

## Appendix 2: Examples of waste communications in Eastbourne

*New waste service branding as of June 2019*

# ENVIRONMENT FIRST

South East Environmental Services Ltd



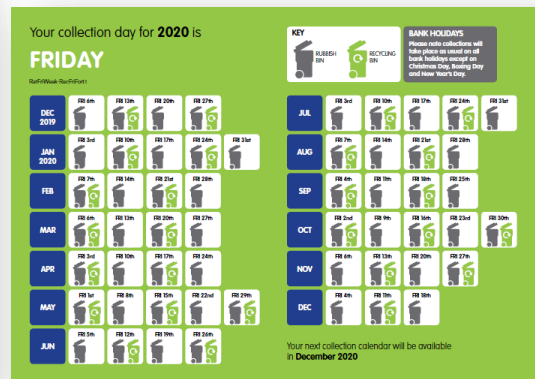
Helping Eastbourne  
**waste less and  
recycle more**



Launch publicity



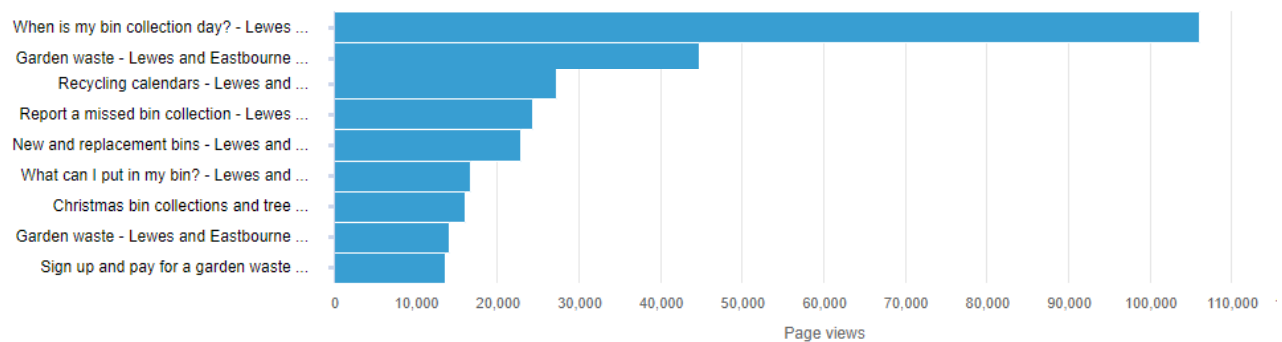
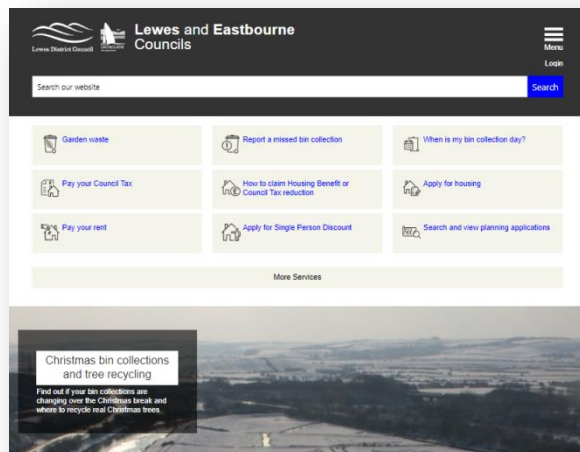
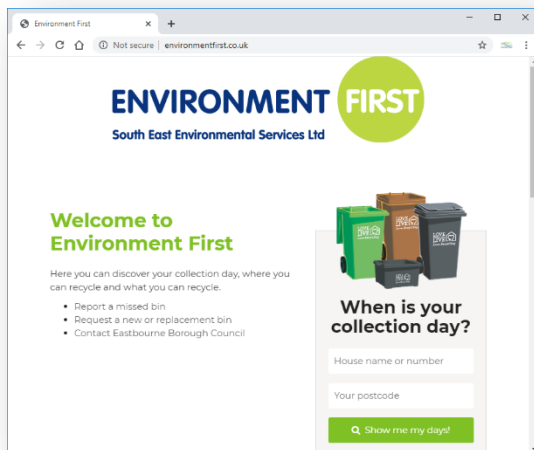
## Borough-wide waste calendars, distributed November / December 2019



