


**CASE STUDY**  
ACTION PLAN

# HOW TO RUN A SOCIAL MEDIA CLOTHING AND TEXTILE RECYCLING AND RE-USE CAMPAIGN

## BUDGET GUIDE: £7,000 - £10,000

THIS INCLUDES COSTS OF PRODUCING, SHARING AND ADAPTING COLLATERAL AND MARKETING MATERIALS FOR PARTNERS.

FOR THE SOCIAL MEDIA CAMPAIGN, ONLY INTERNAL RESOURCE TO CREATE THE ENGAGEMENT PACK AND SECURING SIGN UPS FROM LOCAL AUTHORITIES WAS REQUIRED.

## TIME AND EXPERTISE: YOU WILL NEED 350-450 HOURS OF STAFF OR VOLUNTEER TIME

- Project Manager: approx 350 – 450 hours
- Social Media Exec/ Officer: 10 – 20 hours

## PARTNERS REQUIRED:

- You might want to secure the support of an industry or trade body to help promote the campaign

## AIM

The objective of this activity is to help local authorities to run their own re-use and recycling social media campaign to encourage residents to extend the lifecycle of clothing by learning about upcycling, care and repair.

## PLANNING

6 months is an ample amount of time to plan for this type of activity. It is likely that the design or adaptation of campaign materials for use by partners is time consuming.

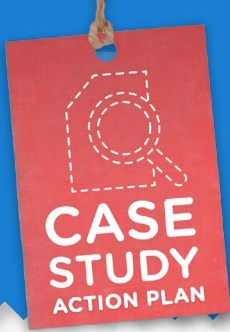
-6  
MONTHS

- **Consult your marketing team on project idea**, gain recommendations on which departments need to be involved, level of support, plan key milestone, outline roles and responsibilities.
- **Draft a project proposal** which outlines context, rationale, objectives, budget, staffing requirements and benefits of the campaign
- **Confirm what type of partner communication materials are required**
- **Start procuring design agency** to create partner communication materials
- **Create a working group for the campaign and arrange a meeting** – set (SMART) objectives for the campaign in order to measure its success. e.g.
  - To achieve 50 local authorities actively participating in the share a film a week campaign in the first 6 months of launching.
  - To achieve 75% of participating local authorities reporting on measurement of the share a film a week campaign each month.

-3  
MONTHS

- **Draft the social media content to accompany the films that will be shared**
- **Write a campaign engagement pack which outlines what is required from local authorities** e.g. film sharing schedule, template social media posts, reporting and measurement sheet, template email to promote the campaign activity amongst local authority stakeholders.
- **Meet with advisory committees, trade or industry bodies to inform them of the campaign**, confirm their support with promoting the campaign on social media channels.
- **Work with the design agency to start creating communication materials.**
- **Promote campaign** in local authority newsletters and electronic newsletters
- **Start collating list of local authorities to take part and their contact details**





# HOW TO RUN A SOCIAL MEDIA CLOTHING AND TEXTILE RECYCLING AND RE-USE CAMPAIGN

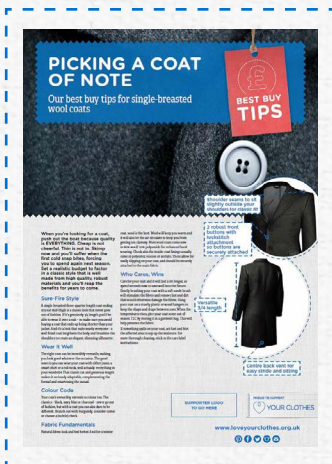


- Send the engagement packs to local authorities who have signed up to participate
- Sign off final versions of communication material for partners
- Use internal/external electronic newsletters to promote the share a film campaign
- Launch share a film campaign



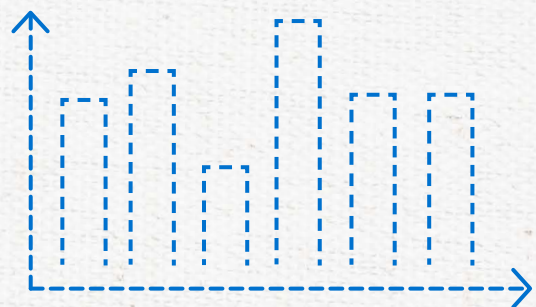
## COMMUNICATION

- Meet with trade or industry body to secure support
- Include information in internal and external electronic newsletters
- Promote campaign at relevant local authority / resource management conferences and events.
- Ensure website promotes the campaign



## EVALUATION AND MEASURING SUCCESS

- What was the total amount of local authorities signed up to participate?
- How many local authorities actively participated with posting weekly
- How many local authorities reported on their activity?
- What was the most popular social media post and most watched film?
- How many times have local authorities downloaded communication materials?
- How many emails were sent out to support activity?
- How many local authorities have used the communication materials for localised clothing and textile campaigns?





# HOW TO RUN A SOCIAL MEDIA CLOTHING AND TEXTILE RECYCLING AND RE-USE CAMPAIGN

## EQUIPMENT/MATERIAL CHECKLIST

- Design services
- Partner communication materials
- Engagement pack



## IMPORTANT CONSIDERATIONS

- Although local authorities will want to participate, they may not be able to focus on the campaign continually throughout the year, some may also be reliant on the support of the corporate communication teams to schedule the social media content.

## BENEFITS

- Low cost campaign activity which supports local authorities who have little or limited budget for campaigns.
- Communication material allows local authorities to share and promote sustainable clothing behaviours.
- Provides an opportunity for local authorities to run their own clothing and textiles re-use and recycling communication campaigns.

If you are planning to run a campaign like this, please get in touch:

[loveyourclothes@wrap.org.uk](mailto:loveyourclothes@wrap.org.uk)

SEE CASE STUDY

[www.loveyourclothes.org.uk](http://www.loveyourclothes.org.uk)

