



AMERICA RECYCLES DAY®

A KEEP AMERICA BEAUTIFUL® PROGRAM

Social Media Toolkit

Nov. 15, 2021
#BeRecycled

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 on 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 how to recycle more and recycle right in everyday life.

Focusing on individual action, the 2021 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 sustainable 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, and International Bottled Water Association (IBWA).



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 just took the #BeRecycled pledge- I challenge you to do the same! Let's show the world our commitment to increasing and improving our recycling efforts! Take the pledge now: <https://kab.org/programs/ard/pledge/> #DoBeautifulThings @KeepAmericaBeautiful
- Join me on America Recycles Day on Nov. 15, and make a meaningful difference today! Take the #BeRecycled pledge from @KeepAmericaBeautiful to reduce waste, recycle more, and increase our collective impact. <https://kab.org/programs/ard/pledge/> #DoBeautifulThings
- America Recycles Day is Nov 15 – Join me and take the #BeRecycled pledge! @KeepAmericaBeautiful #DoBeautifulThings <https://kab.org/programs/ard/pledge/>
- FACT: Americans WANT to purchase products made with #recycled fibers, but we aren't recycling enough to sustain production! Get started and take the #BeRecycled pledge from @KeepAmericaBeautiful <https://kab.org/programs/ard/pledge/>
- #Recycling **aluminum** saves more than 90% of the energy required to produce new aluminum products vs producing new metal from virgin ore. Take the America #Recycles Day pledge now! <https://kab.org/programs/ard/pledge/>
- #Recycle empty food & beverage **cartons** - keep them out of landfills & give them new life as napkins, tissue paper, paper towels, & environmentally friendly building materials! Pizza boxes can be recycled! Take the #BeRecycled pledge!



<https://kab.org/programs/ard/pledge/>

For groups:

- We are proud to support America Recycles Day, a @KeepAmericaBeautiful program, held on Nov. 15. We just took the #BeRecycled pledge to show our commitment to increasing and improving our recycling efforts! We challenge you to the same. Take the pledge now: <https://kab.org/programs/ard/pledge/>
- Join us Nov 15 on America Recycles Day, a @KeepAmericaBeautiful program, in making a meaningful difference! Reduce waste, recycle more and recycle right, and increase our collective impact. We just took the #BeRecycled pledge to show our commitment and we encourage you to do the same. Take the pledge now: <https://kab.org/programs/ard/pledge/>
- We just took the #BeRecycled pledge! Support America Recycles Day, a @KeepAmericaBeautiful program, on Nov. 15. Make a difference TODAY. We challenge you to the same. Take the pledge now: <https://kab.org/programs/ard/pledge/>

Twitter

For individuals:

- I am proud to support America #Recycles Day, a @kabtweet program, Nov. 15. I just took the #BeRecycled pledge to show my commitment to recycling more and recycling right! I challenge you to take the pledge now: <https://kab.org/programs/ard/pledge/>
- I just took the #BeRecycled pledge & I challenge you to do the same! Let's show our commitment to increasing and improving our recycling efforts! Take the pledge now: <https://kab.org/programs/ard/pledge/> @kabtweet
- Join me this America #Recycles Day, a @kabtweet program, in making a difference on Nov.15. Recycle more and recycle right. I just took the #BeRecycled pledge and I challenge you to do the same here: <https://kab.org/programs/ard/pledge/>
- FACT: Americans WANT to purchase products made with #recycled fibers, but we aren't recycling enough to sustain production! Get started. Take the #BeRecycled pledge from @kabtweet <https://kab.org/programs/ard/pledge/>
- #Recycling **aluminum** saves more than 90% of the energy required to produce new aluminum products vs producing new metal from virgin ore. Take the



America #Recycles Day pledge now! <https://kab.org/programs/ard/pledge/>

- #Recycle empty food and beverage cartons - keep them out of landfills & give them new life as environmentally friendly building materials! Pizza boxes are recyclable! Take the #BeRecycled pledge! <https://kab.org/programs/ard/pledge/>

For groups:

- We are proud to support America Recycles Day, a @kabtweet program, held on Nov. 15. We took the #BeRecycled pledge to show our commitment to improving recycling! We challenge you to take the pledge now: <https://kab.org/programs/ard/pledge/>
- We just took the #BeRecycled pledge! Join us this America Recycles Day, a @kabtweet program, on Nov. 15. We challenge you to do the same and reduce waste today. Take the pledge now: <https://kab.org/programs/ard/pledge/>
- Out with friends? #Recycle empty food cartons! Keep them out of landfills & give them new life as environmentally friendly building materials! Pizza boxes are recyclable! Take the #BeRecycled pledge with us! <https://kab.org/programs/ard/pledge/>

Instagram

For individuals:

- FACT: Americans WANT to purchase products made with #recycled fibers, but we aren't recycling enough to sustain production! Get started and take the #BeRecycled pledge from @KeepAmericaBeautiful. Go to kab.org Take Action & take the pledge.
- Recycling aluminum saves more than 90% of the energy required to produce new aluminum products vs producing new metal from virgin ore. Take the America #Recycles Day pledge now! Go to kab.org Take Action & take the pledge!
- I'm proud to support America Recycles Day, a @KeepAmericaBeautiful program, held on Nov. 15. I took the #BeRecycled pledge to show my commitment & reduce my impact on our planet! I challenge you to do the same. Go to kab.org Take Action & take the pledge.
- Join me for America Recycles Day, a @KeepAmericaBeautiful program on Nov. 15, in making a meaningful difference. Reduce waste, #recycle more and recycle right. I just took the #BeRecycled pledge to show my commitment – join me! Go to kab.org Take Action & take the pledge.



- Join me in making a difference! #Recycle more and recycle right. I just took the @KeepAmericaBeautiful #BeRecycled pledge and I challenge you to do the same. Go to kab.org Take Action!

For groups:

- We are proud to support America Recycles Day, a @KeepAmericaBeautiful program, held on Nov. 15. We just took the #BeRecycled pledge to improving our recycling efforts! We challenge you to do the same. Go to kab.org Take Action & take the pledge.
- Join us this America Recycles Day, a @KeepAmericaBeautiful program, in making a meaningful difference to reduce waste, recycle more & recycle right. We just took the #BeRecycled pledge and we encourage you to do the same. Go to kab.org Take Action & take the pledge.

Thank you to our sponsors!

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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 to make sure glass containers are accepted in 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. **Most 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 empty **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.

3. Pizza boxes can be recycled! Make sure you recycle yours, just clean them out to get rid of all food waste, then cycle the cardboard.
4. **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. Do not place in your curbside recycling bin, check your local recycling program for specific instructions.
5. **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.
6. Recycling **steel cans** 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.