



Helen Lee

Office of Waste Diversion
DC Department of Public Works

zerowaste.dc.gov

@dczerowaste | #ZeroWasteDC

A hand holds a smartphone displaying a social media post from Zero Waste DC. The post is dated July 4 at 10:15am and contains text about planning BBQs and parties. Below the text is a checklist of tips for waste disposal. The background of the phone screen shows a blurred image of a BBQ grill with food cooking. The phone's status bar at the top shows the time as 10:53 and various icons for signal, Wi-Fi, and battery.

#ZeroWasteDC

How the District is using social media to
communicate Zero Waste

AGENDA

1. Creation Story:

Establishing the Zero Waste DC Brand and Social Media Accounts

2. Building the Social Media Calendar:

- a. Planning & Goal Setting
- b. Utilizing Existing Tools & Resources
- c. Other Considerations

3. Results & Lessons Learned



On your phone multi-tasking?
Quick, Follow us!



↓
[@dczerowaste](https://www.instagram.com/dczerowaste)

CREATING THE ZERO WASTE DC BRAND

Information related to waste was dispersed across multiple agencies



ZERO WASTE IS TRENDING



Fitting into Established Brands

CLIMATE READY DC

The District of Columbia's Plan to Adapt to a Changing Climate



Development of Zero Waste DC



Co-Branding with DC



Co-Branding with Sustainable DC



Co-Branding with DPW

RGB: 55, 76, 160

CMYK: 91, 82, 0, 0

#374Ca0

Blue - Industry standard for recycling
Same Family of Blue as **DPW Blue**

Getting the Buy-In

Learning from Our Neighbors

Home Moments Search Twitter Have an account? Log in

We're so excited for a #Zwsummer!

NYC zerowaste

TWEETS 5,013 FOLLOWING 598 FOLLOWERS 4,870 LIKES 2,372

NYC zerowaste @NYCzerowaste
NYC Department of Sanitation is leading New Yorkers to contribute zero waste to landfills by 2030. Call 311 for service. Comment policy on nyc.gov/simpolicy
New York City
nyc.gov/zerowaste
Joined June 2010

802 Photos and videos

New to Twitter?
Sign up now to get your own personalized timeline
Sign up

NYC zerowaste @NYCzerowaste · 1h
Summer/Fall #SAFE disposal events now listed! August events include 813 @fordhamroads & 827 at Floyd Bennett Field. on.nyc.gov/safeevents

NYC zerowaste Retweeted
NYC Sanitation @NYCSanitation · Jul 24
DSNY Day at Brooklyn Cyclones was a great family day with our costumed characters bringing cheer to all.

NEW YORK CITY DEPARTMENT OF SANITATION

TWEETS 4,110 FOLLOWING 28 FOLLOWERS 22.8K LIKES 31

NYC Sanitation @NYCSanitation
World's largest municipal sanitation force, collecting 12,000 tons of refuse/recycling a day. Account not monitored 24 hrs. User policy: bit.ly/gmdu2
New York City
nyc.gov/tmidsny.html
Joined August 2011

670 Photos and videos

New to Twitter?
Sign up now to get your own personalized timeline
Sign up

NYC Sanitation @NYCSanitation · Jul 24
DSNY Day at Brooklyn Cyclones was a great family day with our costumed characters bringing cheer to all.

NYC Sanitation @NYCSanitation · Jul 24
Comm. Garcia throws out ceremonial first pitch at DSNY Day with Brooklyn

Building the Monthly Calendar

Step 1: Setting Goals

Overall Campaign Communications Measures

- Increase ZW Social Media Followers by 15% by March 2018
- Recycling guideline page receives engagement of 500 clicks during Oct 2017-Feb 2018
- Sustain web traffic until March 2018
- Educational recycling videos receive 200 views from Oct-Dec
- Monthly recycling tonnage increases by 15% from previous year

