

County of San Diego Social Media Toolkit

Topic	Facebook text	Hashtags	Post link	Post Reach	Engagement Rate (Clicks/Likes/Comments/Shares)
What's Your Top Recycling Question?	What's your top question about recycling? We'll pick 3 responses and create a post on each (but of course answer all other questions). And.....go!	#Recycle	https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1370114793148177/?type=3&theater	1,394	31%
How to Recycle Online Packaging Part 1 (for Black Friday)	<p>Only one of these items is allowed in your recycling bin/dumpster. Any guesses as to which one can and which ones can't? We'll post on (select day) with a more in-depth look into packaging from online shopping in preparation for #BlackFriday.</p> <p>Your choices are a cardboard box, fully plastic envelope mailer, bubble wrap, plastic air pillows and paper/plastic envelope mailer.</p>		https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1370114793148177/?type=3&theater	1,606	24%
How to Recycle Online Packaging Part 2	<p>Following up on our post from (insert day here) -- which material below can be recycled in your curbside bin? Those of you who said "cardboard box," well done!</p> <p>Here's a more in-depth look:</p> <ol style="list-style-type: none"> 1.) Cardboard box-recyclable in your curbside bin/recycling dumpster. Please flatten prior to recycling. 2.) Plastic envelope mailers-recyclable but NOT in your recycling bin/dumpster. These must be returned to a participating store for recycling (https://www.plasticfilmrecycling.org/.../learn-whats-recyclable.../). Along with plastic bags, these clog machinery at the recycling facility and will end up in the residual pile headed for the landfill. 3.) Manila envelope-paper & plastic (bubble wrap inside)-CAN'T be recycled as the two materials are very difficult to separate. Please consider reusing. 4.) Plastic bubble wrap and air pillows-recyclable but NOT in your curbside recycling bin-same reason as #2. <p>Not shown Entirely paper padded mailer (no plastic)-recyclable in your bin/recycling dumpster. Brown craft paper (used as cushioning)-recyclable in your bin/recycling dumpster. Go beyond recycling-try reusing this to pack and ship gifts of your own around the holidays.</p> <p>We appreciate your support and continued interaction. #RecycleRight</p>		https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1370114793148177/?type=3&theater	2,925	12%

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How to Properly Recycle Batteries	<p>Household batteries DO NOT belong in your trash, recycling or green waste bins- they require special handling. Batteries placed in any of these bins (especially lithium batteries) can and do cause fires. Please help keep workers safe and recycle/dispose of your batteries properly. Visit https://wastefreesd.org/ to find convenient drop-off locations near you.</p> <p>Also, please tape the terminals of each lithium battery to limit the potential for combustion.</p> <p>Want to go the extra mile? Swap out your single-use batteries for rechargeable versions (AAA/AA/C/D/9V). You'll save \$\$\$, conserve resources and reduce waste.</p>		https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1257909101035414/?type=3&theater	18,645	21%
How Do I Recycle Shredded Paper?	<p>We all know that paper is recyclable but how about shredded paper? Can I place it in the recycling bin?</p> <p>Yes, but there's a catch. It MUST be placed in a clear plastic bag and tied. Why? Due to the small size of the paper shreds, the recycling facility is not able to sort or capture them effectively. Placing them in a clear bag allows workers to grab the bags off the sorting line and separate them for recycling.</p> <p>Submit your recycling question and it may end up on our next FAQ!</p>		https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1204502409709417/?type=3&theater	3,954	20%
How to Reduce Your Junk Mail	<p>Does your mailbox look like this? It doesn't have to. (Insert City here) has put together a "Junk Mail Reduction" kit that could reduce your junk mail by as much as 90% https://bit.ly/2YcZTaC. Be patient, as it may take 6-8 weeks for changes to take effect.</p> <p>While posting this, we discovered a few other links to unsubscribe from additional mailings as well:</p> <ul style="list-style-type: none"> -weekly grocery mailers (Red Plum/RetailMeNot) https://bit.ly/2zgAM8R -weekly coupon mailers (Valpak) https://bit.ly/1Lf7YxG <p>Let's us know if you discover additional ones.</p> <p>Think of all that paper you'll be saving! Reduce, Reuse then Recycle ♻️</p>	#Reduce	https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1257909101035414/?type=3&theater	31,109	20%

