

City of Edmonton - Waste Services

## Using Social Media to Communicate Change: Insights from the Edmonton Cart Rollout

Edmonton

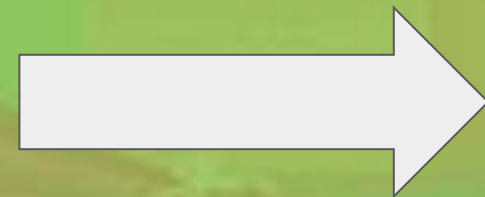
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Waste Services  
[edmonton.ca/waste](http://edmonton.ca/waste)





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# Social Media: 4 Stages of Communication

- 1. Awareness
- 1. Preparation
- 1. Implementation
- 1. Reinforcement + Retention





# Social Media Platform Breakdown



## Facebook

- Make posts actionable
- Short videos do well (no longer than 30s)
- People love to engage - for better and for worse

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## Twitter

- Short and to-the-point
- Avoid images with heavy text
- Can post more often.



City of Edmonton ✓  
@CityofEdmonton

...

Did you know: carts are collected using a robotic arm that grabs and lifts the carts into the truck? That's why it's so important to leave 1 m of space in between carts and objects!

#yegcarts

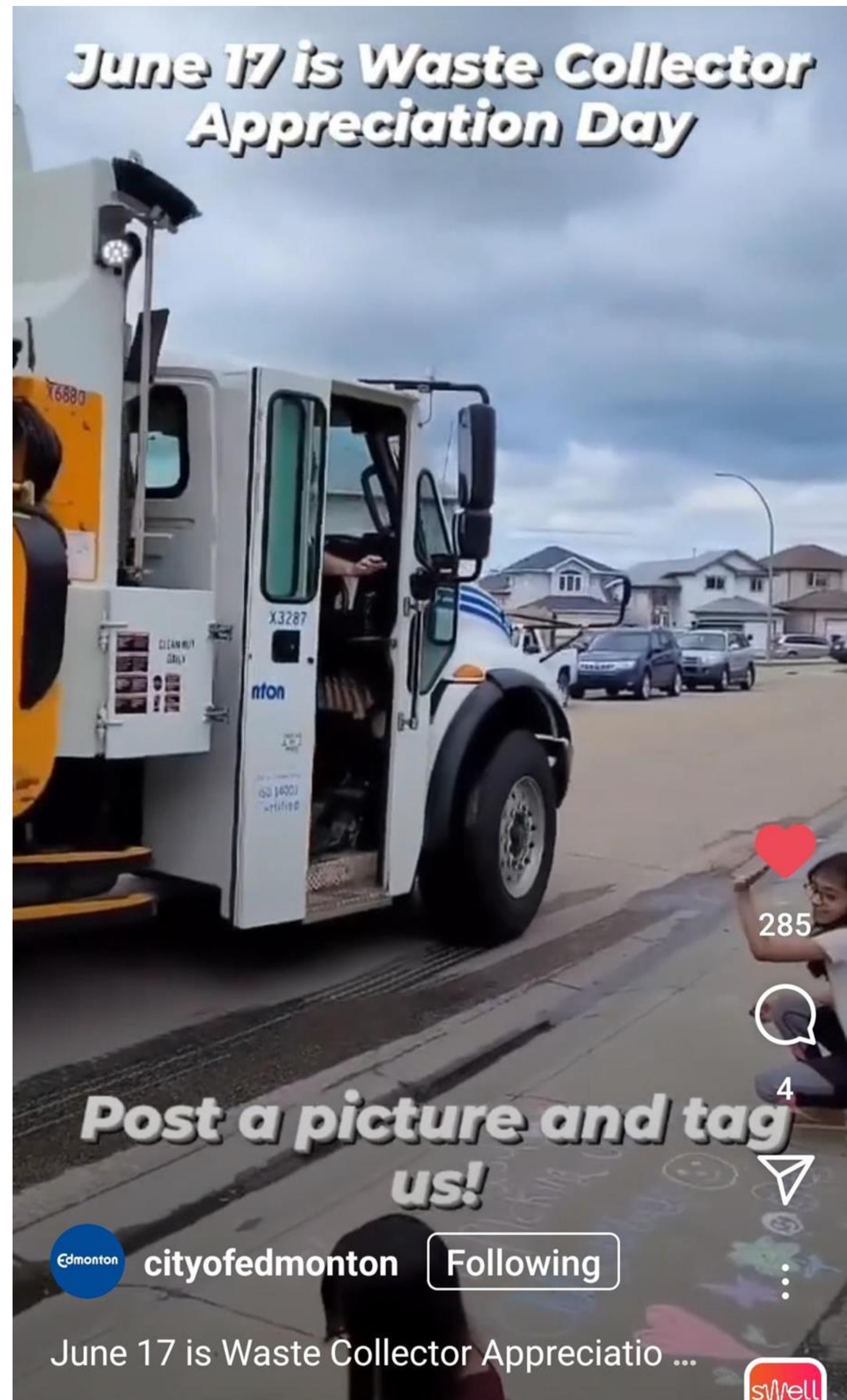


1:27 PM · May 13, 2021 · Twitter Media Studio

22 Retweets 2 Quote Tweets 37 Likes

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## Instagram

Feed:

- High-res photos, less frequent posts
- General info

## Stories and Reels (IG/FB)

Stories:

- Great for driving traffic to links.
- Post multiple at a time to “tell a story”.

