



CARTON COUNCIL

recyclecartons.com

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. This will make your post look clean and legible. In addition, feel free to use the images below in any of your posts.

- [*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. It's as easy as 1-2-3
 1. Empty your carton.
 2. Toss it in the recycling bin, and
 3. Take the bin to the curb.Learn more at <https://www.recyclecartons.com/learn>.
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. (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>
4. (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>
5. (recipe video 3) Like to cook? 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>
6. Food and beverage cartons like [insert brand product name], once recycled, become material that can then be used to create new products we use every day, including paper towels, tissue, writing paper, and even building materials! How green will you be this year? Take the quiz to discover your environmental champion type and pledge to #RecycleYourCartons. <http://bit.ly/2lzqih1>





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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](#)

1. We're upping our carton #recycling game thanks to @RecycleCartons. Take the pledge to join us: <http://bit.ly/2jSThaN>. #RecycleYourCartons
2. Most homes in the U.S. have access to food and beverage carton recycling. That includes [insert product]! #RecycleYourCartons to help reduce waste. Learn how here: <https://bit.ly/2lAsPT3>
3. (Blog 1- The movement is growing) More U.S. homes can #recycle cartons! @RecycleCartons wants YOU to join the growing movement! <http://bit.ly/2lNV0hB> [attach one of the included images or your own]
4. (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]

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. If you would like to add a link, you can add one to the link in your bio. We encourage you to partner with @RecycleCartons on Instagram to host giveaways, sweepstakes, and more. Reach out to us at info@recyclecartons.com to learn more.

- All cartons on a [yellow background with text](#)
- All cartons on a [white background with text](#)





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- *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](#)*

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 #RecycleYourCartons. [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 the majority of households in the U.S. can recycle their cartons. Like this post 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]. It's as easy as 1-2-3
 1. Empty your carton.
 2. Toss it in the recycling bin, and
 3. Take the bin to the curb.

Pro tips: Keep the cap on and leave the carton uncrushed when you toss it in the bin. Tag a friend that love recycling so we can all learn to #RecycleRight! #RecycleYourCartons