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Are Napkins, Paper Towels and Tissues Recyclable?	<p>We all know that paper is recyclable but how about napkins, tissues and paper towels? They're made from paper. Shouldn't they be placed in the recycling bin?</p> <p>No, and here's why.</p> <p>The fibers that make up napkins, tissues and paper towels are too short to be recycled any further . However, you can add these items to your home composting bin or better yet, switch to reusable napkins and towels.</p> <p>To learn how and where to recycle just about anything, visit www.WasteFreeSD.org.</p> <p>Thanks to Recycle by City for the graphic.</p>	#NoNapkins	https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1196403057186019/?type=3&theater	1,297	17%
Why Can't You Recycle Small Plastics?	<p>We all know plastic bottles are recyclable but how about plastic spoons, forks, knives and plastic straws? Can these be placed in the recycling bin?</p> <p>No, and here's why-they're too small to be captured at the recycling facility and literally fall through the cracks (along with other small items). Plastic utensils are also made of various types of plastic making them difficult to sort accurately.</p> <p>Please place plastic utensils and plastic straws in the trash. Better yet, BYO (Bring Your Own) reusable straws and utensils and help eliminate the need for single-use plastics.</p> <p>Do you have a recycling question you'd like answered? Send it to us for a chance to be featured in our next FAQ.</p>	#NoStraws	https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1257909101035414/?type=3&theater	4,017	17%

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Addressing the "China" situation	<p>We wanted to take a moment and address the recycling-related ELEPHANT in the room-China.</p> <p>While it is true that China was a major importer of recyclables from the around the globe, the recyclable materials (cardboard/paper/cartons, glass bottles/jars, plastic bottles/containers/cups/buckets and metal and aluminum cans and foil) that (Insert City here, if applicable) residents and businesses are currently placing in their recycling bins are still being successfully marketed and sold around the globe (as well as within the US and Mexico).</p> <p>To help ensure that the recyclables you place in the recycling bin remain valuable and marketable into new products, we ask that you ensure they are: Placed loose in the bin (not in a bag); Are dry (no liquids remaining); And that they are empty (no or very minimal food residue remaining) This was a major reason China limited the import of recyclables-they were too contaminated with food, liquids or with items that cannot be recycled in your recycle bin (clothes, electronics, sharps, wood, diapers and plastic bags).</p> <p>In addition to recycling, don't forget about Reduce and Reuse. Switching out single-use items, especially plastics, for durable, reusable materials can have a large positive impact on the environment as well.</p>		https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1257909101035414/?type=3&theater	6,238	17%
Don't Bag Recyclables!	<p>As plastic bags are still one of the top contaminants found at recycling facilities, the importance of this message cannot be overstated-Don't Bag Recyclables.</p> <p>All recyclables must remain loose (unbagged) in your recycling bin to be properly sorted.</p> <p>Please note-shredded paper is the only exception. Here's a link to a post about how to properly recycle shredded paper- https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1204502409709417/?type=3&theater</p>	#KeepItLoose	https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1220147784811546/?type=3&theater	9,725	16%

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No "Tanglers" in the Recycling Bin	<p>This photo illustrates why garden hoses, tarps, cords, chains, tubing, hangers, clothing and plastic bags don't belong in your recycling bin. Equipment at the recycling facility cannot sort these materials causing them to tangle and produce this giant 10ft x 6ft "hairball."</p> <p>Visit www.WasteFreeSD.org for locations that will accept items like electrical cords, chains, hangers, clothing and textiles and plastic bags for donation or recycling. Also, most dry cleaners will accept their hangers back for reuse.</p> <p>Thanks to Northern Recycling & Waste Services for the eye-opening photo.</p>	#NoTanglers	https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1370114793148177/?type=3&theater	36,374	16%
Baby Steps to Zero Waste	<p>Practicing zero waste isn't about being perfect.</p> <p>Small changes by many = BIG impacts.</p> <ul style="list-style-type: none"> -Ditch single-use bottled water for a reusable, refillable bottle -Remember your reusable bags while shopping -Keep reusable utensils and a cloth napkin at work -Start a compost bin (helpful tips-link to Solana Center or your own City's compost bin program) <p>#ReuseToReduce</p> <p>How do you practice zero waste?</p>	#ZeroWaste, #ReuseToReduce	https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1257909101035414/?type=3&theater	2,831	14%
DO NOT place Holiday Lights in the Recycling Bin	<p>Replacing your holiday lights? Please DO NOT place them in your recycling bin/dumpster. These lights wrap around equipment at the recycling facility and pose a danger to workers. For recycling options please visit WasteFreeSD.org, contact a scrap metal or e-waste recycler or inquire at your local Home Depot.</p> <p>Thanks to Suffolk Recycling for the photo.</p>		https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1370114793148177/?type=3&theater	4,869	14%