The Big 3: Social Media Accounts

The screenshot shows the Facebook profile for Zero Waste DC (@dczerowaste). The profile picture is a blue bin with a recycling symbol and the text "WE RECYCLE". The cover photo shows hands putting items into a blue recycling bin. The page includes a post from yesterday with the text: "Remember NO plastic bags please. Place your recycling loose in your bin. Drop-off plastic bags, wraps & film at grocery stores and retailers. Visit <http://www.plasticfilmrecycling.org> for drop-off locations. #WasteLess #RecycleMore". Below the post is a graphic that says "NO PLASTIC BAGS in the RECYCLING BIN" and "DO NOT BAG Recyclables LEAVE ITEMS LOOSE AND EMPTY". The page also shows a "Community" section with 1,690 likes and 1,728 followers.

The screenshot shows the Twitter profile for Zero Waste DC (@dczerowaste). The profile picture is a blue circle with the Zero Waste DC logo. The cover photo is a graphic showing various recyclable items (cardboard boxes, a milk carton, an egg carton, a plastic cup) being thrown into a blue recycling bin. The text on the cover photo includes "ZERO WASTE DC" and "GOVERNMENT OF THE DISTRICT OF COLUMBIA MURIEL BOWSER, MAYOR". The profile statistics show 684 tweets, 243 following, 802 followers, 1,091 likes, 0 lists, and 1 moment. The "Tweets" section shows a tweet from May 3 about a new recycling game for children, with a link to the game's website. The "Tweets & replies" section shows a tweet from June 27 about a tweet activity of 2,888 impressions.

The screenshot shows the Instagram profile for Zero Waste DC (@dczerowaste). The profile picture is a blue circle with the Zero Waste DC logo. The cover photo is a blue bin with a recycling symbol and the text "WE RECYCLE". The page shows 63 posts, 525 followers, and 121 following. The bio says "Zero Waste DC Bringing together the people & programs driving the District to zero waste #ZeroWasteDC Powered by @DCDFW zerowaste.dc.gov". The "POSTS" section shows several images, including a dog sitting next to a blue recycling bin, a person sorting through a red recycling bin, and a red recycling bin filled with trash. The "IGTV" section shows a video titled "Food Waste Drop-Off" and another titled "DC Waste Sorting Game".



@dczerowaste



@dczerowaste



@dczerowaste

Planning & Building

- **Main Topics for May**
 - Reduce Contamination in the Recycling
 - Recycling Video - How to Prep Recyclables and Trash
 - What Goes Where tool
 - Source Reduction
 - Grasscycling
- **Organics – Food Waste Drop-Off**
 - May 5: Launch of UDC Farmers Market
 - May 19: Launch of Glover Park- Burleith Farmers Market
- **Special Events**
 - International Compost Awareness Week – May 6th – 12th
 - National Teacher Day – May 8th
 - Mother’s Day - May 13th
 - National Public Works Week – May 20 – May 26
 - Memorial Day – May 28th



ZeroWasteDC @dczerowaste · May 18

All this rain is helping the grass grow. In the meantime, learn how you can be #Grasscycling next time you're ready to mow. Here's how you do it: dpw.dc.gov/page/grasscycl...



5 6



Zero Waste DC

Published by Hootsuite [?] · May 22 · 🌐

We salute and thank the thousands of public works professionals who work tirelessly to keep us all connected! DC Department of Public Works #NPWW #PowerOfPublicWorks



Saturday
5/12 –
Compost
Awareness
Week

We have Food Waste Drop-Off sites opened in 5 wards with 3 more locations to go! Next Saturday, the Glover Park-Burleith Farmers' Market will be launching for the season. Make sure to visit our website for more info:

<https://zerowaste.dc.gov/foodwastedropoff>
#WasteLess
#CompostMore #ICAW



Sunday
5/13 –
Mother's
Day

Moms are often the champions of recycling in the home. Make your momma proud today by #recycling! Happy Mother's Day <https://zerowaste.dc.gov> #MothersDay




Hootsuite

The screenshot displays the Hootsuite interface for the Twitter account 'dczerowaste'. The dashboard is organized into three main columns: 'My Tweets', 'Scheduled', and 'Mentions'. The 'My Tweets' column shows three tweets from ZeroWasteDC, including a post about reusable dishes, a reminder about plastic bags, and a 'DO NOT BAG Recyclables' graphic. The 'Scheduled' column shows two upcoming tweets, one about a 4th of July BBQ and another about propane tank disposal. The 'Mentions' column shows three tweets from other users mentioning the account, such as Christy Leavitt, Lyz, and Alex Fette. The interface includes a top navigation bar with browser tabs, a left sidebar with navigation icons, and a bottom status bar.

