



## Toolkit Social Media Copy

Thank you for making recycling a priority in your company and partnering with us to promote carton recycling. We're excited to see the change we can make together. Below is a social media toolkit you can use to easily promote your brand while also championing recycling of your product's carton packaging through your Facebook, Twitter, and Instagram channels.

Don't forget to follow us on [Facebook](#), [Twitter](#) and [Instagram](#) to repost and share some of the fun original content we have coming up!

### Facebook

Note: When posting links on Facebook, please ensure that the full URL is deleted after the link box populates below the text field. In addition, feel free to replace the link image with the following creative assets.

- [\*Soup container going into the recycling bin\*](#)
- [\*Family breakfast with cartons\*](#)
- [\*Father and daughter recycling cartons\*](#)
- [\*Family cooking with cartons\*](#)
- [\*Father and daughter taking out recycling\*](#)
- [\*Different ingredients in a carton\*](#)
- [\*Friends on a bench with cartons\*](#)
- [\*Working out with cartons\*](#)
- [\*Driving with a carton\*](#)
- [\*Leaning on a sign with a carton\*](#)
- [\*Pledge to recycle cartons\*](#)
- [\*Vegetarian ingredients in a carton\*](#)
- [\*Carton recycling made easy\*](#)
- [\*OJ carton on a table\*](#)
- [\*Friends holding cartons\*](#)
- [\*Person smiling with a carton\*](#)
- [\*Bin with cartons\*](#)
- [\*You can recycle all of your cartons\*](#)
- [\*Broth carton tossed into the recycling bin\*](#)
- [\*Family taking out recycling bin\*](#)
- [\*Dad holding recycling bin\*](#)
- [\*All cartons in a kitchen\*](#)
- [\*Recycling in a public space\*](#)
- [\*All cartons on a yellow background with text\*](#)



1. We're partnering with @recyclecartons to make it easy for you to recycle your [insert brand product] carton. You won't believe how easy it is to recycle our cartons: <http://bit.ly/2kIN2Lo>
2. New Year's Resolutions are [just around the corner/still important] – it's not too late to commit to keeping your [insert product] cartons out of landfills. Take this @RecycleCartons pledge to always recycle your [insert brand] cartons today! <http://bit.ly/2jSThaN>
3. (Animated music video) Do your [insert product] cartons have moves like Jagger? Watch these cartons shimmy and get recycled into new products in this @RecycleCartons video. You can even make your own music version! <http://bit.ly/2jGMeVK>
4. (Blog 1- The movement is growing) We're heartened to hear that more and more households throughout the U.S. can recycle their cartons like our very own [insert brand product]! Join the growing movement today with our friend, Recycle Cartons [tag page @recyclecartons]. <http://bit.ly/2jNV0hB>
5. (Blog 2- Recycling 101) We know sometimes recycling can be confusing (psst, you can recycle [insert brand product]). @recyclecartons is here to help end the confusion and get you to recycling your cartons right! <http://bit.ly/2kpFh7c>
6. (recipe video 1) Like to cook much? Check out this easy and delicious recipe created by food-loving power blogger @TheBigMansWorld in partnership with @recyclecartons. This salad has some serious crunch to it! P.S.: don't forget to recycle your empty cartons once you're done in the kitchen. <http://bit.ly/2m9BmAB>
7. (recipe video 2) Like to cook much? Check out this easy and delicious recipe created by food-loving power blogger @MyHealthyDish in partnership with @recyclecartons. This Cajun pasta recipe has cream, spice and everything nice! P.S.: don't forget to recycle your empty cartons once you're done in the kitchen. <http://bit.ly/2mebwlv>
8. (recipe video 3) Like to cook much? Check out this easy and delicious recipe created by food-loving power blogger @bakeritablog in partnership with @recyclecartons. You won't believe the chocolate pudding recipe has no dairy! P.S.: don't forget to recycle your empty cartons once you're done in the kitchen. <http://bit.ly/2kOdceP>



# CARTON COUNCIL

recyclecartons.com

9. (quiz) Would you become paper towel or office paper if you were a recycled carton? There's only one way to find out. The suspense is killing us. Take the quiz already! [\[link to quiz\]](#)
10. (Buzzfeed) Here are 11 brilliant ways to rev up your recycling habits featuring cameos by Homer Simpson, superheroes and a grumpy milk carton. Recycling has never been so much fun. Read more. <http://bzfd.it/2lai0Y0>

## Twitter

Download one of the following creative images to include with your post.

