

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



CASE STUDY

PARTNERS:
Local Authorities from England and Wales

APPLICABLE TO:
Local Authorities; Community Groups;
Brands and Retailers; Universities.

OVERVIEW

Love Your Clothes launched a campaign to support local authorities in encouraging their residents to keep clothing and textiles from going to landfill. We supplied local authorities with 51 short films, step-by-step guides and social media posts which allowed them to deliver a simple, low cost 'recycling and re-use' campaign over the course of a year. We also worked closely with local authorities and community groups to run additional campaigns by developing and providing them with communication material.

THE ISSUE

The aim of this campaign was to influence householders to extend the lifecycle of their clothes by learning how to re-use or repair garments instead of throwing them in the bin. Although dry recycling is often the priority for local authorities, Love Your Clothes regularly receives enquiries for campaign communication material and content. To

address the need for campaign material, Love Your Clothes launched its 'Share a film a week' social media campaign and produced an engagement pack for partners, which allowed local authorities to connect with their residents to promote clothing re-use and recycling.

SEE ACTION PLAN

www.loveyourclothes.org.uk



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WHAT WE DID

The campaign focused on providing content and campaign materials to local authorities to enable them to influence householders to extend the life of clothing by learning how to care, repair and upcycle them. The primary piece of activity was the Love Your Clothes 'Share a film a week' social media campaign. We targeted local authorities in England and Wales with a 51% (or higher) recycling rate as these authorities are more likely to be able to focus some time on improving textiles reuse and recycling. The campaign required local authorities to sign up to posting a film each week from Love Your Clothes on their Facebook or Twitter feed.

We developed an engagement pack that included links to 51 film tutorials and step by step guides on the following themes: Creative Crafts, Fabric Focus, Fast Fixes, Stain Removal and Quick Fixes.

The pack also included a template Facebook and Twitter post to accompany each film and guide and a schedule listing the order the films should be shared each week. To take part in the campaign, local authorities communications teams simply scheduled the posts with the relevant links and reported on the levels of engagement from each post by completing the measurement sheet which was included in the engagement pack.

Along with the social media campaign and in response to the need for communication materials, we decided to adapt Love Your Clothes campaign collateral so that local authorities and other partners (retailers, brands, recyclers, community groups, universities etc.) could add their logos and use them to deliver their own localised clothing and textile awareness campaigns.

IMPACT

- Approx. 85 English core collateral adapted into communication materials
- Approx. 85 Welsh core collateral adapted into communication materials
- 41 local authorities signed up to deliver 'Share a film a week' social media campaign
- 54% of local authorities regularly participating in a 'Share a film a week' social media campaign
- 6 local authorities using Love Your Clothes communication materials

"Taking part in WRAP's Love Your Clothes campaign is easy to do, weekly content is provided and all we need to do is use and monitor the content on our social media channels; Facebook and Twitter. Sourcing engaging content for social media is always challenging and time-consuming so having support from WRAP in this way has been very beneficial"

Greater Manchester Waste Disposal Authority

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