



The Great Cable Challenge Social Media Toolkit

Encourage people to join The Great Cable Challenge and recycle their old cables for International E-Waste Day!

KEY INFO

Thanks for signing up to help spread the message about International E-Waste Day and the importance of recycling unwanted electricals. This day is a global moment to highlight electrical waste - the fastest-growing waste stream in the world, and the UK. Millions of people across the globe will come together on 14th October to stop valuable materials from going to waste.

This International E-Waste Day, we are relaunching "**The Great Cable Challenge**" – a nationwide campaign aimed at tackling the millions of cables and other electricals sitting idle across UK households, to save the copper inside them from going to waste.

Your support can help inspire people to take one small step to make a big difference. Starting with a **single action** - to recycle at least one cable - is a smart, proven way to encourage **long-term behaviour change**.

If you have any questions or any issues using this toolkit please contact hello@recycleyourelectricals.org.uk. Want to run your own Great Cable Challenge? Get inspired by downloading our **Great Challenge Guide**: materialfocus.org.uk/resources/.

The Recycle Your Electricals **social media accounts** are below. Please tag us when you post about recycling electricals – we'd love to see and reshare your content! Help us spread the word by liking, commenting on, and sharing our posts to show your support for International E-Waste Day.

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


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


- #RecycleYourElectricals
- #EWasteDay
- #GreatCableChallege
- #WEEEFForum


• Social Media Copy

Please see below template social media copy and graphics for the following posts:

- [Promoting The Great Cable Challenge](#) - spreading the word, encouraging people to take part
- [Holding your own Great Cable Challenge](#) - promoting your own local / in-store / office collection

Theme	Platform	Copy	Image
Promoting The Great Cable Challenge			
What is IEWD Generic version	Facebook/ Instagram / LinkedIn (@Material Focus)	<p>Are you one of the millions of people who has a 'drawer of doom'? You know the one - filled with broken cables, old chargers, tangled headphones and other unused tech.</p> <p>You're not alone - and we've got the perfect solution to help save on cupboard space, and the planet!</p> <p>This International E-Waste Day, we're taking part in @recycleyourelectricals Great Cable Challenge. By recycling our cables and other electricals stashed in our 'drawer of doom', the copper and other precious materials can be used again and again for things like phones, transport, clean energy and even medical equipment.</p> <p>You can get involved too! Simply:</p> <ul style="list-style-type: none"> 👉 Bag up all your old cables and other unwanted electricals 👉 Use @recycleyourelectricals Locator to find your nearest repair, donation or recycling point: https://bit.ly/44RRFTn 👉 Save valuable copper from going to waste! 	

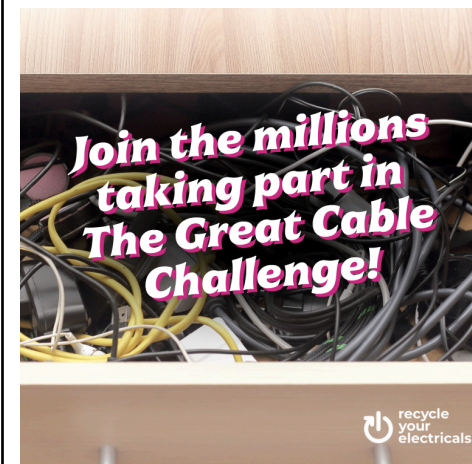
		<p>#RecycleYourElectricals #WEEEForum #EWasteDay #DontBinitBagIt #insert local hashtag</p>	
	<p>X (@recycleelectric)</p>	<p>Did you know #ewaste is the fastest growing waste stream in the UK, and the world?</p> <p>Get involved this International #EWasteDay - bag up your old cables, broken kettles, or anything else with a plug, battery or cable and use @recycleelectric's Locator to find your local drop-off point: https://bit.ly/45W8s9d</p> <p>#RecycleYourElectricals #WEEEForum #DontBinitBagIt #EWasteDay</p>	
<p>Binned and unused cables could research the moon and back</p> <p>HypnoCat infographic from copper research</p>	<p>Facebook/ Instagram / LinkedIn (@Material Focus)</p>	<p>Greetings humans, HypnoCat here. Put your human-paws in the air if you're holding onto old, unused cables?</p> <p>You're not alone! The average UK home is stashing away and binning 23 cables - across the UK, that's enough to reach the moon AND BACK!</p> <p>They might be small, but those cables are full of purreecious copper. By recycling our cables and other electricals stashed in our "drawer of doom", the copper and other materials can be reused to create anything from new tech to lifesaving medical equipment.</p> <p>Join me and the millions of others taking part in @recycleyourelectricals_ Great Cable Challenge! Simply bag up all your old cables and other unwanted electricals and use @recycleyourelectricals Locator to find your nearest repair, donation or recycling point: https://bit.ly/44RREtn</p> <p>#EWasteDay #GreatCableChallenge #RecycleYourElectricals #HypnoCat #insert local hashtags</p>	