- [Soup container going into the recycling bin](#)
  - [Family breakfast with cartons](#)
  - [Father and daughter recycling cartons](#)
  - [Family cooking with cartons](#)
  - [Father and daughter taking out recycling](#)
  - [Different ingredients in a carton](#)
  - [Friends on a bench with cartons](#)
  - [Working out with cartons](#)
  - [Driving with a carton](#)
  - [Leaning on a sign with a carton](#)
  - [Pledge to recycle cartons](#)
  - [Vegetarian ingredients in a carton](#)
  - [Carton recycling made easy](#)
  - [OJ carton on a table](#)
  - [Friends holding cartons](#)
  - [Person smiling with a carton](#)
  - [Bin with cartons](#)
  - [You can recycle all of your cartons](#)
  - [Broth carton tossed into the recycling bin](#)
  - [Family taking out recycling bin](#)
  - [Dad holding recycling bin](#)
  - [All cartons in a kitchen](#)
  - [Recycling in a public space](#)
  - [All cartons on a yellow background with text](#)
1. We're upping our carton #recycling game thanks to @RecycleCartons. Take the pledge to join us: <http://bit.ly/2jSThaN>. #RecycleYourCartons
  2. Most U.S. homes can #recycle #cartons, like our [insert product]! #recycleyourcartons to help reduce waste. <http://bit.ly/2jSThaN>



3. (Animated music video) These #cartons have dance moves! Watch them shimmy & get #recycled into new products in this @RecycleCartons video: <http://bit.ly/2jGMeVK>
4. (Blog 1- The movement is growing) More U.S. homes can now #recycle cartons! @RecycleCartons wants YOU to join the growing movement! <http://bit.ly/2jNV0hB> [attach one of the included images or your own]
5. (Blog 2- Recycling 101) With these tips, you'll #recycle your [insert product] #cartons right in no time: <http://bit.ly/2kpFh7c> [attach one of the included images or your own]
6. (recipe 1) Check out @TheBigMansWorld's Asian Sesame Crunch Salad recipe: <http://bit.ly/2mdWLW1> Remember to #RecycleYourCartons after!
7. (recipe 2) Check out @MyHealthyDish's Creamy Cajun Shrimp Pasta recipe: <http://bit.ly/2med70T> Remember to #RecycleYourCartons after!
8. (recipe 3) Check out @bakeritablog's Guilt-Free Chocolate Pudding recipe: <http://bit.ly/2l1Cp0d> Remember to #RecycleYourCartons after!
9. (Buzzfeed) Top 11 ways to rev up your #recycling habits. Hint: Homer does it. <http://bzfd.it/2lai0Y0>

## Instagram

**Note: Do not paste links on Instagram posts as they are not currently clickable. Instead, just upload one of the following images and post with the copy below.**

- [\*Carton recycling made easy\*](#)
  - [\*Cartons for fall\*](#)
  - [\*All cartons on a yellow background with text\*](#)
1. We're joining our friend @recycle\_cartons in celebrating carton #recycling access in most U.S. homes! Yes, that means our [insert product]! Check them out to see how you can step up YOUR #carton recycling game. [Use photo of your own branded carton with recycling symbol]



2. Sustainability is important to us. We're heartened by the news from @recycle\_cartons that more and more households in the U.S. can recycle their cartons. Double tap if you promise to recycle your [insert product]. #RecycleYourCartons
3. Did you know that food and beverage cartons are recyclable in most U.S. homes? That includes [insert product here]. Tag your favorite tree hugger in the comments. #RecycleYourCartons