Reels:

- Fun, easily digestible and highly visual

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# Awareness



- [Narrator] The way we sort, set out,

0:02 / 1:45

**Edmonton Cart Rollout**

Like Comment Share

159 · 151 Comments · 24K Views



City of Edmonton - Local Government

January 6, 2021 · 🌐

 Following

The way we sort, set out and collect waste in Edmonton is changing!

The City will provide all single-unit and some multi-unit homes a garbage cart, a food scraps cart and food scraps pail between March 2021 and August 2021.

For more information, visit [edmonton.ca/waste](https://edmonton.ca/waste).  
See less

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# Awareness - Small Cart Selection



City of Edmonton

Published by Edmonton Comm · February 11 ·

Tomorrow is the last day to request a small garbage cart!  
If you're not sure if you need a small or large cart, we have a handy garbage size calculator to help you find the size that fits your household needs.

Go to [edmonton.ca/waste](https://edmonton.ca/waste) to try out the calculator and request a small cart before the February 12 deadline!



EDMONTON.CA

Garbage & Recycling

Waste management services, programs, locations and fees. Information ...

35,015  
People Reached

9,234  
Engagements

Boost Post



88

238 Comments 165 Shares



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@CityofEdmonton

Minimal trash? The deadline to choose a small garbage cart for your home is Feb. 12! Go to [edmonton.ca/waste](https://edmonton.ca/waste) to request yours. [#yegwaste](#) [#yegcartrollout](#) [#ZeroWasteFuture](#) [#yegcarts](#)



11:02 AM · Feb 8, 2021 · Hootsuite Inc.

7 Retweets 5 Quote Tweets 14 Likes

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# Preparation - Education Sessions



City of Edmonton - Local Government

March 3, 2021 · 🌐



Did you know that pizza boxes can be recycled once liners are removed?

Sign up for a virtual online education session at [edmonton.ca/waste](https://edmonton.ca/waste) to learn about sorting, set-out and a lot more! You can ask us any questions during the session - we're here to help!



EDMONTON.CA

**Garbage & Recycling**

Waste management services, programs, locations and fees. Information about garbage, recycli...

👍 104

79 Comments 14 Shares

**Edmonton**



# Set out education



City of Edmonton - Local Government

March 13, 2021 · 🌐



Spot the difference! When you start using your carts, remember to leave 1 m of distance in between other carts, bags, vehicles, and other objects.

This way, the robotic arm on the truck can easily reach and tip your cart.

If your cart is set out improperly, it will not be collected.

Learn more about cart set-out, storage, and sorting at [edmonton.ca/cartstorage](https://edmonton.ca/cartstorage).



Edmonton Cart Rollout



Edmonton Cart Rollout




👍 🤔 🙄 116

165 Comments 55 Shares

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# Livestream



**Welcome to the livestream**


Send your questions to [cartrollout@edmonton.ca](mailto:cartrollout@edmonton.ca)

0:00 / 1:02:08 • Start >

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Edmonton Cart Rollout Live Chat

22,762 views... LIKE DISLIKE SHARE DOWNLOAD CLIP SAVE ...

 **City of Edmonton**  
11.8K subscribers

**SUBSCRIBE**


Join us as we discuss your new carts, sorting and set-out! We'll also have time to answer your questions live. Visit <http://edmonton.ca/waste> for more information. Click 'Show More' below to see time stamps of sections and questions.

SHOW MORE


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# Implementation: Cart Delivery

**City of Edmonton**  
Published by Glenn Kubish · March 15 at 5:31 PM · 🌐

Cart delivery has begun!  
We're excited to announce that Edmonton is joining other cities all over North America in sorting waste at home to help keep food scraps and yard waste out of the landfill.  
Find out when you get your carts and when to start using them at [edmonton.ca/waste](https://edmonton.ca/waste)  
Here's a bit of the scene from the Ellerslie community.






So today is the very first day of cart distribution

209,974  
People Reached

53,149  
Engagements

Boost Post

 1.6K

1K Comments 568 Shares



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# Use of video content



City of Edmonton

Published by Edmonton Comm · May 11 at 1:15 PM ·



Did you know: carts are collected using a robotic arm that grabs and lifts the carts into the truck? That's why it's so important to leave 1 m of space in between carts and objects!

