

Behaviour Change in the Age of Algorithms

“ What 20 years of
online waste
education has
taught me.”

Kate Fenwick



WASTE-ED with Kate

Social media is now a dominant behaviour change tool.

Reels, TikToks, and “the Algorithm” now dictate what messages land—and which get buried.

WASTE-ED *with Kate*

Waste-Ed has embraced this space fully:

**funny, raw, real,
and reactive.**

The Shift.

How the platforms
have changed
behaviour
change.

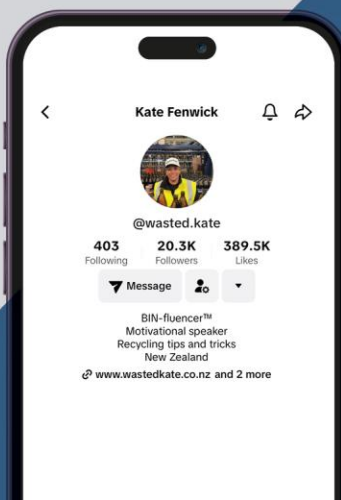
Instagram Reels, TikTok, and YouTube Shorts have
revolutionised reach
— especially for waste minimisation content.

“The Algorithm” rewards
relatability, repetition, and reactivity.

Even the
audiences
are shifting
between
platforms

Placement in the ecosystem:

As a non-governmental voice,
you can say what councils can't
— more direct,
cheeky, punchy.



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The Feedback Loop.

Comments

= content gold.

The best ideas come from the audience.

Positive vs negative comments

POSITIVE:
"This made me finally start composting."

NEGATIVE:
"This is why people hate environmentalists."

Leads to:

A new video

A new strategy

or a lesson learned.

I hate this. I hate to have to "think" about my rubbish. What do they do @ the recycling place? Do the crossword? Just so tedious

2h Reply

Are You Sure

we pay the council to take it, from there its on them

2023-11-25 Reply

Paper won't break down in landfill

6-1 Reply

No nothing breaks down in landfill that's why they can eventually build on them after about 35 years.

6-1 Reply

gingos I never knew. I'll change my ways

6-1 Reply

Comments 1,356

Likes 33.1K

blooby35

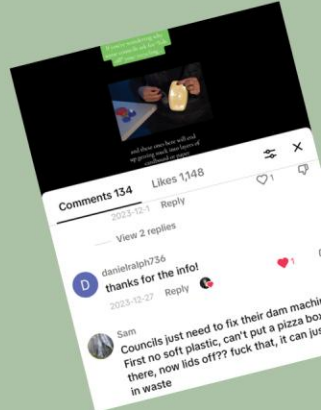
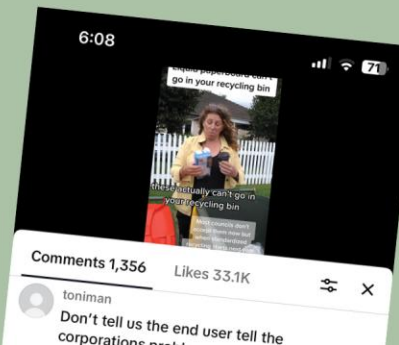
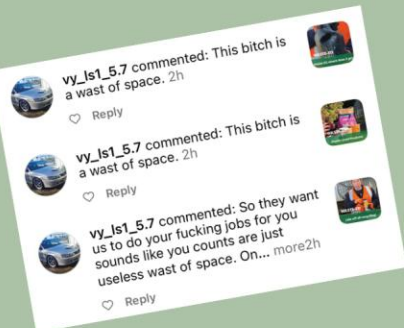
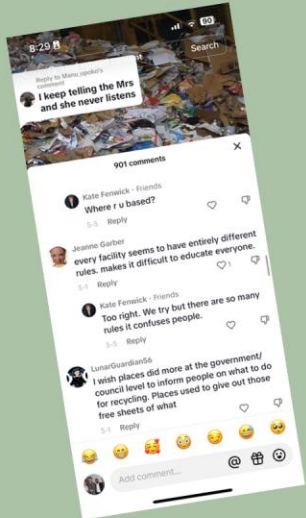
they actually can. we'll at my place they fit perfectly

2023-5-30 Reply

All activity

Cornish Kiwi commented: Making recycled material sexy Just now

Reply Like



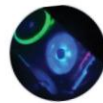
The Feedback Loop.



Raewyn_2602

I hate this. I hate to have to "think" about my rubbish.What do they do @the recycling place?Do the crossword?Just so tedious

2h Reply



Ethan
there not mine, we donated them to you to sell to companies for money. clean them urself.

5-24 Reply



The Feedback Loop.



Ethan
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5-24 Reply

I hate this. I hate to have to "think" about my rubbish.What do they do @the recycling place?Do the crossword?Just so tedious
2h Reply

Are You Sure
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Farm Tiktok NZ
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Kate Fenwick
No nothing breaks down in landfill that's why they can eventually build on them after about 35 years.
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Reply Like

901 comments
Kate Fenwick
Where r u based?
Jacquie Barber
every facility seems to have entirely different rules. makes it difficult to educate everyone.
Kate Fenwick
Too right. We try but there are so many rules it confuses people.
LunaGuardw6
I wish places did more at the government/council level to inform people on what to do for recycling. Places used to give out those free sheets of what

vy_ls1_5.7 commented: This bitch is a wast of space. 2h
vy_ls1_5.7 commented: This bitch is a wast of space. 2h
vy_ls1_5.7 commented: So they want us to do your fucking jobs for you sounds like you counts are just useless wast of space. On... more2h

jasonkay511
so I work for you? your profiting from recycling, pay the fairy
5-29 Reply