## Presence at community events

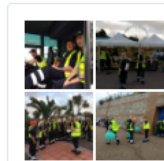


## EnvironmentFirst.co.uk and EBC website



Page views of most popular web content during 2019

## Examples of social media activity



**Eastbourne BC @EastbourneBC**

We've been so pleased to hear all the praise Environment First have been getting for keeping Eastbourne clean and tidy throughout Airbourne. Thanks so much to all the team and especially Richard, Walter, Sean and the Martins! [pic.twitter.com/0aimf8FMvv](https://pic.twitter.com/0aimf8FMvv)

Impressions	3,122
Total engagements	97
Media engagements	62
Likes	19
Retweets	5
Detail expands	4
Profile clicks	4
Replies	3





**Eastbourne BC** @EastbourneBC

After its first month in operation the new **#Eastbourne** waste and **#recycling** service has been heralded a 'resounding triumph' "<https://www.lewes-eastbourne.gov.uk/eastbourne-borough-council-news/new-eastbourne-waste-service-heralded-a-resounding-triumph/> ... **#EnvironmentFirst** [pic.twitter.com/2wqNqq7Ycq](https://pic.twitter.com/2wqNqq7Ycq)

Impressions	6,350
Total engagements	127
Media engagements	63
Link clicks	20
Likes	16
Detail expands	10
Retweets	8
Profile clicks	6
Hashtag clicks	3
Replies	1



**Eastbourne Borough Council**

Published by Buffer [?] · 25 December 2019 at 11:16 ·

Like Page ...

More and more people are recycling plastic bottles. Remember to wash and squash your bottles, and put the tops back on before you recycle them this Christmas. **#recycling** **#ChristmasHacks** **#recyclenow**



**Get more likes, comments and shares**

Boost this post for £15 to reach up to 11,000 people.

1,390

People reached

119

Engagements

Boost Post

3

5 Comments 3 shares



Like



Comment



Share



### Performance for your post

**1,390** People Reached

**558** 3-second video views

**16** Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
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10 Comments	9 On Post	1 On Shares
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3 Shares	3 On Post	0 On Shares
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**103** Post Clicks

6 Clicks to Play	0 Link clicks	97 Other Clicks
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#### NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
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0 Report as spam	0 Unlike Page
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Reported stats may be delayed from what appears on posts

✕



Like Page ...

A photograph of a broken glass filled with water, resting on a green and white plaid cloth. The glass is shattered at the top, with jagged edges. The water inside is clear. The background is a close-up of the plaid fabric.

7,866	1,846
People reached	Engagements

  Sreelal Ak and Kevin John

14 Comments 6 shares

 Like

 Comment

 Share

✕

111 Reactions, comments & shares 

20 Like 2 On post 18 On shares

4 🤔 Haha 0 On post 4 On shares

1 🤔 Wow | 1 On post | 0 On shares

80 Comments | 18 On Post | 62 On Shares

6 Shares | 6 On Post | 0 On Shares

1,735 Post Clicks

57 Photo views    0 Link clicks    1,678 Other Clicks

### NEGATIVE FEEDBACK

4 Hide post 1 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

x



Like Page ...

1,670	146
People reached	Engagements

Melanie Watson, Sharon Webb and 6 others

5 Comments 9 shares

Like

 Comment

 Share

x

38 Reactions, comments & shares 

13 Like | 8 On post | 5 On shares

1 Love 0 On post 1 On shares

1 🤪 Haha 0 On post 1 On shares

14 Comments | 12 On Post | 2 On Shares

9 Shares | 9 On Post | 0 On Shares

108 Post Clicks

13 Photo views | 0 Link clicks | 95 Other Clicks

### NEGATIVE FEEDBACK

1 Hide post 0 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts.

## Post Details



Eastbourne Borough Council  
Published by Buffer [?] · 24 July 2019 ·

Like Page \*\*\*

Stop #plastic pollution - reuse or recycle it. Report littering here  
<https://buff.ly/32qpqw0>

# Stop plastic pollution



## Reuse it or recycle it



Report littering at  
[lewes-eastbourne.gov.uk/report-a-problem](http://lewes-eastbourne.gov.uk/report-a-problem)  
or via the Report It app

**NEIGHBOURHOOD FIRST**  
Lewes and Eastbourne Councils  
working together for you



Get more likes, comments and shares  
Boost this post for £15 to reach up to 11,000 people.

### Performance for your post

775 People Reached

8 Reactions, comments & shares

5 Like 5 On post 0 On shares

1 Love 1 On post 0 On shares

1 Comments 1 On Post 0 On Shares

1 Shares 1 On Post 0 On Shares

17 Post Clicks

4 Photo views 1 Link clicks 12 Other Clicks

#### NEGATIVE FEEDBACK

0 Hide post 0 Hide all posts  
0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts