



AMERICA RECYCLES DAY®

A KEEP AMERICA BEAUTIFUL® PROGRAM

NOVEMBER 15

Social Media Toolkit

Nov. 15, 2020

#BeRecycled



KEEP AMERICA
BEAUTIFUL

This Toolkit

Keep America Beautiful® created this toolkit for individuals, organizations, companies, and more to share and join in the conversation around America Recycles Day® (ARD). This is a resource to spread the word about the Keep America Beautiful signature program, encourage friends and family to join you in taking the #BeRecycled pledge, and engage in the movement to increase and improve recycling. The toolkit includes social media messages with downloadable graphics that can be easily copied and pasted into your own digital channels, as well as tips around recycling.

About America Recycles Day

The Keep America Beautiful America Recycles Day is the only nationally-recognized day dedicated to promoting and celebrating recycling in the United States. Held on and around Nov. 15, America Recycles Day educates and encourages individuals on how to be more mindful of what they consume, where and how to properly recycle, and to pledge to recycle more and recycle right in their everyday lives.

Focusing on individual action, the 2020 America Recycles Day highlights the actions we can all take to collectively address the challenges facing our nation's recycling system. Through ARD, Keep America Beautiful and its partners inspire communities and individuals to recognize the economic, environmental, and social benefits of recycling. Keep America Beautiful urges people to pledge to reduce, reuse, repurpose and recycle in every aspect of their life. The #BeRecycled pledge is a promise to actively choose to live a recycled lifestyle by:

1. Recycling at home, work, school and on the go;
2. Buying products made with recycled content; and
3. Educating and encouraging friends, family, and neighbors to take the [#BeRecycled pledge](#)

Aside from the [#BeRecycled Pledge](#), people can be part of the recycling solution by participating or hosting their own America Recycles Day event. Events can be scheduled at any time during the fall leading into the official America Recycles Day celebration, Nov. 15. [Learn more here](#). Keep America Beautiful encourages all participants and event organizers to follow state and local health guidelines pertaining to the COVID-19 pandemic.

Sponsors of this year's America Recycles Day include Title Sponsor Cox Enterprises, International Bottled Water Association (IBWA), and Michelob Ultra.



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Follow us

First, make sure you follow Keep America Beautiful on social media!

- Facebook: [@KeepAmericaBeautiful](#)
- Twitter: [@kabtweet](#)
- Instagram: [@KeepAmericaBeautiful](#)

Tag Keep America Beautiful in your posts. Use the hashtag #BeRecycled to join the conversation and celebration around recycling!

Share on Social

[Download graphics here.](#)

Facebook:

For individuals:

- I am proud to support America Recycles Day, a @KeepAmericaBeautiful program, held on and around Nov. 15. I just took the #BeRecycled pledge to show my commitment to increasing and improving our recycling efforts! I challenge you to the same. Take the pledge and share the pledge here: <https://kab.org/programs/ard/pledge/>
- Join me this America Recycles Day, a @KeepAmericaBeautiful program on Nov. 15, in making a meaningful difference today and throughout the year to reduce waste, recycle more and recycle right, and increase our collective impact. I just took the #BeRecycled pledge to show my commitment and I encourage you to do the same. Take the pledge and share the pledge here: <https://kab.org/programs/ard/pledge/>

For groups:

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Twitter

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- Join me this America Recycles Day, a @kabtweet program, in making a difference on Nov. 15 and throughout the year to recycle more and recycle right. I just took the #BeRecycled pledge to show my commitment and I challenge you to do the same here: <https://kab.org/programs/ard/pledge/>

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Instagram

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5 Recycling Facts & Tips for Aluminum and Glass

Share these tips from Keep America Beautiful with your friends and followers and encourage everyone to celebrate recycling!

1. **Aluminum** is infinitely recyclable. Look for curbside, school, workplace, or public space recycling bins, or bring aluminum to local recycling drop off or buy-back centers.
2. **Glass** can be recycled over and over without any loss in purity or quality. Look for curbside, school, or work recycling bins or find a local recycling drop-off center — and be sure to check your local recycling program.
3. Recycle only glass containers used for **food and beverages**; other types of glass, such as windows, ovenware, Pyrex, crystal, etc. are manufactured through a different process and are not recyclable.
4. Recycling **aluminum** saves more than 90% of the energy required to produce new aluminum products versus producing new metal from virgin ore.
5. Recycled **glass** reduces emissions and consumption of raw materials, extends the life of glass manufacturing equipment, such as furnaces, and saves energy.

5 Recycling Facts & Tips for Other Materials

1. All **bottled drink (clear water or soda bottles) containers** are 100% recyclable - even the caps. The recycling process for PET plastic is easy, simple, and efficient. In fact, making new bottles from recycled bottles uses 88 percent less energy than when using virgin materials. Recycled PET can be used to make new bottles, along with a range of other consumer products.
2. Recycle **cartons**. Recycling food and beverage cardboard cartons keeps them out of landfills and gives them new life as they can become products like napkins, tissue paper, paper towels, and environmentally friendly building and construction materials. No need to flatten and you can leave the caps on. Pizza boxes can also be recycled.
3. **Electronics** are recyclable. Electronics, including computers, tablets, and cell phones, contain valuable precious metals such as gold, silver, platinum, palladium, copper, tin, and zinc that can be recovered and used to make jewelry, plating, new electronics, or automotive parts. Check your local recycling program for specific instructions.
4. **Plastic bags and film** are recyclable and — like other plastics — can be used to make many other products. Return plastic bags and films to labeled receptacles, widely available at grocery and retail outlets. Please do not put them in the curbside bin.
5. Recycling **steel** saves nearly 74% of the energy used to produce it from raw materials — that's enough energy to power about 18 million homes for a full year. Check your local recycling program for more information.