	X (@recycleelectric)	<p>Greetings humans. Did you know the average UK home is stashing away and binning 23 cables?!</p> <p>Cables may be small but they're full of purrecious copper. Join me in taking part in @recycleelectric's #GreatCableChallenge, to help save copper from going to waste!</p>	
HypnoCat Great Cable Challenge Version 1	Facebook/ Instagram / LinkedIn (@Material Focus)	<p>Greetings humans, HypnoCat here.</p> <p>Are you hiding broken cables and other electricals in your 'drawer of doom'? It's time to set them free! They contain precious copper that could power new phones, transport, medical equipment and clean energy ♻️</p> <p>So, don't just sit on your paws. Join @recycleyourelectricals_ Great Cable Challenge this International E-Waste Day (14th Oct) and give your old cables a new lease of life!</p> <p>Bag up your old cables and any other old, unwanted electricals and use @recycleyourelectricals Locator to find your nearest repair, donation or recycling point: 🖱️ https://bit.ly/44RRFTn</p> <p>#EWasteDay #GreatCableChallenge #RecycleYourElectricals #HypnoCat #insert local hashtags</p>	
	X (@recycleelectric)	<p>Old cables should never be lost in your drawer of doom! The copper inside could be reused in phones, transport and even medical equipment 🚗</p> <p>Join @recycleelectric's #GreatCableChallenge and give your old cables a new lease of life! https://bit.ly/4dNdfxR</p>	

<p>HypnoCat Great Cable Challenge</p> <p>Version 2</p>	<p>Facebook/Instagram/LinkedIn (@Material Focus)</p>	<p>Greetings humans, it is I - HypnoCat. Did you know that your old cables contain precious copper that could be recycled into anything from phones, transport to clean energy and even lifesaving hospital equipment?</p> <p>Repeat after me.... Copper is key, I wiiiill set it free, recycle your cables in 1, 2 3... Join me and the millions of others taking part in @recycleyourelectricals_ Great Cable Challenge!</p> <p>Bag up your old cables – and any other old, unwanted electricals – and use @recycleyourelectricals Locator to find your nearest repair, donation or recycling point: https://bit.ly/44RRFTn</p> <p>#EWasteDay #GreatCableChallenge #RecycleYourElectricals #HypnoCat #insert local hashtags</p>
	<p>X (@recycleelectric)</p>	<p>If 1 million of us recycled at least one cable, we could save 5,000kg of copper from going to waste!</p> <p>Copper is key, I wiiiill set it free, recycle your cables in 1, 2 3... Join @recycleelectric's #GreatCableChallenge this October: https://bit.ly/3Z3Y1jr</p>



