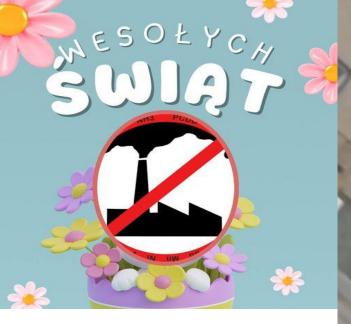
THE POWER OF SOCIAL MEDIA

and how to use it



WYGRALIŚMY!







how to bust common myths?

how to sort waste?

how to comunicate to be understood?

how to raise awareness? how WtE projects work?

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

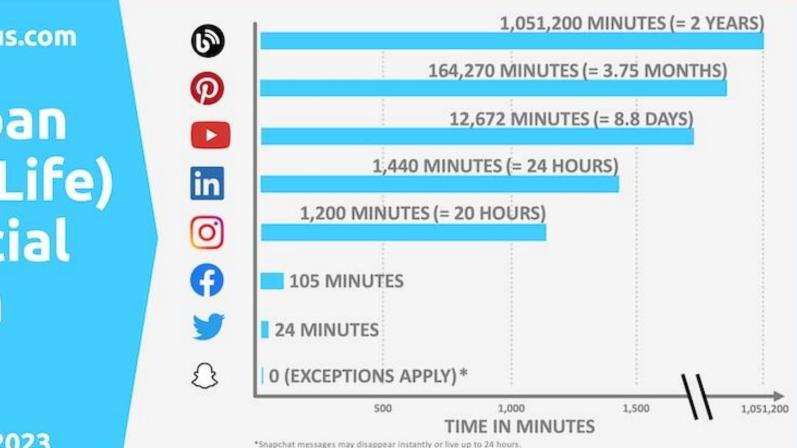
VISIBILITY

 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



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. 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. v23020107

ScottGraffius.com

Lifespan (Half-Life) of Social Media Posts

Update for 2023



 \leftarrow

Post insights Reach (i) 96,509 JAK ODPADY Z MAKA DOSTAJĄ DRUGIE ŻYCIE? Accounts reached August 25, 2022 at 11:16 PM 22,579 73,930 • Non-Followers Followers • 236 579 4645 ---198,722 Impressions **Overview** (i) From Home 104,041 Accounts reached 96,509 From Explore 79,866 Accounts engaged From Other 6,998 ---From Profile 6,105 Profile activity 4,348



 \leftarrow

Post insights \leftarrow Post insights Reach (i) YRZUCIO PODARTE 473,679 RAJSTO Accounts reached September 11, 2022 at 11:28 PM 7 449,979 23,700 Non-Followers Followers • 10838 281 1543 ---Impressions 531,320 **Overview** (i) From Home 403,486 Accounts reached 473,679 From Explore 118,231 Accounts engaged ---From Other 5,388 From Profile Profile activity 21,437 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?