



## **Repair Social Media Toolkit**

Encouraging the UK to repair their old electricals!

## SOCIAL MEDIA POSTS

**Thanks for signing up to help spread the message about the importance of repairing old and broken electricals. Repair Week (3-9 March) and International Repair Day (18 October) are key moments to raise awareness of how repairing our broken electricals can reduce e-waste, save money and help the planet.**

**Your support makes a massive difference in helping save precious materials from being wasted. If you have any questions or any issues using this toolkit please contact [hello@recycleyourelectricals.org.uk](mailto:hello@recycleyourelectricals.org.uk)**


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

- Facebook @RecycleYourElectricals
- Twitter @RecycleElectric
- Instagram @RecycleYourElectricals\_
- LinkedIn @company/MaterialFocus
- TikTok @recycleyourelectricals\_

**Key campaign hashtag** is below – please use this when you post about the Recycle Your Electricals campaign.

- #RepairYourElectricals
- #RecycleYourElectricals
- #FixItDontBinIt
- #LocalRepairHeroes
- #RepairWeekLDN

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.

Content Theme	Platform	Copy	Asset
REPAIR WEEK - 3rd-9th March			
Repair Week – for those holding their own events	Facebook / IG	<p>Greetings humans of &lt;location&gt;! HypnoCat from @recycleyourelectricals_ here to purrrsuade you to fix your broken electricals this Repair Week on 3rd-9th March</p> <p>Simply bring your broken phones, kettles, headphones and other electricals to &lt;insert event details&gt; to be repaired.</p> <p>And remember, if you can't repair, sell or donate it, never bin it. Always recycle it! Anything with a plug, battery or cable can be recycled. Use @recycleyourelectricals_ Locator to find your local repair, donation and recycling drop-off points.</p> <p>Meow.</p> <p>@recycleyourelectricals #RecycleYourElectricals #LocalRepairHeroes #RepairWeekLDN</p>	

🔧 Could you give your broken electricals a second chance? 🔧

Many of the electricals that are dropped off for recycling are still in working condition and could be repaired. And here's the kicker: it's often cheaper to have something fixed than to buy new! Plus it's better for the planet too. 🌍

If you're in London why not take part in one of [@londonrecyclesuk](#)'s workshops for #RepairWeek (3-9 March), and learn repair skills from experts? Visit their website for more information for when these events are taking place.

And remember, if you can't repair, sell or donate it, never bin it! Anything with a plug, battery or cable can be recycled. Use [@recycleyourelectricals](#)\_Locator to find your local repair, donation and recycling drop-off points.



GENERAL

<p>General repair event</p>	<p>Humans of &lt;location&gt; - it is I, HypnoCat, @recycleyourelectricals_ fluffy and hypnotic mascot, here to give your electricals a second life.</p> <p>Don't throw your old electricals away when they break - repair them! 🛠️ Bring your broken tech, kettles, headphones and other electricals to our repair event and give them a second life:</p> <p>📅 &lt;Date&gt; 🕒 &lt;Time&gt; 📍 &lt;Address&gt;</p> <p>Repeat after me: I wiiiill repair my old electricals. Purrrfect.</p> <p>And remember, if you can't repair, sell or donate it, recycle it! Anything with a plug, battery or cable can be recycled. Use @recycleyourelectricals_ Locator to find your local repair, donation and recycling drop-off points.</p> <p>#RepairYourElectricals #FixItDontBinIt</p>	
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So if your old toaster is in need of a new part, or your phone needs a new screen, why not learn to repair it yourself at your local Repair Café - or reach out to the manufacturer for repair services!

And remember, if you can't repair, sell or donate it, recycle it! Anything with a plug, battery or cable can be recycled. Use @recycleyourelectricals\_Locator to find your local repair, donation and recycling drop-off points.

