



SOCIAL MAXIMISATION PLAN

Plastic promises from the PVC-u industry exposed

#woodyoubelieveit

Overview:

This is a fake fact/plastic promises social maximisation plan for members – both strategic considerations and suggested Twitter/Facebook posts. The plan leverages our fake facts/plastic promises campaign messaging and is based on the 16 fake facts that form the foundation of the campaign.

Objectives:

- ✓ To highlight where PVC-u businesses are peddling out fake facts/misleading information and correct them whilst encouraging audiences to think about the choices they are making
- ✓ To educate stakeholders – both trade/industry and consumers – about the benefits of beautiful wood windows
- ✓ To drive people to the WWA website to find out more

Target audiences:

- ✓ Consumers
 - Women, homeowners, 40+ with a decent disposable income
 - Women & men, property renovators, 30+ with a decent disposable income
- ✓ Industry
 - Specifiers (architects)
 - Housing associations and council housing departments and framework organisations
 - Conservation and planning officers
 - Fire departments
 - Timber frame manufacturers and wider builder/contractors



The **Wood Window** Alliance

Our tone of voice is:

- ✓ Transparent
- ✓ Authentic
- ✓ Respectful
- ✓ Informative

Our tone of voice is not:

- ❖ Aggressive
- ❖ Argumentative
- ❖ Challenging
- ❖ Contemptuous

How to use this content:

- ✓ Please tweak the tone/language/style to reflect your brand as required
- ✓ Content can be used verbatim or as inspiration – the important thing is that as many people take the campaign to social media as possible
- ✓ Integrate this content into your existing content calendars so that your social channels offer fans/followers variety
- ✓ All assets will be hosted on the consumer-facing part of the WWA website but we encourage you to host the content on your own websites too – the more places it is available, the easier it is to find and the more people we can potentially engage
- ✓ When engaging with your stakeholders and influencers outside of social media, encourage them to take the campaign to their social channels too

Best practice:

- ✓ Use Facebook and Twitter analytics to identify the days and times of the day your audiences are most active and post then to deliver maximum engagement
- ✓ Where appropriate/possible posts should include a call to action to actively engage audiences and our #Woodyoubelieveit hashtag will go some way to do that – but be aware that this could invite negative/opposing viewpoints, and all comments should be responded to. Responses could be:
 - A RT (Twitter) for positive tweets
 - A like (Twitter & Facebook) for positive tweets/posts
 - A direct and public response for positive messages
 - A private message for negative/contentious messages
- ✓ All posts should have a link so people can find out more – ideally to the WWA website but your own website is also fine
- ✓ All posts should include some form of rich media, i.e., an image, the video, the infographic
- ✓ Ensure stakeholders/interested parties are tagged, i.e., @woodwindowall/@wwf_uk
- ✓ Do not forget your hashtags for both Facebook and Twitter – and make sure they are clickable (ie, do not contain unusual characters) - #woodyoubelieveit
- ✓ Links and images are no longer included in twitter's 140 word count – good to remember!



- ✓ Do not spam! Sending the same message on repeat to hundreds of people will not help campaign credibility

Paid-for strategy

- ✓ You may have your own paid-for social media strategy in place in which case it would be helpful if this campaign could be incorporated in to that.
- ✓ If you do not have an existing strategy, below is a step-by-step guide to help you put budget behind Facebook posts and Tweets

Facebook post promotion:

- Use [Ad Manager](#) to create ads – either choose an existing post to promote or create a new post within Ad Manager
- Go to ‘Create Advert’, then choose your objective and create a campaign name
- Specify audience, or choose an existing audience. Check audience reach is broad enough for your campaign
- Placements: remove Right Hand placement
- Set budget per day, and set campaign dates. Now is a good time to check your reach and make sure it looks right
- Choose post, or create new post – [Place Order](#)
 - NB: If a post image has too much text on it, Facebook will limit reach and cost-per-click will be poor
- Set to run – Facebook will review the post and you’ll be notified when it’s approved
 - NB: You can make changes while the post is live, but Facebook will need to reapprove
- Track progress of the post in Ad Manager – you can pause/cancel at any time

Twitter post promotion:

- Use [Twitter Ads](#) to create ads – either choose an existing tweet to promote or create a new tweet
- Go to Twitter Ads and select campaign objective
- Name campaign and choose dates
- Select audience – consider adding followers of PVC-u businesses and targeting on interests such as home, property & lifestyle
- Set budget, and check reach meets your expectations
- Choose your creative, or compose new tweet
- Launch – track in Ads



The **Wood Window** Alliance

Available assets:

NB: a selection of content will be hosted on the homeowner section of the website and you are welcome to host the content on your own website too. All assets can be downloaded from the members' area of the WWA website.

