Marketing

- Further position BC Recycles as the consumer-facing brand and as the authority for recycling information in the province
- Continue building upon on the established brand identity for stronger marketplace recall
- Update promotional setup to increase branding consistency (i.e. tent exterior)
- Opportunity for print material support to communicate Recyclepedia App and distribute to supporting organization
- Promote reusable and engaging tools that allow people to interact and stimulate conversations vs. “freebies”
 - Ensure takeaway items are environmentally-friendly and/or reusable, when possible
- Corporate sponsorship opportunity to further engage retailers and consumers
- Support social media strategy with paid support, branded content and an opportunity to increase user engagement
 - Create an annual recycling-themed contest the Ambassadors can promote throughout the tour online and at events
 - Create a stronger strategy around all assets including #BCRecycles and branded content
- Create a database for future CRM and communications needs – this could begin with information gathering through contest(s)
- Build upon PR strategy providing GREY Advertising and Ambassadors with more tools/information to attract media attention

Tour Logistics & Events

- Three teams in branded vehicles on the road for entire duration of tour
- Begin tour planning process earlier
- Arm Ambassadors with iPads to directly show and share the Recyclepedia App (and efficiently conduct B2B surveys)
- Increase number of municipalities to visit
- Kick-off event incorporated into overall tour program
- Incorporate potential events with retailers into overall tour schedule