



State of Oregon Department of Environmental Quality

Recycling Social Media

Coordinated outreach to reduce recycling contamination

Purpose

This document provides copy-and-paste social media posts to help local governments communicate about recycling contamination and encourage people in Oregon to **Recycle Right!** It is updated quarterly to reflect recycling market changes and align with local governments' recycling campaigns. The posts are recommended for use during **January, February, March and April 2020**. The next toolkit will be posted on DEQ's website in **mid-April**. Suggested photos to accompany these posts are also available on DEQ's website.

DEQ recommends focusing on takeout food containers during this timeframe to be consistent with Metro's significant outreach work planned for to-go materials.

Suggested hashtags

#RecyclingTips
#KnowYourNos
#RecycleRight
#EmptyCleanDry
#OregonRecyclesRight
#WeRecycleRight

Suggested tag

@OregonDEQ

Best practices - commenting, monitoring and moderating

It's a best practice for administrators to monitor and moderate comments daily. For posts containing popular, controversial or hot button topics, monitor more frequently until public engagement with the post slows down.

Administrators should respond or moderate comments when:

- A person asks a direct question relevant to the topic.
- A person provides inaccurate information, as it may be seen by other commenters.
- A discussion between two or more commenters begins to get heated.

If there are comments about DEQ's messaging that the administrator cannot answer, please contact Julie Miller (details below) for assistance. We may be able to connect you with a subject-matter expert who can help draft a response.



Remember that comments made on government social media channels are public records and may be maintained and reproduced. When responding to posts, avoid responding directly to the person, and add a new comment instead.


Need help?

Contact Julie Miller, 503-229-5509, miller.julie@deq.state.or.us

Messages by item:


Take-out food containers



Post	Facebook	Twitter	Image
1	<p>To-go coffee cups and other to-go food containers are not accepted in recycling programs, because they are coated with plastic or wax that makes it difficult to separate from paper in the recycling process. These items should be put in the garbage!</p> <p>Instead, reusable coffee mugs and water bottles are a great, low-waste option for on-the-go. https://go.usa.gov/xpBg5 #KnowYourNos</p>	<p>To-go cups and other to-go food containers do not go in your recycling bin! Use reusable coffee mugs and water bottles instead. https://go.usa.gov/xpBg5 #KnowYourNos</p>	
2	<p>Getting food to go? When you're done, throw your plastic takeout containers in the trash. They're not recyclable at work or home.</p> <p>Learn more at DEQ's Recycle Right webpage https://go.usa.gov/xpBg5 site, or visit https://www.recycleornot.org/ if you live in the @oregonmetro region. #KnowYourNos</p>	<p>Getting food to go? When you're done, throw your plastic takeout containers in the trash. They're not recyclable at work or home. https://go.usa.gov/xpBg5 #KnowYourNos</p>	

3	<p>Plastic takeout containers - including cups like these - aren't recyclable at home or work.</p> <p>To reduce waste, bring a reusable drink cup with you and ask to use your own cup when getting a drink to go.</p> <p>Learn more: https://go.usa.gov/xpBg5 #KnowYourNos</p>	<p>Plastic takeout containers - including cups like these - aren't recyclable at home or work.</p> <p>Learn more: https://go.usa.gov/xpBg5 #KnowYourNos</p>	 <p>RecycleOrNot.org</p>
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Messages by item:

Plastic bags and plastic wrap, batteries, textiles and Styrofoam

Plastic bags and wrap			
Batteries	<p>Batteries can cause #fires, burns and other #environmental damage when not disposed of properly. Take them to a hazardous waste facility, a collection event or call 1-800-732-9253 to find other disposal options. Do not put any kind of battery in the recycling bin.</p> <p>More details: https://go.usa.gov/xpBg5 #RecycleRight</p>	<p>Batteries can cause #fires when put in #recycling bins. Keep them out, and learn about your options at https://go.usa.gov/xpBg5 . #RecycleRight</p>	<p>We can catch fire or explode when placed in the recycling bin.</p> <p>Find us a safe home.</p>  <p>#RecycleRight</p>