<p>Drawer of doom</p> <p>Cables stashed away in drawers</p>	<p>Facebook/Instagram / LinkedIn (@Material Focus)</p>	<p>Did you know those old cables you're holding onto are bursting with precious materials like copper, just waiting to be unleashed?! And with the demand for copper increasing, keeping them in your drawer of doom isn't helping anyone.</p> <p>If 1 million people across the UK recycled just ONE cable each, together we can save at least 5,000kg of copper from going to waste.</p> <p>This International E-Waste Day, join @recycleyourelectricals_ for The Great Cable Challenge and put our old cables to good use!</p> <ul style="list-style-type: none"> 👉 Bag up all your old cables and other unwanted electricals 👉 Use @recycleyourelectricals Locator to find your nearest repair, donation or recycling point: https://bit.ly/44RRFTn 👉 Save valuable copper from going to waste! <p>#EWasteDay #GreatCableChallenge #RecycleYourElectricals #insert local hashtags</p>
	<p>X (@recycleelectric)</p>	<p>Join the millions taking one small action to make a big difference! Be part of @recycleelectric's #GreatCableChallenge and recycle your old cables, giving them a new lease of life: https://bit.ly/3XtGOi4</p>



<p>Cable guide</p> <p>Guide to help you sort out your cables</p>	<p>Facebook/Instagram / LinkedIn (@Material Focus)</p>	<p>Are you taking part in The #GreatCableChallenge, but struggling to let go of your old cables? Sorting your cables doesn't have to be a hassle!</p> <p>@recycleyourelectricals' easy guide helps you identify, decide and recycle those cables you no longer need. With top tips and easy information, you'll clear out clutter and help contribute to a green future, one cable at a time! Download the guide here: https://bit.ly/3U2HzN0</p> <p>And when you're done, simply bag them up – and any other old, unwanted electricals – and use @recycleyourelectricals Locator to find your nearest repair, donation or recycling point: https://bit.ly/44RRFTn</p> <p>#EWasteDay #GreatCableChallenge #RecycleYourElectricals #insert local hashtags</p>	
	<p>X (@recycleelectric)</p>	<p>Sorting your cables doesn't have to be a hassle! @recycleelectric's guide helps you quickly identify and recycle those cables you no longer need.</p> <p>Get started today - declutter your space and save valuable copper from going to waste, one cable at a time! https://bit.ly/4dXfl8h</p>	
<p>Holding your own Great Cable Challenge</p>			
<p>Promoting your own cable pop-up collection</p> <p>NB: for households, not business waste</p>	<p>Facebook/Instagram / LinkedIn (@Material Focus)</p>	<p>Got old or broken cables cluttering up your home? They're full of precious copper that could be reused.</p> <p>That's why we are taking part in @recycleyourelectricals' Great Cable Challenge, to help save thousands of kilograms of copper from going to waste!</p> <p>It's simple – bag up your unwanted cables, and anything else with a plug, battery or cable, and drop them off at [location and date].</p>	<p>[picture of your drop-off point]</p>

		<p>Join us and the millions across the UK taking part in The Great Cable Challenge. If 1 million of us recycled just one cable, we could save at least 5,000kg of copper from going to waste!</p> <p>#EWasteDay #RecycleYourElectricals #GreatCableChallenge #insert local hashtags</p>	
	X (@recycleelectric)	<p>Got old or broken cables? They're full of precious copper that could be reused. That's why we're taking part in @recycleelectric's #GreatCableChallenge, to help save thousands of kilograms of copper from going to waste!</p> <p>[insert bespoke info]</p>	
Other assets available			
	The Great Cable Guide	Download a copy of the Guide from our website .	

Poster



Digital
Screens

HUMANS OF
THE UK

You wiiiiill join The Great Cable Challenge

Got old or broken
cables and other
unwanted electricals
cluttering up
your home?

Join The Great Cable
Challenge! Bag up
your old cables and
electricals and
search **'recycle
your electricals'**
to find all your local
donation and
recycling points.



recycle
your
electricals

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electricals cluttering up your home?

Join The Great Cable Challenge! Bag up your cables
and electricals and search **'recycle your electricals'**
to find all your local donation and recycling points.



recycle
your
electricals

Banner
stand



HUMANS OF
THE UK

You wiiiill join The Great Cable Challenge

Got old or broken cables and other unwanted electricals cluttering up your home? They're full of precious materials like copper which could be reused.

Join The Great Cable Challenge and help save hundreds of kilograms of copper from going to waste.

It's simple: bag up your unwanted cables and other electricals and search 'recycle your electricals' to find local donation and recycling points.



recycle
your
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