



CARTON COUNCIL

recyclecartons.com

SOCIAL MEDIA COPY AND CREATIVE

OVERVIEW

This document contains sample social media posts and creative to use on your own Facebook, Twitter and Instagram channels. The sample content is evergreen, so you can customize it to fit your needs, goals and editorial calendar.

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.

Facebook:

- All cartons on a [yellow background with text](#)
- All cartons on a [white background with text](#)
- Camping [with cartons](#)
- All cartons on a [yellow background with no text](#)
- All carton on a [white background with no text](#)
- All cartons on a [kitchen background](#)
- Cooking [with cartons](#)
- Dad [recycling cartons](#)
- Family [recycling](#)
- Daughter pouring [recycling into a recycling bin](#)
- Steps on how to [recycle cartons](#)
- Recycling a carton in [the recycling bin](#)
- Recycled cartons turned into [other paper products](#)
- Recycling in a [public space](#)
- All cartons in a [blue recycling bin](#)



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Did you know that you can #RecycleYourCartons in [Insert Community Name]? This includes food and beverage cartons containing milk, OJ, soup, coconut water, almond milk and more! It's easy and convenient — just toss your cartons in the recycling bin with your other glass, aluminum and plastic containers. Learn more at:

Link: <http://bit.ly/2uE2VBG>

Want to up your recycling game? Take the pledge to #RecycleYourCartons today! It will help you remember and inspire others to recycle right, conserve resources and reduce landfill waste.

Link: <http://bit.ly/2vhlAac>

PSA: Food and beverage cartons are recyclable in [Community Name]. Not sure exactly what a carton is? Take this quiz to find out. #RecycleYourCartons

Link: <http://bit.ly/2umTQho>

Food and beverage cartons, once recycled, become material that can then be used to create new products, such as paper towels and even ceiling tiles. If you were a recycled carton, what would you become? Take the quiz to find out. #RecycleYourCartons

Link: <http://bit.ly/2vLhY0J>

Cream, spice and everything nice! Check out this healthy and delicious recipe featuring white wine, whole milk and roasted red pepper soup that all come in recyclable cartons. #RecycleYourCartons

Link: <http://bit.ly/2unFM7o>

Food and beverage cartons are now recyclable in [insert locality/city name]! Here are some helpful tips to remind you to be eco-friendly courtesy of BuzzFeed. #RecycleYourCartons

Link: <http://bzfd.it/2unx7Sk>



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For your next family outing, consider bringing lightweight carton beverages like water, juice, milk and wine. Please remember you can #RecycleYourCartons.

Link: <http://bit.ly/2wFDqkT>

Twitter

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

- All cartons on a [yellow background with text](#)
- All cartons on a [white background with text](#)
- Camping [with cartons](#)
- All cartons on a [yellow background with no text](#)
- All cartons on a [kitchen background](#)
- Cooking [with cartons](#)
- Dad [recycling cartons](#)
- Family [recycling](#)
- Steps on how to [recycle cartons](#)
- Recycling in a [public space](#)
- Recycled cartons turned into [other paper products](#)
- All cartons in a [blue recycling bin](#)

Did you know that you can #RecycleYourCartons in [Community Name]? Learn more:

<http://bit.ly/2wFFEM>

Take the pledge to #RecycleYourCartons today! Join 1000s across the nation who care about reducing waste. <http://bit.ly/2hIkak3>

PSA: Food & beverage cartons are recyclable in [Community Name]. Not sure what a carton is? Take the quiz. <http://bit.ly/2vN7Hll> #RecycleYourCartons



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If you were a recycled carton, what would you become? Take the quiz to find out.

<http://bit.ly/2fr0E15> #RecycleYourCartons

Cream, spice & everything nice! Try this delicious and easy to make recipe. <http://bit.ly/2vKV4GL>

#RecycleYourCartons

Here are some helpful tips to remind you to recycle courtesy of Buzzfeed. #RecycleYourCartons

<http://bzfd.it/2vNcrrx>

If you are packing light weight carton water/milk/wine for your next family outing! Remember to

#RecycleYourCartons. <http://bit.ly/2vjN4tX>

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.

- All cartons on a [yellow background with text](#)
- All cartons on a [white background with text](#)
- Camping [with Cartons](#)
- All cartons on a [yellow background with no text](#)
- All cartons on a [kitchen background](#)
- Cooking [with cartons](#)
- Dad [recycling cartons](#)
- Family [recycling](#)
- Steps on how to [recycle cartons](#)
- Recycled cartons turned into [other paper products](#)
- Recycling in a [public space](#)
- All cartons in a [blue recycling bin](#)



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Did you know that you can #RecycleYourCartons in [Community Name]? This includes food and beverage #cartons containing milk, OJ, soup, coconut water, almond milk, etc. Plus, it's easy and convenient — just toss your cartons in your #recycling bin with your other recyclable glass, aluminum and plastic containers.

PSA: #Food and beverage #cartons are recyclable in [Community Name]. This includes refrigerated cartons — such as milk or juice cartons — and shelf-stable cartons — such as broth or almond milk cartons. Remembering to #RecycleYourCartons helps conserve resources, reduce landfill waste and protect the #environment.

When you #RecycleYourCartons, you are conserving resources, reducing landfill waste and saving energy. Plus, after you recycle them, recycled #cartons create raw material that is then used to make new products, such as paper towels or even ceiling tiles. #winning