- ✓ The fake facts (hosted here)
- ✓ The WWF Clear Choice endorsement (hosted [here](#))
- ✓ uPVC windows through the life cycle by The Alliance for Sustainable Building Products (hosted here)
- ✓ A Cradle to Cradle Feasibility Study (hosted here)
- ✓ Whole Life Analysis of timber, modified timber and aluminium-clad timber windows (hosted here)
- ✓ The infographic & video (hosted here)
- ✓ Suggested copy as per below

Suggested content:

- ✓ This is written from the POV of member organisations
- ✓ Content, particularly tweets, can be amended to talk to specific audiences – i.e., architects vs installers
- ✓ Members are welcome to post Facebook and Twitter content about the campaign that is not detailed below

FACEBOOK COPY	TWITTER COPY
In collaboration with the Wood Window Alliance we are launching a campaign to highlight the misleading facts and plastic promises that consumers are being fed by some PVC-u companies – we want to set the record straight and prove that wood is good #Woodyoubelieveit For more information, visit the WWA website here [INSERT LINK WWA PAGE WITH ASSETS]	People are being fed misleading facts about the positives of PVC-u so the @woodwindowall sets the record straight #woodyoubelieveit [INSERT LINK TO WWA PAGE WITH ASSETS]
Wood is natural – unlike PVC, which releases harmful dioxins when it melts #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]	Wood is natural – unlike PVC, which releases harmful dioxins when it melts @woodwindowall #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]



The Wood Window Alliance

<p>PVC is made from Vinyl Chloride Monomer (VCM), a Class 1 human carcinogen whereas trees absorb CO2 and produce O2 [INSERT LINK TO VIDEO] #Woodyoubelieveit</p>	<p>PVC is made from Vinyl Chloride Monomer, a Class 1 human carcinogen. Whereas trees absorb CO2 and produce O2 #Woodyoubelieveit [INSERT LINK TO VIDEO] #Woodyoubelieveit</p>
<p>Did you know that Google, Apple and Nike have put PVC on their banned or precautionary list? #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>	<p>Did you know that @Google @Apple @Nike put PVC on their banned or precautionary list? #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>
<p>We only use FSC certified timber, so more trees are planted than harvested. In fact, using timber windows increases the number of trees in the forest #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>	<p>We only use FSC certified timber, so more trees are planted than harvested. Use wood to grow more forest. #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>
<p>Wood is fully recyclable and some PVC-u window companies claim the same for their products, which is misleading. PVC-u is general down-cycled – not recycled – and in 2013 Waste Management World reported that only 15% of PVC-u windows were recycled in the UK #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>	<p>Some PVC-u companies claim their windows are fully recyclable but in 2013 only 15% (UK) were (@WMW_Magazine) #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>
<p>For every tree used to make a new timber window frame, another is planted whereas in 2013 only 15% of PVC-u windows were recycled #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>	<p>For every tree used to make a timber frame another is planted but in 2013 only 15% of PVC-u windows were recycled #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>
<p>Take a look at our infographic which calls out the plastic promises made by some PVC-u companies and proves why wood is so good #Woodyoubelieveit [INSERT LINK TO INFOGRAPHIC] What do you think?</p>	<p>Take a look at the @woodwindowall #infographic exposing PVC-u plastic promises and why wood is good #windows @woodwindowall #Woodyoubelieveit [INSERT LINK TO INFOGRAPHIC].</p>
<p>We collaborated with @WWF_UK and the evidence is clear: installing wood windows in your home has the lowest environmental impact – is limiting your impact on the environment important to you? #Woodyoubelieveit [INSERT LINK TO WWF DOC]</p>	<p>The @WWF_UK is clear: installing wood windows in your home has the lowest environmental impact – is this important to you? #Woodyoubelieveit [INSERT LINK TO WWF DOC]</p>
<p>Timber offers much better value as it lasts twice as long as PVC-u (30 years vs 60). If your choice is based on value, then the decision seems clear to us! #Woodyoubelieveit [LINK TO HERIOT WATT STUDY]</p>	<p>Timber lasts twice as long as PVC-u – 60 years versus 30 #muchbettervalue @woodwindowall #Woodyoubelieveit [LINK TO HERIOT WATT STUDY]</p>



The **Wood Window** Alliance

<p>We created a video highlighting the fake facts & plastic promises made by some PVC-u companies and explain why timber windows offer better value, better quality and better everything else [INSERT LINK TO VIDEO] #Woodyoubelieveit</p>	<p>You can watch our campaign video here: [INSERT LINK TO VIDEO] What's more important to you: value or performance? @woodwindowall #Woodyoubelieveit</p>
<p>PVC-U windows are no more energy-efficient than timber – this is because energy-efficiency is determined by the glazing, not the frame #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>	<p>PVC-U windows are no more energy-efficient than timber; energy-efficiency is determined by the glazing, not the frame #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>
<p>Wood windows can be redecorated as often as you like but actually require very little maintenance – a light sand-down and a fresh coat of paint every 8 years #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>	<p>Decorate wood windows as often as desired – but you only need to every 8-10 years #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>
<p>Beautiful, natural and renewable timber or synthetic, plastic PVC-u, which is primarily made from chlorine – which would you choose? #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>	<p>Beautiful, natural, renewable timber or synthetic, plastic PVC-u, which is primarily made from chlorine #Woodyoubelieveit [INSERT LINK WWA PAGE WITH ASSETS]</p>

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