For more information on what to expect with your new carts, visit [edmonton.ca/waste](https://edmonton.ca/waste).



4,267,069

People Reached

116,989

Engagements

Boost Post



4K

354 Comments 681 Shares

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# Reinforcement and Retention

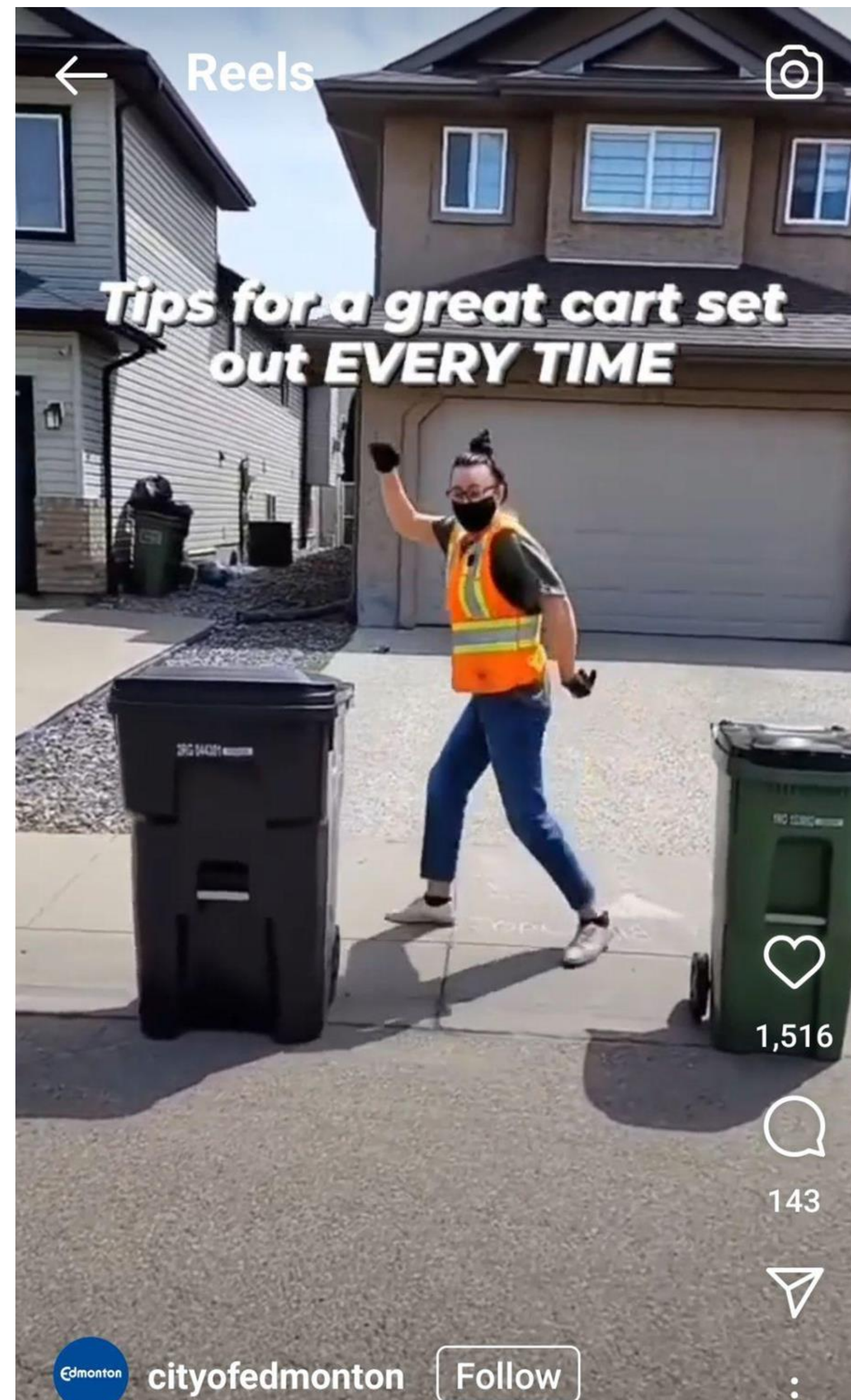


Reach: 8,160

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# Use of Reels for Education





# Insights

- 1.Social media is best used in combination with other public-facing tactics: digital tools, website updates, advertising, earned media, educational videos
- 1.Short and to-the-point videos are great for social media engagement and reach
- 1.Using real photos instead of ad-like images had higher performance on social media
- 1.Continual education is key, videos and Reels are great for educating residents



For project-specific questions unrelated to communications, please contact Project Manager Jane Ni at [jane.ni@edmonton.ca](mailto:jane.ni@edmonton.ca)

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