



**Social media toolkit
“Spring Clean” Decluttering**

KEY INFO

Thanks for signing up to help spread the message about recycling electricals in your local area!

“Spring clean” is a key moment in time when many households declutter and tidy their homes. As with any clear out, it’s a time when people will come across those drawers or cupboards full of old, unwanted items - including electricals! We see this as the perfect opportunity to remind people that anything with a plug battery or cable can be recycled and should never be thrown in the bin.

This toolkit aims to help your residents know what, how and where they can recycle their old and unwanted electricals while decluttering their homes. If they find any unwanted electricals when doing their own Spring Clean, you can remind them to bag them up, see if they can repair, donate, sell or recycle their electricals, and help save precious materials from being wasted!

Please tag us on social media when using these toolkits

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

- Facebook - **@RecycleYourElectricals** - <https://www.facebook.com/recycleyourelectricals/>
- Twitter - **@RecycleElectric** - <https://twitter.com/recycleelectric>
- Instagram - **@RecycleYourElectricals_** - https://www.instagram.com/recycleyourelectricals_
- LinkedIn - **@MaterialFocus** - <https://www.linkedin.com/company/materialfocus/>

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

- #RecycleYourElectricals
- #DontBinitBagit
- #AskHypnoCat

If you have any questions or any issues using this toolkit please contact hello@recycleyourelectricals.org.uk

Social Media Copy

Content Theme	Platform	Copy	Imagery
Decluttering	Facebook / Instagram FB - Recycle Your Electricals IG - @reycleyourelectricals_	<p>🏠 With spring just around the corner, are you planning to declutter?</p> <p>If you come across old electricals which can't be repaired, donated or sold, remember - never bin them!</p> <p>Anything with a plug, battery or cable can be recycled and turned into something new – from children's playgrounds to life-saving medical equipment.</p> <p>Simply bag up your old electricals and find your local recycling point at https://bit.ly/42WsWhk</p> <p>[Space for adding local website or local collection details]</p> <p>Follow @reycleyourelectricals_ for more decluttering and recycling tips!</p> <p>#RecycleYourElectricals #DontBinItBagIt [local hashtags]</p>	
X		<p>🏠 With spring just around the corner, are you planning to declutter?</p> <p>If you come across any old electricals, remember anything with a plug, battery or cable can be recycled!</p> <p>Simply bag them up & find your local recycling point at @recycleelectric</p> <p>#DontBinItBagIt</p>	

<p>Spring clean/ decluttering</p>	<p>Facebook/ Instagram</p> <p>FB - Recycle Your Electricals</p> <p>IG - @reycleyo urelectricals_</p>	<p>Greetings humans of [insert area name e.g. Bristol], it is I, HypnoCat, master purrrsuader and recycling crusader.</p> <p>Have you started spring cleaning this year? If you find any old or unwanted electricals, remember to bag them up ready for recycling. Mmmmarvelous!</p> <p>Remember this, my furless friends - never bin them, always recycle your electricals . Visit https://bit.ly/42WsWhk to find your local recycling point.</p> <p>And follow @RecycleYourElectricals_ for more decluttering and recycling tips!</p> <p>#RecycleYourElectricals #DontBinitBagit #HypnoCat [add own hashtags]</p>	
<p>X</p>	<p>X</p>	<p>Greetings humans of [insert area name e.g. Bristol], it is I, HypnoCat, master purrrsuader & recycling crusader.</p> <p>Have you started spring cleaning this year? Remember to bag up your old electricals ready for recycling!</p> <p>Find your local recycling point at @recycleelectric</p>	

<p>Spring clean/ decluttering</p>	<p>Facebook/ Instagram</p> <p>FB - Recycle Your Electricals</p> <p>IG - @reycleoy urelectricals_</p>	<p>Spring cleaners!</p> <p>While decluttering your homes, you wiiiiil bag up your old electricals ready for recycling.</p> <p>Remember, anything with a plug, battery or cable can be recycled - that includes headphones, electric toothbrushes and even robodogs!</p> <p>Find all your local battery and electrical drop-off points by visiting https://bit.ly/42WsWhk</p> <p>#RecycleYourElectricals #DontBinitBagit #HypnoCat [add own hashtags]</p> <p>And follow @RecycleYourElectricals_ for more decluttering and recycling tips!</p>	
	<p>X</p>	<p>Spring cleaners!</p> <p>While decluttering your homes, you willll bag up your old electricals ready for recycling.</p> <p>Anything with a plug, battery or cable can be recycled.</p> <p>Find your local drop-off points at @recycleelectric</p> <p>#RecycleYourElectricals [add own hashtags]</p>	

