

# DOG WASTE & SEASONAL DOG BAN

Some examples of our best performing Dog Waste social media posts and throughout 2022/23. As mentioned, to further our Dog Waste communications performances on social, we will start to introduce more video content which can help to increase engagement, driving higher views, comments and shares.

**Dog Waste social posts approximate reach since March 2022 = 185,000**

**Pick up after your dog**

It was reported a few days ago that Wyre is 'one c' 23 March 2022 at 10:13  
ID: 7204748896262387

Interactions  
130 reactions 102 comments 28 shares

Performance  
Reach 12,368  
Engagements 130  
Negative interactions 2

**Total Reach = 12,368**

**Total Reactions = 130  
Total Comments = 102  
Total Shares = 28**

**Pick up after your dog**

Any bin will do wyre

See insights and Ads

**Seasonal Dog Ban 1 May - 30 September**

Reminder to all Dog walkers! From 1 May - 30 Sep 18 July 2023 at 09:37  
ID: 661346329360873

Interactions  
45 reactions 60 comments 39 shares

Performance  
Reach 23,097  
Engagements 43  
Negative interactions 1

**Total Reach = 23,097**

**Total Reactions = 43  
Total Comments = 60  
Total Shares = 39**

**Seasonal Dog Ban 1 May - 30 September**

See insights and Ads

**Just a reminder that the seasonal restrictions have come** 3 October 2022 at 12:03  
ID: 8108435642561870

Interactions  
67 reactions 9 comments 28 shares

Performance  
Reach 4,496  
Engagements 67  
Negative interactions 5

**Total Reach = 4,496**

**Total Reactions = 67  
Total Comments = 9  
Total Shares = 28**

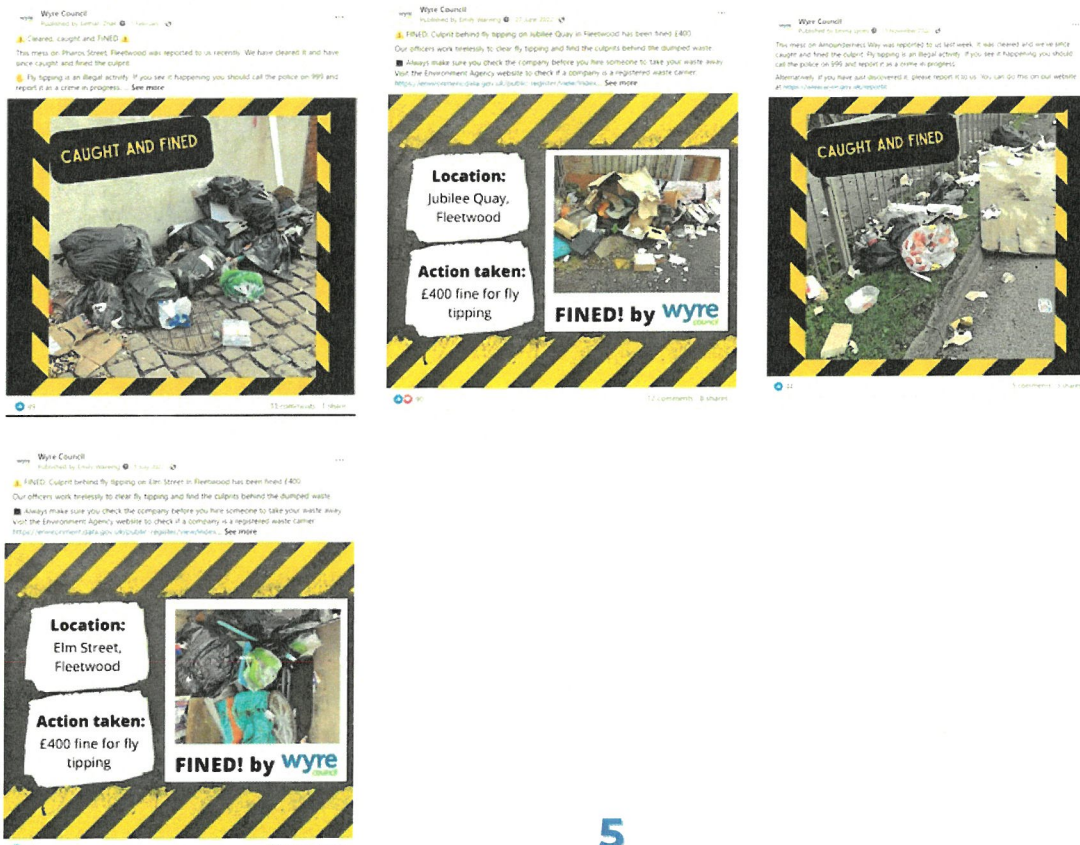
## GREEN WASTE

Some examples of our Green Waste social media posts across 2022/23. Between 01 April to 30 June 2023 we gained over 18,500 applications for a green waste subscription!



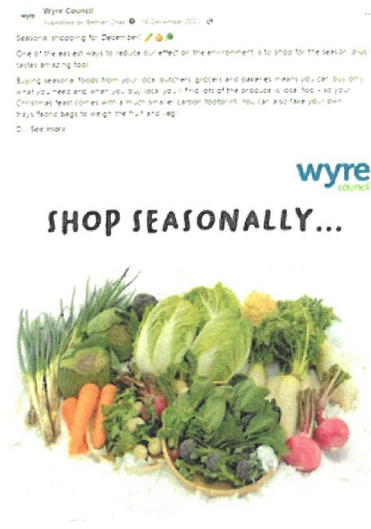
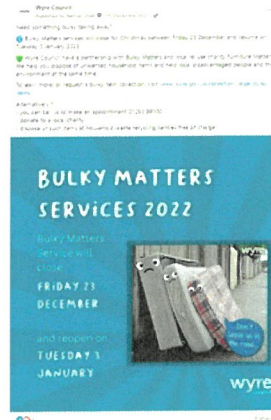
## EVIDENCE OF FINES

Some examples of our best performing Fined social media posts across 2022/23. Our key message is CLEARED, CAUGHT AND FINED and we use a bold graphic style with images taken of the waste.



# RECYCLING

Some examples of our Recycling social media posts across 2022/23. These are designed to be informative and encourage responsible recycling by promoting the services and resources available and promoting the reduce, reuse, recycle messaging.



# PREVENTION OF LITTERING

Our key message is REPORT IT

