

# **THE POWER OF SOCIAL MEDIA**

**and how to use it**



WYGRALIŚMY!









**how to bust common myths?**

**how to raise awareness?**

**how to sort waste?**



**how WtE projects work?**

**how to communicate  
to be understood?**

**????????????????**

# **HONESTY**

**(be ready to admit that)**

- **we are not able to recycle 100% of all our waste**
- **the waste management business is not always transparent**
- **every waste treatment plant emits something, it can be carbon dioxide, methan, dioxins etc. so let's tell people the truth**

# **SIMPLE LANGUAGE**

- **publications with tons of data, diagrams etc. are not popular**
- **processes should be explained as simple as possible**
- **on social media people expect an expert but with a human face**

# **VISIBILITY**

- **one photo expresses more than 100 words and this is a fact**
- **TikTok, Instagram Reels, YouTube are based on picture and sound**
- **we don't like to read, we like to see**

# **EXCELLENT RESEARCH**

- **fake news**
- **fake experts**
- **research on the harmful impact of incinerators on human health and environment**
- **solid research ready to use as current as you can find**



ScottGraffius.com

# Lifespan (Half-Life) of Social Media Posts

Update for 2023



\*Snapchat messages may disappear instantly or live up to 24 hours.

The lifespan of posts is of interest, and half-life is a helpful objective metric. It's the amount of time it takes—on average—for a post to receive half of its total engagement. For data sources and more, visit: [ScottGraffius.com](https://scottgraffius.com). All names and marks are the property of their respective owners. Copyright © 2018-2023 Scott M. Graffius. All rights reserved. Inquiries? Contact [scott@scottgraffius.com](mailto:scott@scottgraffius.com). v23020107



## ← Post insights



August 25, 2022 at 11:16 PM



4645



236



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579

### Overview ⓘ

Accounts reached	96,509
Accounts engaged	--
Profile activity	4,348

### Reach ⓘ

**96,509**

Accounts reached

**22,579**

Followers •



**73,930**

• Non-Followers

### Impressions


**198,722**

From Home	104,041
From Explore	79,866
From Other	6,998
From Profile	6,105





← Post insights



September 11, 2022 at 11:28 PM

10838 281 -- 1543

**Overview** ⓘ


Accounts reached	473,679
Accounts engaged	--
Profile activity	21,437

← Post insights

**Reach** ⓘ

**473,679**  
Accounts reached

23,700 Followers • 449,979 Non-Followers



**Impressions** 531,320

From Home	403,486
From Explore	118,231
From Other	5,388
From Profile	3,021

# **WHAT I'VE DISCOVERED**

**People like to learn about things they relate to.**

**Yes, we eat at McDonalds, yes many of us women wear nylon tights.**

**People like to see with their own eyes how things are „I will believe it when I see it“.**



# **SOME TIPS FOR WtE FACILITIES**

**Yes, they are around us and our general, domestic waste is treated there.**

**Yes, people would like to see the process and get a simple explanation about it.**

**ARE YOU READY TO  
EXPOSE YOURSELF  
TO THE PUBLIC?**