

GLASS RECYCLING EDUCATION CAMPAIGN

Launch Materials

Social Media Engagement

The best way you can support the Glass Recycling Education campaign is to following us, comment, "love" and share our posts. If you aren't already, you can use these links to connect with us:



PRC has a mountain of social media material and an editorial schedule we've created for this campaign and we're excited to share it with you. If you have specific requests for social media materials, please reach out to erin@trailblazecreative.com. Here are a few examples of templates that can be provided:



Video

We're excited to debut our new video about Glass Recycling in Western PA! Click below to download it, watch and share. Be sure to subscribe to our YouTube channel.



The Zine

Our new Zine is here to educate and inspire you, your friends and family to learn more about the importance of recycling glass. Click on the image to download a digital copy or reach out to PRC today about printed copies.



Social Media Reminders:

- Plan ahead and plan to engage with our content
- Tag other partners and use the hashtags:
#RecycleGlassPA
#ZeroWaste
#PAResourcesCouncil
- Give your followers a specific calls to action like:
"Comment below and tell us where you recycle your glass"
"Comment below and tell us WHY you recycle glass"

