Hi there, welcome to your first Waste360 Wisdom newsletter. Look for this in your inbox on the second Tuesday of every month!

In these monthly newsletters, you’ll get some tips on digital marketing, social media, event marketing and more.

DID YOU KNOW?

Getting the most out of your social media presence

Social media: it’s everywhere. Whether you personally love it or hate it, your brand can benefit significantly from a well-designed presence on social platforms. But—in order to reap the rewards you seek—it’s important to put a well-thought plan in place and commit to engaging with your audience regularly.

Here are some tips to help you.
MIC DROP

Listen to the rockstars in the waste, recycling and organics industry in the highly-rated Waste360 NothingWasted! podcast. First up is...

How Optimism Mixed with Waste & Recycling Makes A Storied Career with Susan Robinson of Waste Management

A 30-year career, an open mind, and an optimistic (yet pragmatic) viewpoint have made Susan Robinson, Senior Director of Sustainability at Waste Management, one of the most influential people in waste and recycling.

Hear Susan's invaluable insights on technology, diversity, environmental impacts, recycling, why we should have an optimistic outlook on the future, and so much more! #NothingWastedPodcast

Listen Here

WASTE EXPO FLASHBACKS

Look here for free education and resources straight from WasteExpo.

Watch Now: CFO Insights: A Look at the Waste & Recycling Industry

See the most influential chief financial officers within the waste and recycling industry sharing their collective knowledge. This panel shares their perspective on what financial challenges and opportunities may arise over the coming years. It’s one of those rare learning opportunities you don’t want to miss!

Watch Now

EYE CANDY

Check out videos, animations, infographics or basically anything that catches your eye.
Chris Wirth, VP of Marketing at AMP Robotics, explains about how Waste360’s digital opportunities help his marketing efforts reach a broader audience.

Have your own marketing tips to share? We'd love to hear about them. Or, anything you want us to cover in the next issue?

We're all ears...email us at startfishing@waste360.com