<p>Clothing, textiles, and fabric</p>	<p>If your clothes are wearing thin, they don't belong in the #recycling bin. Clothes and textiles will be thrown away if they arrive at a recycling facility. The best place to take clothing that is still wearable is a #donation center, such as a thrift store. If it's no longer usable, throw it in the #garbage.</p> <p>Want to learn more about clothing and how to #reduce your #environmental impact? Check out the resources on our #MakeEveryThreadCount website: https://go.usa.gov/xVKsP.</p>	<p>If your clothes are wearing thin, they don't go in the #recycling bin. Clothes will be thrown away if they arrive at a recycling facility. The best place to take clothing that is still wearable is a #donation center. More info at https://go.usa.gov/xVKsP. #MakeEveryThreadCount</p>	<p>If your clothes are wearing thin, they don't go in the recycling bin.</p>  <p>#RecycleRight</p>
<p>Styrofoam (TM)</p>	<p>Don't let Styrofoam roam! Styrofoam products are not accepted in curbside #recycling programs, because they often break into small pieces and end up as litter in our open spaces, #rivers and #oceans. The best place to put Styrofoam is in the #garbage.</p> <p>Want to learn more about what items to keep out of the bin? Find out at https://go.usa.gov/xpBg5. #KnowYourNos</p>	<p>Don't let Styrofoam roam! Styrofoam products are not accepted in curbside #recycling prgms. They often break into small pieces & end up as litter in our open spaces, #rivers & #oceans. The best place to put Styrofoam is in the #garbage. More: https://go.usa.gov/xpBg5 #KnowYourNos</p>	<p>I don't belong in your recycling bin. Ever.</p>  <p>#RecycleRight</p>

General Recycle Right! posts

Facebook	Twitter	Image
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Do you #RecycleRight? #Recycling right is good for the #environment because it provides materials for different industries to make new products without having to extract new resources from the #earth. It reduces #pollution and creates #jobs. Keep up the good work by making sure you're putting the right items in the bin! More: <https://go.usa.gov/xpBg5>

Do you #RecycleRight? #Recycling is good for the #environment, reduces #pollution and creates #jobs. Learn more: <https://go.usa.gov/xpBg5> #winwinwin

Keep us out of your recycling.



What do plastic bags, hoses and jeans have in common? They do not belong in your #recycling bin because they can jam up the machinery at recycling centers. Find out what else doesn't belong in your bin – and why- at DEQ's #RecycleRight website: <https://go.usa.gov/xpBg5> #KnowYourNos

Plastic bags, hoses and clothing can jam up machinery at #recycling centers. Keep them out of your recycling bin and help #Oregon #RecycleRight! Details: <https://go.usa.gov/xpBg5> #KnowYourNos

What do we all have in common?



Find out at <https://go.usa.gov/xVK>.

#RecycleRight

Seasonal recycling messaging:

Local governments often come up with creative materials to celebrate holidays and are often open to sharing. We will post these items on our [communications resources library](#) when available. Below are some ideas DEQ plans to run.

January

Need an easier New Year's resolution than running a marathon, eating kale 10 times a week or becoming a master welder? How about committing to becoming a better recycler? It just takes a few minutes to find out what to keep in and out of your recycling bin. It's free and easy and doesn't require a gym membership. Learn more at <https://go.usa.gov/xpBg5>.

Hashtags:

#RecycleRight

#KnowYourNos

February

Celebrating this #SuperBowl Sunday? Don't let your food go to super waste. Ask your guests to bring #reusable containers and take home leftovers. Opt for reusable plates, and be sure to separate glass bottles for their own recycling bin. Learn more at <https://go.usa.gov/xpBg5>.

Plan on sending any love letters through the mail this year? Keep those battery-operated cards out of the recycling bin, and leave the sparks and fires in the romance department. Learn more about the dangers of hidden batteries and how to properly dispose of hazardous materials at <https://go.usa.gov/xpBg5>.

Hashtags:

#RecycleRight

#KnowYourNos

#RecyclingTips

#Valentine

#BeMine

March

It's the first day of spring! If you're anxious to jump on the spring cleaning bandwagon, one easy place to start is to make sure all the materials you place in your recycling bin are empty, clean and dry. #emptycleandry #RecycleRight. Learn more at <https://go.usa.gov/xpBg5>.

Hashtags:

#RecycleRight
#KnowYourNos
#RecyclingTips
#spring
#springcleaning

April

It's #taxtime, and a lot of us are thinking about finances. One quick way to add #money to your pocketbook is to take advantage of Oregon's Bottle Bill and turn in your beverage containers for 10 cents a pop to stores and redemption centers. Not only does this save money, but by returning them, you're reducing litter and greenhouse gas emissions. More info at <https://go.usa.gov/xd262>.

Hashtags:

#RecycleRight
#KnowYourNos
#RecyclingTips
#Taxes
#refund