My Tweets dczerowaste


ZeroWasteDC @dczerowaste
35 mins ago

Add a little green to your red, white and blue this 4th of July. Use reusable dishes, containers, and cutlery! If you must use disposable service ware, don't use foam (they're not recyclable). Also, consider cloth napkins instead of paper. #Reduce #Reuse



ZeroWasteDC @dczerowaste
1 day ago

Remember NO plastic bags please. Place your recycling loose in your bin. Drop-off plastic bags, wraps & film at grocery stores and retailers. Visit plasticfilmrecycling.org for drop-off locations. #WasteLess #RecycleMore




ZeroWasteDC @dczerowaste
2 days ago

Scheduled dczerowaste

ZeroWasteDC scheduled
Tomorrow at 10:15am

Happy 4th of July! Planning a BBQ's or a party today? Remember these events can generate a lot of waste, so make sure you dispose of everything...




Checklist

- Grasscycle lawn
- Set out recycling bins to collect clean food & beverage containers
- Set aside food scraps to compost at Food Waste Drop-Off Program.

ZeroWasteDC scheduled
@dczerowaste
jul 5 at 10:30am

Old lighter fluid and propane tanks can be dropped off for safe disposal at the Fort Totten Transfer Station today. @DCDPW will accept #HHW & #electronic



Drop-off at Fort Totten

PROpane Tanks LIGHTER FLUID

Drop-Off Learn More zerowaste.dc.gov

Mentions dczerowaste

Christy Leavitt @DCChristy
1 day ago

Go Seattle! Let's do this in DC. How about it @DOEE_DC @dczerowaste? Seattle becomes first major U.S. city to ban straws wapo.st/2MAVBQ7?tid=ss...

In reply to dczerowaste and 1 more

Lyz @LuckyLyzzie
2 days ago

Are you allowed to do plastic bottle bricking and put in your regular recycling?

Show Conversation

In reply to dczerowaste and 1 more

Alex Fette @AlexFette
3 days ago

The url is actually plasticfilmrecycling.org

Show Conversation

Year of the Anacostia @yota2018
3 days ago

Ooh. Meet new @TapItMetroDC fan @iaff362! @DOEE_DC @SustainDC @dczerowaste @dcwater #DrinkTap

DC Fire Fighters L36 @IAFF36
Carrying an empty water bottle in this HOT DC summer day? TapIt Metro D.C. is a network of businesses in the metro region that provide water to...

Read More

14



ZeroWasteDC @dczerowaste · Jun 9

Recycling is great but remember the order of the three R's: #Reduce, #Reuse, #Recycle! Help the District #reduce and #reuse by drinking tap water using reusable containers! #ZeroWasteDC #yota2018 #BeatPlasticPollution @DOEE_DC @DCDPW @dcwater @dczerowaste @ZeroWasteDCSC @SierraDC



You, DC DPW, DC Energy & Env. and 4 others

4 15



ZeroWasteDC @dczerowaste · 27 Sep 2017

Go team! 🗣️ We're cheering on the @Capitals & looks like @capsredrockers are a fan of #ZeroWasteDC too as we debut zerowaste.dc.gov!!



1 6



ZeroWasteDC @dczerowaste · May 4

Thanks @GreenAU Office of Sustainability staff for playing our waste sorting game. And congrats on your recent climate neutrality achievement! #ZeroWasteDC



You and AU Sustainability

3 9



You Retweeted
The Kojo Nnamdi Show @kojoshow · Apr 23
LIVE: Everything you want to know about local trash. wamu.fm/2vGN8Ku



2 5 19

Show this thread

Understanding your Audience

Facebook Live



Zero Waste DC shared DC Department of Public Works's live video.

