



January Resolutions

Local Authorities communications toolkit

Start your year right - make recycling your electricals part of your
New Year's resolution!

NEW YEAR'S 'ECO-LUTIONS'

Make recycling your electricals part of your New Year's Resolutions

Lots of us start the new year with grand plans for the year ahead - to get fit, be more organised, manage our finances, or spend more time with family. Some of the best New Year's resolutions are ones that are easy to achieve. So - as part of our January campaign - we are turning typical New Year's resolutions into greener, 'eco-lutions' that show us just how easy it is to recycle, sell, repair and donate our electricals.

E-waste is the fastest growing source of waste in the UK and in the world - with over 155,000 tonnes of household electrical waste thrown away every year and 527 million electrical items hoarded in UK homes. 80% of us already think recycling e-waste is the right thing - therefore, it seems fitting that recycling your old and unwanted electricals is one of your new year's resolutions.

How to take part

In this toolkit you will find some template social media copy and assets to use as part of this campaign. We have also supplied the assets as Photoshop editable files, so you can add your partner logos. Our social media handles are below - [please tag us](#) when you create your own posts about recycling electricals.

If you have any of your own ideas for how to make recycling your electricals part of your resolutions in your local area, please do tag us in any posts and ideas and we'd be happy to like and share!

SOCIAL MEDIA POSTS

The Recycle Your Electricals **social media accounts** are below. We regularly create and broadcast quality content about recycling electricals and broader sustainability so please follow us and share our posts from your channels.

- Facebook <https://www.facebook.com/recycleyourelectricals/>
- Twitter <https://twitter.com/recycleelectric>
- Instagram https://www.instagram.com/recycleyourelectricals_
- LinkedIn <https://www.linkedin.com/company/materialfocus/>


The Recycle Your Electricals handles are below – **please tag us** when you create your own posts about recycling electricals. This will help you increase your reach, and enable content to be grouped together so people can easily find it.


- Facebook @RecycleYourElectricals
- Twitter @RecycleElectric
- Instagram @RecycleYourElectricals_
- LinkedIn @company/MaterialFocus

Key campaign hashtags are below – please use these when you post about the Recycle Your Electricals campaign.

- #RecycleYourElectricals
- #Dontbinitbagit

If you're sending people to our site for more information on recycling electricals - the best **web address** to direct people to is <https://www.recycleyourelectricals.org.uk/> where they'll get an overview of the campaign as well as all the information they need to find their nearest reuse or recycling point.

Theme	Platform	Copy	Asset
GENERIC RECYCLING-RESOLUTION PLEDGE			
Post 1	Facebook /Instagram	<p>Many of us begin our year with #resolutions like getting fit, being more organised or learning a new skill. This year, why not consider making recycling your electricals part of your resolutions?</p> <p>80% of us already think recycling is a good thing, but only half of us think it's easy. @recycleyourelectricals are sharing their tips for how you can turn your traditional resolutions into 'eco-lutions' that show us just how easy it is to recycle, sell, repair and donate our electricals.</p> <p>Anything with a plug, battery or cable can be recycled. Find out how you can make recycling your electricals part of your resolutions here: [https://bit.ly/3BWZ5sS]</p> <p>#RecycleYourElectricals [insert local hashtags]</p>	
	Twitter	<p>This year, why not consider making recycling your electricals part of your resolutions?</p> <p>@recycleyourelectric are sharing their tips for how you can turn your traditional resolutions into 'eco-lutions' that show us just how easy it is to recycle our electricals: https://bit.ly/3hJqRIN</p>	

Post 2	Facebook / Instagram	<p>Electrical waste is one of the fastest growing sources of waste in the world - and the UK. That's why our New Year's resolution is to help you recycle your electricals!</p> <p>The best New Year's resolutions are ones that are easy to achieve, and recycling your electricals couldn't be easier. Anything with a plug, battery or cable can be recycled by [insert local drop off/collection electrical recycling details]</p> <p>Want to make recycling your electricals part of your #resolution? Check out @recycleyourelectricals_ top tips: [https://bit.ly/3BWZ5sS]</p> <p>#RecycleYourElectricals [insert local hashtags]</p>	
	Twitter	<p>Electrical waste is one of the fastest growing sources of waste in the world - and the UK. That's why our #NewYearsResolution is to help you recycle your electricals!</p> <p>♻️ Visit [insert local drop off/collection electrical recycling details] for information</p> <p>♻️ Check out @recycleyourelectricals_ top tips [https://bit.ly/3hJqRIN]</p>	