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Can All Glass Be Recycled?	<p>Can all types of glass be recycled?</p> <p>No-only glass bottles and jars (think beer bottles, spaghetti jars, etc). Glass from wine glasses, Pyrex and even window glass are made from a different type of glass with different melting points that does not mix with bottle and container glass. Keep the caps and lids on your bottles and jars to ensure they make it through the recycling process.</p> <p>Please ensure your glass bottles and jars are empty (no or minimal food residue), dry (no liquid remaining) and placed loose in the recycling bin, without a bag.</p> <p>Pyrex and glassware might not be able to be recycled but they can likely be donated if in good condition (visit www.WasteFreeSD.org for convenient donation options).</p>	#Bottles&JarsOnly	https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1257909101035414/?type=3&theater	2,745	12%
Don't Waste Food	<p>Even though this poster is over 100 years old, the theme still holds true today: "Don't Waste Food."</p> <p>Wasted food wastes everything (the water, land, labor, transportation) that went into growing it.</p> <p>Visit SaveTheFood.com for more ways to cut down on food waste, clever recipes, storage tips and more.</p> <p>For composting resources, visit (insert Solana Center or your own City's website).</p>	#SaveTheFood	https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1257909101035414/?type=3&theater	2,997	12%
Does Your Trash Get Sorted?	<p>FAQ Friday-It's OK if some recyclables go in the trash because it gets sorted anyway, right? WRONG!</p> <p>What you put in your curbside trash bin DOES NOT get sorted and goes straight to the landfill.</p> <p>This is why it's important to place recyclables in the correct bin and keep them Clean, Empty, Dry and Loose (Don't Bag Recyclables). To learn about what can be recycled curbside, visit (your City's website here) #RecycleRight</p>	#RecycleRight	https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1210892735737051/?type=3&theater	852	11%
No Plastic Bags in the Recycling Bin	<p>Friendly reminder-DO NOT throw plastic bags in your recycling bin. They get tangled in the machinery at the recycling facility and end up in the landfill. However, you CAN recycle them with participating grocery, retail and home improvement stores throughout San Diego.</p> <p>Visit www.WasteFreeSD.org or www.plasticfilmrecycling.org for locations and additional items accepted.</p>		https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1370114793148177/?type=3&theater	2,252	11%

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Cartons Are Recyclable in San Diego!	<p>Remember that cartons ARE recyclable in San Diego. This includes milk, juice, soup, broth, coffee, water and wine cartons. Please ensure they are empty, leave the caps on and discard any straws in the trash. #RecycleRight</p> <p>Recycled cartons can become facial tissue, writing paper, paper towels, food containers, and more. For a more in-depth look into the carton recycling process, please visit https://www.recyclecartons.com/take-a-peek-behind-the-scenes-photos-from-inside-recycling-facilities</p>	#RecycleCartons, #RecycleRight	https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1257909101035414/?type=3&theater	4,913	10%
Keep Recycling Bin Lids Closed (When Rain is Expected)	<p>Important reminder to keep your recycling bin lids closed, especially when rain is expected. 🗑️ Right</p>	#RecycleRight	https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1257909101035414/?type=3&theater	591	9%
Don't Take a Holiday from Recycling!	<p>Ever wondered what to do with all of that packaging after the presents have been opened? Hopefully this guide will give you a better idea. Happy Holidays from all of us here at (insert City website here).</p>		https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1370114793148177/?type=3&theater	28,134	9%
Plastic Utensils Are Not Recyclable	<p>Plastic utensils are NOT recyclable If you've ever wondered how many resources go into making just one single-use, plastic spoon, check out this video-https://www.youtube.com/watch?v=eg-E1FtjaxY&feature=youtu.be What are your thoughts after watching it?</p>		https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1370114793148177/?type=3&theater	3,795	7%
Christmas Tree Recycling	<p>Help your Christmas Tree live on as beneficial mulch by recycling it. Check with your local waste hauler or visit www.wastefreesd.org for convenient recycling options. (link to where trees are recyclable in your area)</p>		https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1370114793148177/?type=3&theater	4,196	6%

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<p>What Can You Recycle in Your City?</p>	<p>One of the questions our Recycling team gets most often is "What can I recycle in my blue bin?"</p> <p>In your blue bin, you can recycle: PAPER – Cardboard, paper and food/drink cartons (break down all boxes) GLASS – bottles and jars (both clear and colored glass) PLASTIC – bottles (keep caps on), containers, cups, clamshells (think strawberry baskets and to-go containers) buckets and large Styrofoam blocks (no packing peanuts or Styrofoam food ware) METAL – Aluminum cans, foil and empty aerosol cans</p> <p>While many other items CAN be recycled, the following items, among others, DO NOT belong in your recycling bin: textiles/clothing, food, hangers, electronics, appliances, green waste (wood, branches, leaves), batteries and plastic bags. For recycling options for these materials and more, visit WasteFreeSD.org or (insert City website here).</p> <p>Remember to keep your recyclables EMPTY, DRY and LOOSE (do not bag recyclables).</p>	<p>#RecycleRight</p>	<p>https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1370114793148177/?type=3&theater</p>	<p>7,157</p>	<p>3%</p>