October 10 at 9:50am · 🌐

ICYMI the number of items that can be recycled in #DC has expanded & we have the announcement here on #FacebookLIVE! DC Department of Public Works <https://t.co/QjsLzOoCyu>



518 Views

DC Department of Public Works was live.

October 5 at 12:04pm · 🌐

LIVE from John Burroughs Elementary School, we're excited to announce that the number of items that can be recycled in DC has expanded, and what you can recycle...

[See More](#)



Recycling Videos through the FPI Community Partnership



Zero Waste DC: How to prepare your recycling
15,149 views



Zero Waste DC DC Department of Public Works
Published on Mar 6, 2018



Cero Desperdicios y Basura: cómo preparar el reciclaje
21,033 views



Zero Waste DC DC Department of Public Works
Published on Mar 6, 2018

SUBSCRIBE 5

DESPERDICIE MENOS, RECICLE MÁS!

Advertising campaign with social media- English: 15K & Spanish: 17K



Zero Waste DC

@dczerowaste

Home

About

Posts

Community

Videos

Photos

Events

Info and Ads

Promote

Manage Promotions

Like Following Share



Amy Zets Croke Very excited about future compost pick up!

Like Reply · 9w



Write a comment...



Zero Waste DC

Published by Helen Lee [?] · April 24 ·

Mire ese video para #DesperdicieMenos y #ReciclarMas en DC! #ZeroWasteDC

See Translation



People have watched this video for a total of 23 minutes

Boost Unavailable

90 Views

Like

Comment

Share



4



You Retweeted

DC DPW @DCDPW · 29 Sep 2017

DPW facilita la eliminación de desechos especiales para los residentes. Para mas información visite zerowaste.dc.gov

Translate Tweet

DC RECICLE MÁS.

La lista de artículos que pueden reciclarse en el Distrito de Columbia ha crecido! Las residentes ahora pueden reciclar más cosas y hacer del Distrito de Columbia una ciudad más limpia y ecológica!



Artículos aceptados

PAPEL

Vasos y cajas de cartón aplanados, botes de leche, jugo y sopa, periódicos y revistas, libros y directorios telefónicos, publicidad y papeles de oficina (todo limpio y vacío)

*Excepto pañuelos desechables



PLÁSTICO

Botellas, vasos, envases y tapas (todo limpio y vacío)

*Excepto botas de plástico

*Excepto pañeros de poliestireno

*Excepto pajillas y sartenillas



METAL

Botellas, latas y recipientes de acero y aluminio (todo limpio y vacío)

*Excepto latas de pintura



VIDRIO

Botellas y envases de vidrio (todo limpio y vacío)

*Excepto ventanas o cerámica



Cómo preparar sus artículos reciclables

- Los artículos reciclables deben estar limpios y vacíos.
- No los ponga en bolsas. Déjelos sueltos en el contenedor. CONSEJO: Despegue las botellas de plástico y el fondo de las latas para su reciclaje.
- Dimensiones mínimas: 5cm x 5cm.
- No recicle utensilios, pajillas o popotes, bolitas o vasos de condimentos o aderezos.
- Recicle únicamente los artículos enumerados. ¿Preguntas? Visite zerowaste.dc.gov

