



TikTok, Instagram, & Beyond

Talking Trash on Social Media

Circle Three Branding



Marketing agency for the
Waste & Recycling Industry



Improving Communication



Make it easier for you to do
business.

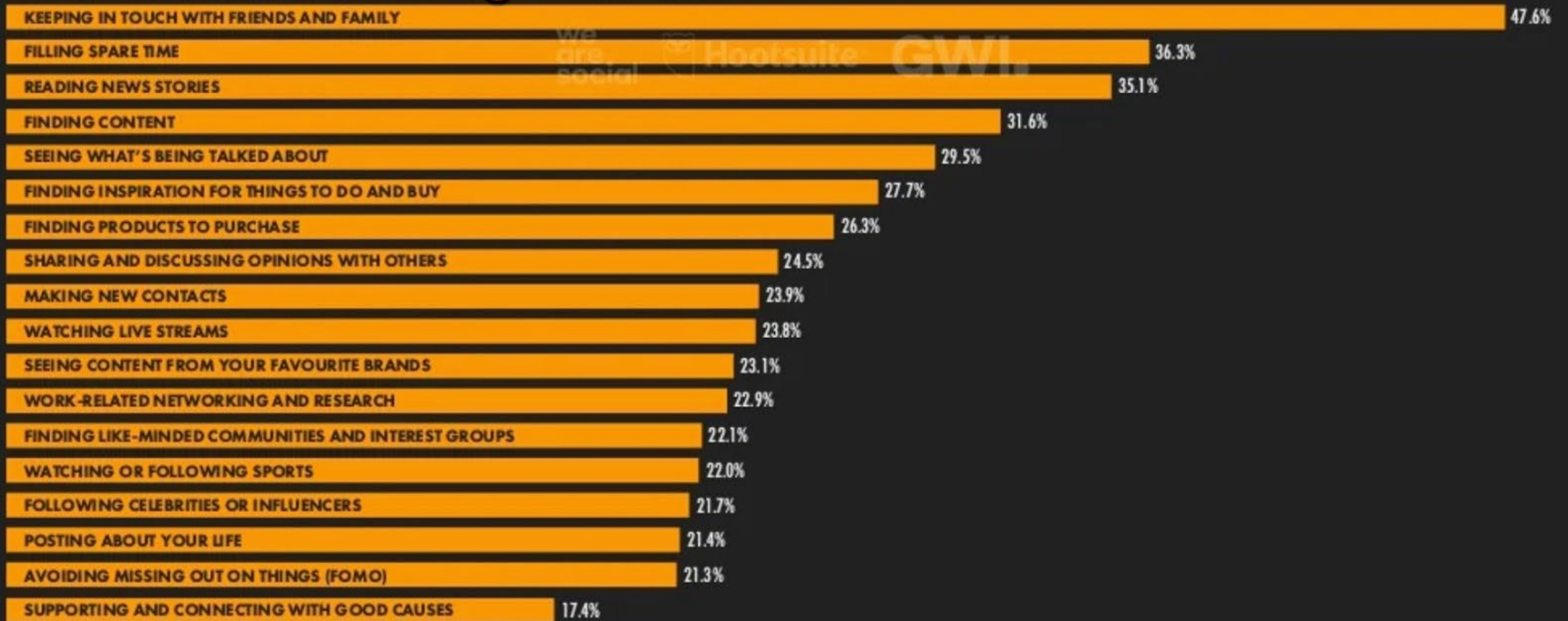
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○ **Where do you
get your news?**

How about new ideas?

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Main Reasons For Using Social Media

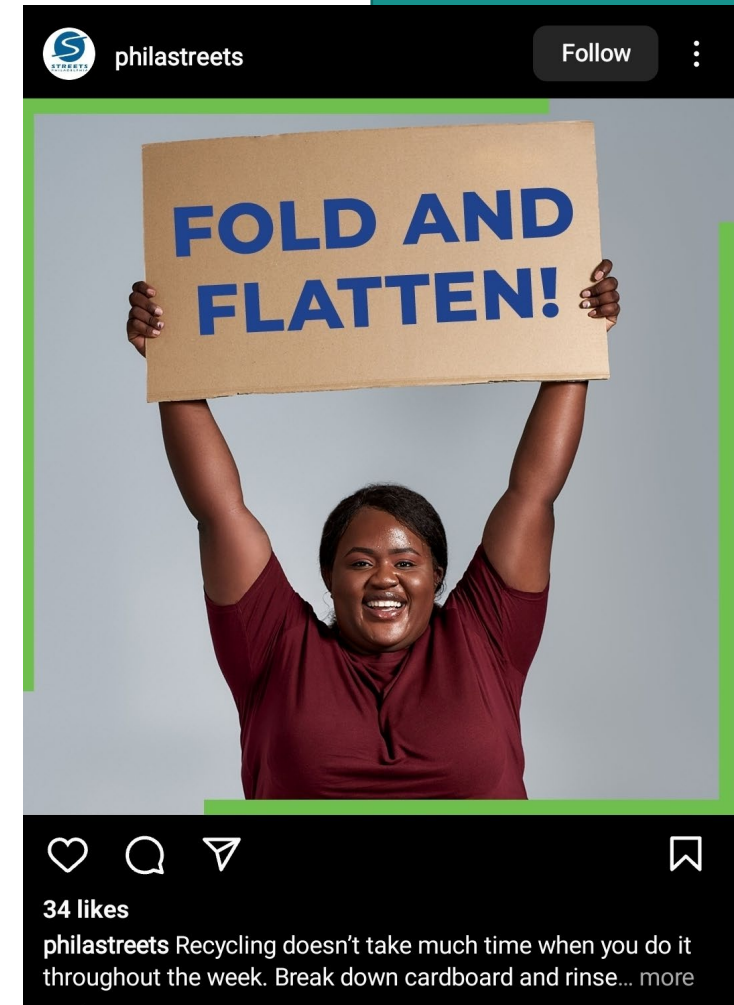
Internet Users Aged 16 - 64



<https://f.hubspotusercontent20.net/hubfs/304927/GWI%20report%20-%20Social%20-%20website.pdf> January 2022

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS.

Your New Digital Home



TikTok: A Quick Look

Over 1 billion monthly users

3.2 million monthly users in Canada

40% of TikTok users do not have a Facebook profile

29% use the app daily

Average user spends 95 minutes per day

The Big Picture

Purchasing Influence:
55% of users

News Source:
10% adults



Instagram: A Quick Look

Over 1.22 billion monthly users

58% more engagement than Facebook

91% of active users are watching videos

59% of users view it daily

Average user spends 30 minutes per day

The Big Picture

Purchasing Influence:
87% of users

Communication Platform:
150 million users



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**If you're not
speaking out:
someone else is.**

Do you trust them?

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Start Now

Educate

Demystify

Encourage

Humanize

Measuring Performance



TEAM PARTICIPATION



CHANGES IN
BEHAVIORS



IN-PLATFORM METRICS

**Get
Started
Now**

Identify Problems

Helpers

Organize Topics

Collect Content

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Questions & Comments

Let's Talk Trash

Reach out to continue
the conversation.