Toni G
commented: You know the fairy that takes the bottles with lids on out... why can't they take the lid off and recycle the bottle? 12m

Farm Tiktok NZ
Paper won't break down in landfill?
6-1 Reply
Kate Fenwick
No nothing breaks down in landfill that's why they can eventually build on them after about 35 years.
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6-1 Reply

itsstevencmac commented: When I go to New Zealand next time I'm going to shit on all my recyclables so hopefully this lady has to deal with it at some point 7m
liwellis, dirty.copy and others liked your reel. 10m

6:08
Comments 1,356 Likes 33.1K
toniman
Don't tell us the end user tell the corporations prebl

Comments 134 Likes 1,148
View 2 replies
danielalaph736
thanks for the info!
Sam
Councils just need to fix their dam mach First no soft plastic, can't put a pizza box there, now lids off?? fuck that, it can just in waste

Ray
commented: Um so we are doing your job for you? 5d
Reply Like

The Feedback Loop.



bouoroboros 21h

I'm not taking advice from a man with hair like that.



Reply



therubbishtrip 5h

Fortunately, the other interviewee for this story was [@wastedwithkate](#) and her husband is a hairdresser! So hopefully her advice (and her hair) is more acceptable.



Reply

The Strategy.

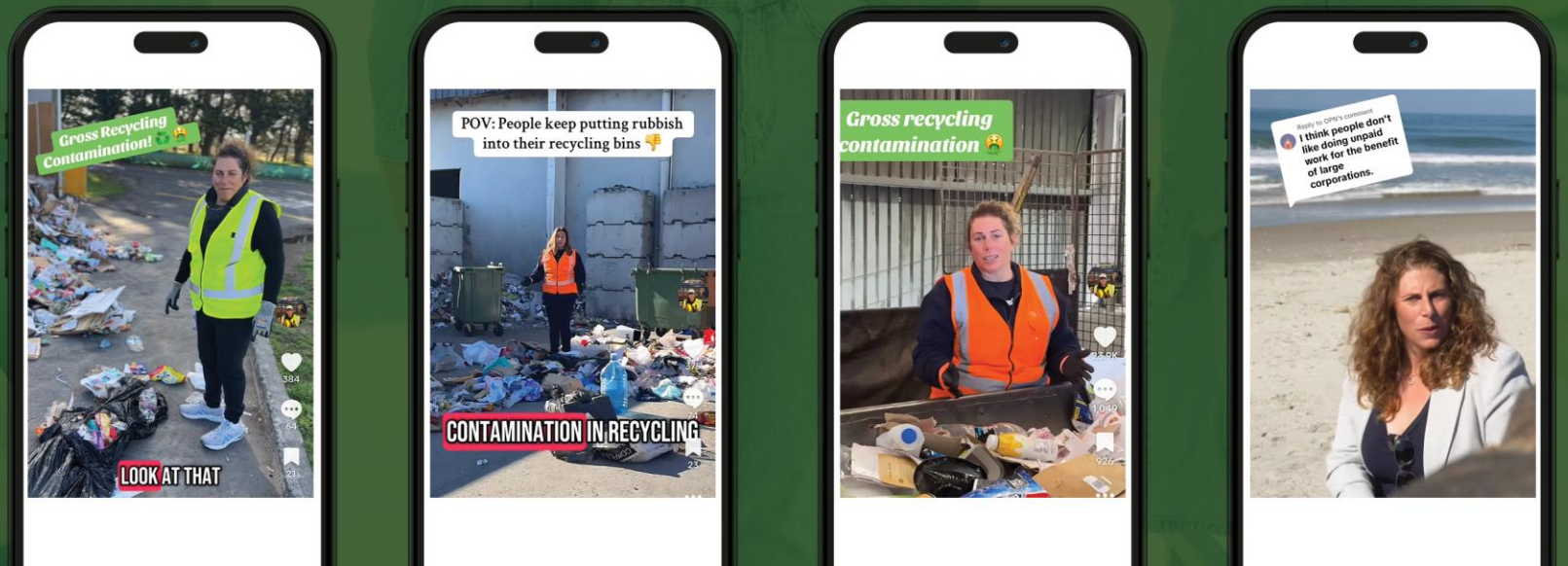
Hitting different audiences in different ways.

You need different **hooks** for different people

What works on Instagram mums might flop on TikTok teens.

test. learn. repeat.

The most random video might blow up, and the “perfect” one might flop. Use multiple videos on the same topic with different angles.



The Strategy.

Hitting different audiences in different ways.

You need different **hooks** for different people



It's driving me mental.

This pace can be intense
— so have a process for
disconnecting.

If someone's angry,
they're still thinking
about it.

That's a win.

But remember:
even the
frustrating
feedback
is **data.**

Key takeaways

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Don't be scared
to repeat yourself
— repetition
builds trust.

Inject
humour
— it breaks
down
resistance.

Think
platform-
first:
what works on
TikTok won't work
on LinkedIn.

If someone's
commenting
— even negatively —
they're engaged.
That's a foot
in the door.

Don't
chase
perfection.
Just start posting
and learn as
you go.



"The world doesn't need perfect eco-warriors.
It needs more funny, flawed, persistent ones
online - who keep showing up with a camera
and a recycling bin."

Thank you

WASTE-ED *with Kate*

wasted.kate



wastedwithkate



Waste-Ed with Kate



www.wastedkate.co.nz