1 10 12

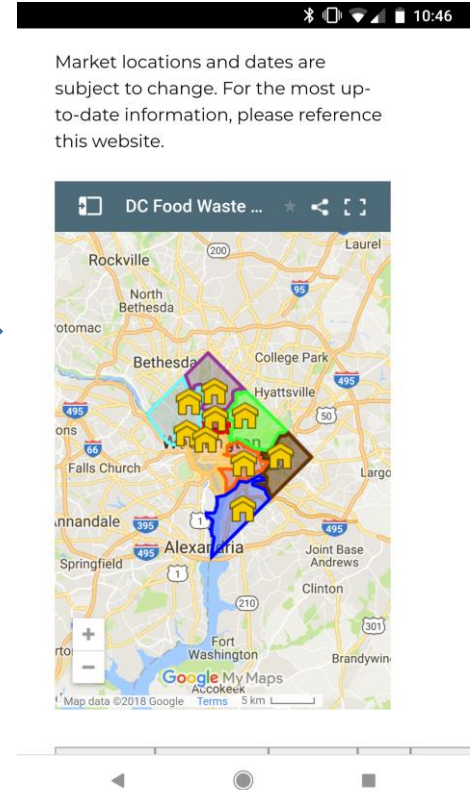
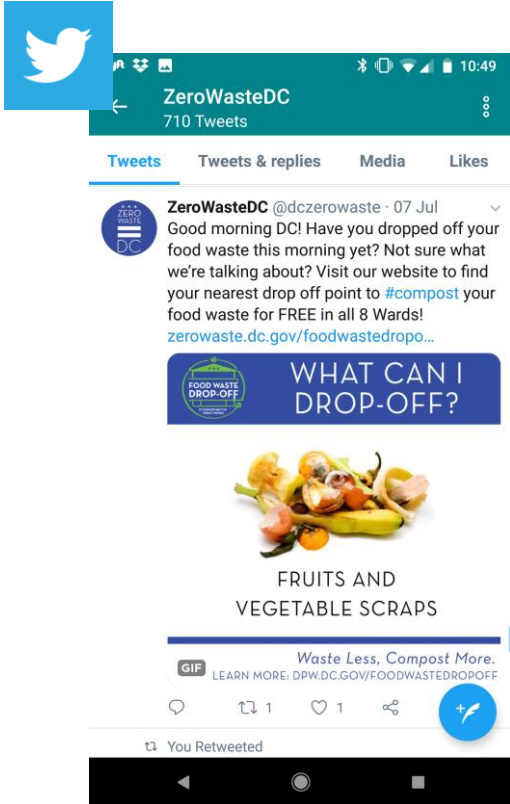
Show this thread

Other Considerations

CONSIDERATIONS FOR EQUITY & DIVERSITY



USER EXPERIENCE



Results

Results from Jun 18, 2018 - Jul 15, 2018

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

June 17 - July 14

4

Total Actions on Page ▲33%



Page Views

June 17 - July 14

168

Total Page Views ▲18%



Page Previews

June 17 - July 14

23

Page Previews ▲10%



Page Likes

June 17 - July 14

69

Page Likes ▲50%



Reach

June 17 - July 14

15,320

People Reached ▲400%



Recommendations

June 17 - July 14



We don't have data to show for this week.

Post Engagements

June 17 - July 14

4,094

Post Engagement ▲313%



Videos

June 17 - July 14

173

Total Video Views ▼46%



Page Followers

June 17 - July 14

76

Page Followers ▲73%



Top Tweet earned 6,955 impressions

Don't trash your take-out, recycle it! Follow us for insightful tips for a waste-free Washington, DC. #ZeroWaste pic.twitter.com/5qZk5b2Tlr



14 59 201

View Tweet activity

View all Tweet activity

Top Follower followed by 101K people



DCSocial

@SocialInDC FOLLOWING YOU

Largest Brand in DC. National Start Up: http://t.co/Oi678V01m Have an Event? Activity? Add it Here: https://t.co/2kakDs9ju FREE! We are on Facebook.

View profile

View followers dashboard

Top mention earned 54 engagements

Compost Cab @CompostCab · Jan 6

Single digit windchills can't keep you from #composting! We're live in #ColumbiaHeights and @EasternMarketDC til 1p collecting your food scraps, frozen and otherwise. You got this #DC! @DCDPW @dczerowaste #BeaHeroWasteZero pic.twitter.com/koM87lBozN



1 59 11

View Tweet

Top media Tweet earned 3,823 impressions

DYK the EPA estimates over 3 million tons of electronic waste is generated in the US each year? Only about 20% of e-waste is properly recycled. Let's keep e-waste out of landfills. Visit: bit.ly/2iG0JRq for proper disposal options. @DOE_DC @SustainDC pic.twitter.com/tqWyAhNC2a