<p>Spring clean/ decluttering</p>	<p>Facebook/ Instagram</p> <p>FB - Recycle Your Electricals</p> <p>IG - @reycleyo urelectricals_</p>	<p>Fellow humans of [insert area name e.g. Norwich], it's time to delve into 'THAT' box of old cables.</p> <p>Did you know the UK is holding onto enough old cables to reach the moon - AND BACK?! That's paw-posterous!</p> <p>Let's bag them up for recycling, to cleanse your mind and tidy your home.</p> <p>Visit @RecycleYourElectricals_ to find all your local electrical recycling points. And follow along for more decluttering and recycling tips!</p> <p>#RecycleYourElectricals #DontBinitBagit #AskHypnoCat [add own hashtags]</p>	
	<p>X</p>	<p>Fellow humans of [insert area name e.g. Norwich], it's time to delve into 'THAT' box of old cables.</p> <p>Bag them up for recycling, to cleanse your mind and tidy your home.</p> <p>Visit @recycleelectric to find all your local electrical recycling points.</p> <p>#RecycleYourElectricals #AskHypnoCat [add own hashtags]</p>	

<p>Repair, Donate, Sell, Recycle</p>	<p>Facebook/ Instagram</p> <p>FB - Recycle Your Electricals</p> <p>IG - @reycclayo urelectricals_</p>	<p>With spring just around the corner, many of us will be decluttering our homes. So what better time to finally tackle that drawer of old, unwanted electricals!</p> <p>When sorting through your old electricals, ask yourself:</p> <ul style="list-style-type: none"> • Could this be fixed? • Could this be donated to someone in need? • Could I sell this and make some extra money? <p>Repairing, donating or selling are all great ways to give your old electricals a new lease of life, while freeing up space in your drawers or cupboards - a win-win!</p> <p>If you can't donate, repair or sell your electricals, always recycle them. Simply bag them up and drop them off at your local recycling point using @recycleyourelectricals' locator: https://bit.ly/42WsWhk</p> <p>#RecycleYourElectricals #DontBinItBagIt [add own hashtags]</p>	
<p>X</p>	<p>X</p>	<p>Spring cleaning is the perfect time to tackle that drawer of unwanted electricals!</p> <p>Repairing, donating or selling your electricals can give them a new lease of life.</p> <p>If you can't do any of these, always recycle them. Bag them up & find your nearest recycling point at @recycleelectric</p>	

<p>Cables stat</p>	<p>Facebook/ Instagram</p> <p>FB - Recycle Your Electricals</p> <p>IG - @reycclayo urelectricals_</p>	<p>Greetings humans, HypnoCat here. Put your human-paws in the air if you're holding onto old, unused cables?</p> <p>The average UK home is stashing 15 unused cables, and binning a further eight. If we add that up across the UK, that's enough to reach the moon - AND BACK!</p> <p>They might be small, but those cables are purrrecious. They're full of copper which, when recycled, can be used to create anything from new tech to lifesaving medical equipment.</p> <p>So stop squirrelling those cables away - pop them and any old electricals in a bag and find your nearest recycling point: https://bit.ly/42WsWhk</p> <p>Follow @recycleyourelectricals for more decluttering and recycling tips!</p> <p>#RecycleYourElectricals #DontBinItBagIt</p>	
<p>X</p>	<p>X</p>	<p>Greetings humans. Did you know the average UK homes is stashing away and binning 23 cables?! Cables may be small but they're full of purrrecious copper.</p> <p>Bag them up & find your nearest recycling point at @recycleelectric</p> <p>#RecycleYourElectricals [local hashtags]</p>	

<p>Fb/Insta</p> <p>FB - Recycle Your Electricals</p> <p>IG - @reycleyourelectricals_</p>	<p>Donating, repairing or recycling your old electricals has never been easier with @RecycleYourElectricals' locator! With over 27,000 recycling centres, charity shops, retailers and community bring banks, your local drop-off point may be closer than you think!</p> <ol style="list-style-type: none"> 1 Pop your postcode into the locator 2 Select the items you want to repair, donate or recycle 3 Discover all your local drop-off points! <p>Join the millions already recycling their electricals. Find your local drop-off points: https://bit.ly/42WsWhk</p> <p>#RecycleYourElectricals #DontBinitBagit [local hashtags]</p>	
<p>X</p>	<p>Donating, repairing or recycling your old electricals has never been easier with @recycleelectric's locator! With over 27,000 recycling centres, charity shops, retailers and community bring banks, your local drop-off point may be closer than you think!</p> <p>https://bit.ly/4c9Qnbx</p>	