Recycle Right NJ

Recycling Contamination Campaign

Social Media Sharing Guide

Contents at a Glance

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Introduction

The Department of Environmental Protection developed the "Recycle Right NJ" Social Media Campaign to help counties, municipalities and businesses educate their residents, staff and patrons about the issue of recycling contamination. Your residents have questions about what is and is not recyclable, we have created clear and concise social media messages to help you communicate answers.

We hope you will use the Recycle Right NJ social media campaign resources found below and on the DEP website at www.nj.gov/dep/dshw/recycling/promotools.html to further educate the public about the importance of cleaning up our recycling stream.

RECYCLING CONTAMINATION 101

"Recycling contamination" is anything that finds its way into a recycling bin that does not belong there. Some examples are plastic bags, plastic syringes, auto parts, garden hoses, bowling balls, Styrofoam cups and trash. Contaminants not only jam up processing equipment at recycling centers, which in turn increases the costs

associated with recycling, but can also pose a health and safety threat to recycling center workers. Such contamination creates serious quality control issues and negatively affects the economics of recycling and is undoubtedly one of the biggest challenges facing recycling today.

The recycling contamination issue has affected recycling programs throughout the world and has also led to major recycling market disruptions. More specifically, increasing levels of contamination in loads of recyclable materials sent to Chinese recycling markets have resulted in the establishment of new, very restrictive quality control standards by the Chinese recycling industry. These new standards and policies have virtually closed off the Chinese recycling market, which has been a severe loss to the U.S. recycling industry.

Thus, it is imperative that the state, counties and municipalities do whatever possible to educate residents, businesses and other

Recycling Contamination

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According to the Ad Council, only 52% of Americans say that they are "very" or "extremely" knowledgeable about how to properly recycle.

generators of recyclable materials about the importance of keeping recyclable material clean and free of nonacceptable items. This will make our recyclable materials more marketable and acceptable to recycling end markets and will help keep material moving through the recycling system.

Using This Guide

The DEP Recycle Right NJ social media campaign is a tool to help counties, municipalities and businesses educate their residents, staff and patrons about the issue of recycling contamination.

Communities and businesses across the state can use social media to reach audiences in a low-cost, impactful and effective way. The DEP has developed a series of graphics, captions and hashtags for communities to post on Twitter, Facebook, Instagram and other media platforms. The Recycle Right NJ campaign covers the following:

- The concept of recycling contamination.
- Why recycling contamination is problematic.
- Spotlight features on the materials that are considered the "worst offenders".

How to use this Campaign 3 Simple Steps

1. Visit the Website

-www.nj.gov/dep/dshw/recycling/promotools.html

2. Download the Campaign Graphics

-Download graphics individually or get them all via the zip file, located here:

> Twitter Zip File Facebook Zip File Instagram Zip File

3. Post to your Social Media Accounts

-Remember to use the hashtag #RecycleRightNJ

You can find the Recycle Right NJ social media campaign resources at www.nj.gov/dep/dshw/recycling/promotools.html.

We encourage communities and businesses to post all or some of the materials. We provide suggested captions, but feel free to get creative and adapt the messages to your audience. We do request that you include the hashtag #RecycleRightNJ on your posts to help us measure the success of the campaign.

Please contact the DEP's Bureau of Energy and Sustainability at 609-633-0538 or Sustainability@dep.nj.gov if you have any questions about these educational resources.

Materials

NJDEP Recycling Contamination Campaign				
Post		vitter	Facebook	Instagram
Recycling "I Contamination Co Post #1 (f b p (f is ir	"Recycling contamination" occurs when the wrong items (for example, plastic bags) or the right items prepared the wrong way (for example, paper that is shredded) are placed in your curbside recycling bin. #RecycleRightNJ	PNG Recycling Contamination With the state of the state	Recycling Outsamination Figure 1 to 1 t	Recycling Ontamination Outside Harving French Branch Green Gr
		JPEG Recycling Contamination	Recycling Contamination Contam	Recycling Contamination Operation and Professional Profession Prof
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Food Residue Post	Rinse it out before you recycle it. Excessive food contamination ruins our recycling. #KeepItClean #RecycleRightNJ	PNG Food Fifth Only an down own errors in your standards registing title was standards registing title George January Janu	PNG Food Filth On Fi	Food Filth Food F
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