ELECTRONICS ARE BANNED FROM TRASH



Results

- Facebook followers increased **1531%** (1636 likes from 100 at the beginning of the 5 month period)
- Twitter followers increased **444%** (675 from 124 at the beginning of the 5 month period)
- Recycling guideline page view increased by **102%** over the same period in 2017
- Website activity page views and unique page views **doubled** and **sustained** over the same period in 2017
- Recycling Video had a total of **142k views** (digital & social media)
English **74k views**, Spanish **68k views**
Facebook **32k views**, Twitter **74k views**



THANK YOU

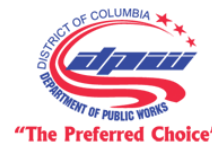


Email: Zero.Waste@dc.gov

Website: zerowaste.dc.gov



@dczerowaste #ZeroWasteDC



Appendix

Free Online Tools & Resources: Recycling Partnership



HOME FOR COMMUNITIES FUNDING PARTNERS INFO HUB ABOUT CONTACT

← Back to Info Hub

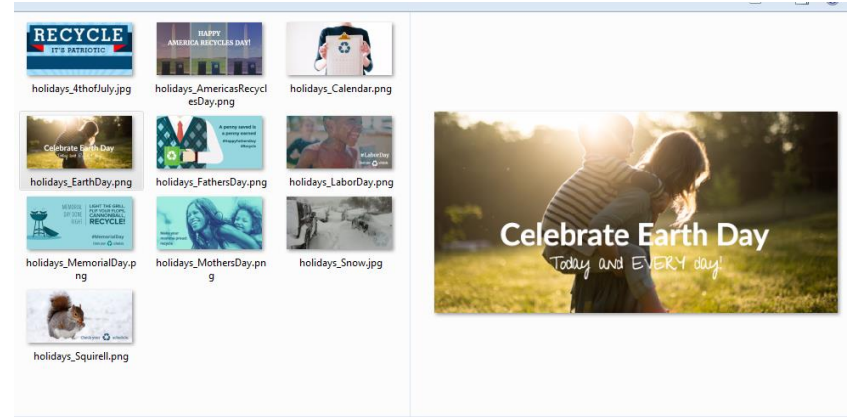
August 29th, 2017

Social Media Kit




Our free kit makes social media easy- whether you're planning an annual content calendar or need a quick visual on the go. The kit includes 52 social media posts - they include both images and texts, as well as tips and tricks for making the most of your campaigns.

DOWNLOAD KIT




<https://recyclingpartnership.org/social/>

Free Online Tools & Resources: Foodservice Packaging Institute

 Home About FPI News Foodservice Operators Communities Materials Recovery Facilities End Markets Composting & AD Facilities FAQs

Resident Education Kit

FPI is committed to making resident outreach of recycling foodservice packaging (FSP) simple and successful. We have resources to add to your current educational material or if you're starting from scratch. Click on the buttons below to access the resources in the kit.



RECYCLE MORE!
recycleanything.com

PAPER

- Newspaper
- Magazine
- Office Paper
- Cardboard
- Paper Plates
- Paper Cups
- Paper Napkins
- Paper Towels

PLASTIC

- Plastic Bottles
- Plastic Containers
- Plastic Buckets
- Plastic Dishes
- Plastic Lids
- Plastic Buckets
- Plastic Dishes
- Plastic Lids

GLASS

- Glass Bottles
- Glass Containers
- Glass Buckets
- Glass Dishes
- Glass Lids
- Glass Buckets
- Glass Dishes
- Glass Lids


METAL

- Metal Cans
- Metal Containers
- Metal Buckets
- Metal Dishes
- Metal Lids
- Metal Buckets
- Metal Dishes
- Metal Lids


HOW TO PROMOTE YOUR RECYCLABLES:

- Place recycling bins in high-traffic areas.
- Use clear, colorful signs to identify each bin.
- Place signs in high-traffic areas.
- Place signs in high-traffic areas.


Personalize Your Flyer



Foodservice Packaging Photo Gallery
Click to expand and download images.



Download FSP Images



Foodservice Packaging Institute Resident Messaging Survey Findings

Survey Questions and Results:

Q1: Which do you use most for recycling information? (Paper is used by 60% of respondents and 37% for the second most used.)

Q2: What are the most common barriers to recycling?

Q3: What are the most common reasons for not recycling?

Q4: What are the most common reasons for recycling?

Q5: What are the most common reasons for not recycling?

Q6: What are the most common reasons for recycling?

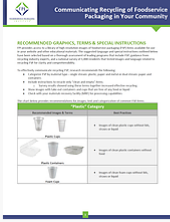
Q7: What are the most common reasons for not recycling?

Q8: What are the most common reasons for recycling?

Q9: What are the most common reasons for not recycling?

Q10: What are the most common reasons for recycling?

View Survey Results



Communicating Recycling of Foodservice Packaging in Your Community

RECOMMENDED GRAPHIC, TEXT & SPECIAL INSTRUCTIONS:

- Use clear, colorful graphics to identify each bin.
- Use clear, colorful text to identify each bin.
- Use clear, colorful text to identify each bin.
- Use clear, colorful text to identify each bin.

RECOMMENDED GRAPHIC, TEXT & SPECIAL INSTRUCTIONS:

- Use clear, colorful graphics to identify each bin.
- Use clear, colorful text to identify each bin.
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- Use clear, colorful text to identify each bin.

Best Practices



Fiber Egg Carton

Free Online Tools & Resources: Recycle Your Plastics



Terms & Tools



PDF: About the Terms & Tools
 Download a fact sheet about the Terms & Tools to share with your team.



Open Gallery

Image Gallery
 These images are royalty-free and can be downloaded and used as needed.

PDF: Testimonials
 Download a testimonial PDF from communities already benefitting from the Terms & Tools.

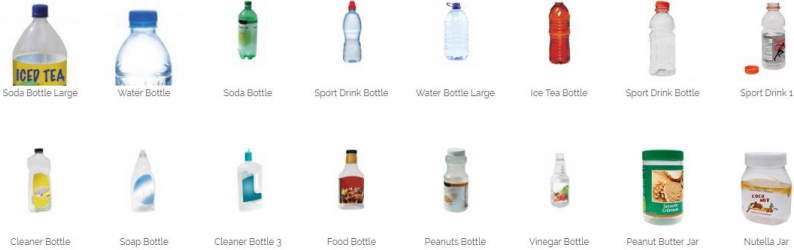
- Columbia, SC
- Greensboro, NC
- Outagamie County, WI

Terms & Tools



Image Gallery
 Choose a category:
 Click on an image below to download.

- Main Recyclable Groups
- Group & Individual Items
- Exclusions



Free Online Tools & Resources: Keep America Beautiful

- SPREAD THE WORD
- PROGRAMS AND EVENTS
- CAMPAIGN MATERIALS



Campaign Materials

PSAs

Help us spread the message of Recycling with your friends and community. To download PSAs, visit www.PSACentral.org.

Enter your zip code to find local recycling information and to locate the nearest recycling centers.

Enter your ZIP Code

- TELEVISION PSAS
- RADIO PSAS
- PRINT AND OUTDOOR
- WEB BANNERS

	Bike "I want to be a bike" web banners.		Can "I want to be a soda can" web banners.
	Jeans "I want to be a pair of jeans" web banners.		Comb "I want to be a comb" web banners.
	Hairbrush "I want to be a hairbrush" web banners.		

Suggested Social Media Messaging



Lending your support to the Recycling campaign can be as easy as posting or tweeting. Here are a few options to get you started.

Facebook and Twitter Profile Pics


	Facebook Profile Photo		Facebook Cover Photo
	Twitter Profile Photo		Facebook Cover Photo

Shareable Graphics and Animations

	Shareable Stat Graphic		Shareable Stat Graphic
	Recycling in the Bathroom Animated GIF		Recycling in the Bathroom Animated GIF

<http://www.iwanttoberecycled.org/contribute>

Free Online Tools & Resources: Carton Council



The screenshot shows the Carton Council website interface. At the top, there are four navigation tabs: RESIDENT, SCHOOL PERSONNEL, LOCAL GOVERNMENT, and FACILITIES. The LOCAL GOVERNMENT tab is selected. On the left, there is a sidebar with the Carton Council logo and a menu with categories: LEARN, ACT, WATCH, BLOG, ABOUT, and QUIZ. Under the ACT category, there are sub-links for Residents, Schools, Government, and Facilities. The main content area features a yellow box with the number '1.' and the heading 'BRING Carton Recycling to YOUR COMMUNITY'. Below this, there is a paragraph explaining the importance of recycling cartons and a section titled 'The Carton Council can offer:' with a bulleted list of services. A search bar labeled 'ENTER ZIP CODE' is visible on the left. Below this, there is a yellow box with the number '2.' and the heading 'RESOURCES'. This section includes a list of resource links and a contact information paragraph.

RESIDENT **SCHOOL PERSONNEL** **LOCAL GOVERNMENT** **FACILITIES**

1. BRING Carton Recycling to YOUR COMMUNITY

Cartons are now as common as cans or bottles in the grocery store, so they should be as easy to recycle too. By adding cartons to your curbside program, you not only help to divert more waste from landfills, you also create another source of revenue on the sale of recyclables for your community. The addition of cartons also provides the opportunity to reinvigorate your municipality's recycling efforts.

Think of the Carton Council as a trusted partner in helping you bring carton recycling to your community.

The Carton Council can offer:

- Technical assistance to add carton recycling to your local program
- Free communications toolkits and assistance with carton recycling education and promotion
- An overview of the steps you will need to take to bring carton recycling to your residents or staff

2. RESOURCES

THESE RESOURCES WILL HELP YOU GET STARTED:

- [How to Add Carton Recycling to Your Community](#)
- [Introduction letter](#)
- [Social media copy](#)
- [Email Newsletter](#)
- [Website copy](#)

If you have any questions or are interested in bringing carton recycling to your community, please visit cartonopportunities.org or contact: info@recyclecartons.com

<https://www.recyclecartons.com/act/#government>

Free Online Tools & Resources: Save the Food

SOCIAL MEDIA ASSETS

Below are general social media posts and graphics that you can share across your social channels to help us #SaveTheFood.

SAVETHEFOOD.COM

TIPS

COOK IT

STORE IT

SHARE IT

LIVE IT

FACEBOOK
POSTS

FACEBOOK
IMAGES

TWEETS

INSTAGRAM

**ALL THE RESOURCES YOU NEED
TO SHARE OUR MESSAGE
AND HELP #SAVETHEFOOD.**



LARGEST CONTRIBUTOR

Food is the single largest contributor to U.S. landfills today, but we can change that. #SaveTheFood at SaveTheFood.com

[DOWNLOAD IMAGE](#)

GET TIPS ON HOW TO #SAVETHEFOOD

40% of our food never makes it to the table wasting valuable resources. Thrilled to support this food waste campaign from the Ad Council and NRDC to raise awareness for this issue. Get tips on how to #SaveTheFood at SaveTheFood.com!

[DOWNLOAD IMAGE](#)

EASY STEPS

40% of all food in the U.S. is never consumed. There are easy steps you can take to reduce food waste. #SaveTheFood at SaveTheFood.com

[DOWNLOAD IMAGE](#)

40% OF FOOD

Americans are throwing away 40% of food—a problem that costs the average family \$1,500+ a year. We're excited to support this new campaign from the Ad Council and NRDC to #SaveTheFood. Visit SaveTheFood.com to help us end food waste.

[DOWNLOAD IMAGE](#)

**APPROVED HASHTAG:
#SAVETHEFOOD**

THANK YOU



Email: Zero.Waste@dc.gov

Website: zerowaste.dc.gov



@dczerowaste #ZeroWasteDC

