

Campaign User Guide



#RecycleRightGA: Let's Sort This Out is a statewide education campaign developed in 2020 by the Georgia Recycling Coalition (GRC) to increase recycling, decrease contaminants being placed in curbside recycling, and ensure Georgia manufacturers have the recovered materials they need for their businesses. Funding for the campaign was provided by the American Beverage Association, Coca-Cola Foundation, and the Community Foundation of Greater Atlanta.

We listened! We spent time listening to you and other recycling experts, as well as citizens across the state, and the campaign reflects what we learned and recognizes the need to customize items for your community. The campaign also adopted messaging (e.g., main tag line) similar to that already being used across the southeast to promote recycling and increase awareness about contamination. Consistent messaging between states helps reinforce the message as people visit or relocate to other states.

The campaign is intended to supplement existing education efforts in our communities and provides the resources most requested by the recycling coordinators we surveyed. These free, downloadable campaign resources include:

- Videos
- Social media calendar with content and images
- Artwork for newsletters and websites (seasonal and multi-purpose banners)
- Collateral pieces for residential curbside and contaminants, including a flyer/mailer highlighting what to recycle and what not to recycle

The success of this campaign is up to our members and communities across the state. GRC needs your commitment to supporting the statewide campaign by sharing the resources in your community.

We want to hear from you! Let us know what items you used and what resources you may need in the future. To help us better understand how the materials are being used and to determine the effectiveness of the campaign, GRC will periodically send surveys to users. We ask all users to help us by completing the survey.

Ready to get started? Just complete the form on GRC's website (<http://georgiarecycles.org/programs/recycle-right/>) and then download the files you need.

All the materials are free.

Campaign Elements



Logo



Videos



Print Materials



Social Media
Content



This guide provides an overview of how to access and use the campaign elements:

- Videos
- Social media calendar containing content with images
- Artwork with logos for newsletters and websites (seasonal and multi-purpose banners)
- Collateral pieces for residential curbside and contaminants, including a flyer/mailer highlighting what to recycle and what not to recycle

Social Media Content



Social media provides an easy way to connect with your community and share information about the importance of recycling in Georgia, as well as what is and what is not recyclable in your program.

GRC has created a [central campaign page](https://www.georgiarecycles.org/programs/recycle-right/) (https://www.georgiarecycles.org/programs/recycle-right/) to provide easy access to all materials. From the main campaign page, click on the social media box to access the files for social media.

Social Media Calendar

GRC created more than 100 messages/images for you to post to your Facebook page and/or Instagram account and a **social media calendar** (downloadable from the GRC website) to help you plan your social media marketing. As a GRC member or campaign promoter in Georgia, all campaign images are available for you to use.

The social media calendar contains posts and images for you to post on specific dates throughout the year. This ensures that we will reach the largest audience on the same days with a consistent message across the state.

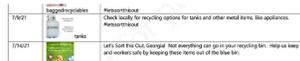
GRC will also post the content to its social media pages on the same days. As GRC members or campaign promoters, you are encouraged to post or share GRC's post. You are also able to customize the content for your community if necessary. For example, if your community has a drop-off site that collects Christmas lights, or you don't have a curbside program, or you use carts and not bins.

How to Post

There are two ways that you can post the content:

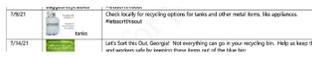
- 1) Share – **This is the easiest way to participate!** GRC will also be following the schedule in the social media calendar and posting the same content to its social media accounts. Members are encouraged to post or share GRC's post.
- 2) Customize — First, download the calendar and images from GRC's website. From the posts_calendar.doc file, find the day's date in the first column, click on the folder to download the image, then copy and paste the corresponding message from the file into your social media account. Please note that you might not want to share GRC's post when you need to customize a post. For example, you may want to customize the text if you have a drop-off site that collects Christmas tree lights or you use carts and not bins. Step-by-step instructions are shown below.

Step 1: Open Posts_Calendar.doc file



The document contains all the posts and images.

Step 2: Find date.



Posts are scheduled for Wednesdays and Fridays each week, as well as for holidays and special events such as International Compost Awareness Week.

Step 3: Locate the folder name with the image for the day's post. The folder name is next to the image.



This image is located in the folder named **tanks**.

Step 4: Select the image sized for Facebook or Instagram and upload to social media post.



There are two options. IG for Instagram and FB for Facebook.

Step 5: Copy, customize if needed, and paste into social media post.



Text for post. If needed, customize wording to fit your community before posting.

Step 6: Post your content.

Scheduling Posts in Advance

GRC created a recommended calendar for posting campaign content to social media so that there is a cohesive message across the state. If you will be away from the office on certain days, you can use the instructions below to schedule your post in advance, and it will be posted automatically.

To schedule a post in Facebook:

1. Go to News Feed, click  **Pages** in the left menu.
2. Go to your Page.
3. Click **Publishing Tools** in the left column.
4. Click **+ Create** in the top right.
5. Create your post.
6. Click and select **Schedule**.
7. Below **Publication**, select the date and time when you want the post to publish and click **Schedule**.

Source: Facebook 2020, <https://www.facebook.com/help/389849807718635>

Tips for Posting

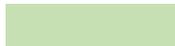
Best Times to Post and Engage

The best time to post varies on the type of business and the platform. Based on findings from Sprout Social, our campaign will post during the following optimal times for reaching and engaging our audience:

Best Days and Times to Post and Engage by Platform (For Non-Profits)

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Facebook			8-9 AM		8-9 AM		
			8 AM-3 PM	8 AM-3 PM	8 AM-3 PM		
Instagram		1-3 PM	2 PM				
			10 AM-4 PM	10 AM-4 PM	10 AM-4 PM		
LinkedIn			8-9 AM, NOON	9 AM, 1-2 PM	9 AM		
		8 AM-2 PM	8 AM-2 PM	8 AM-2 PM	8 AM-2 PM		

POST



CONNECT



AVOID



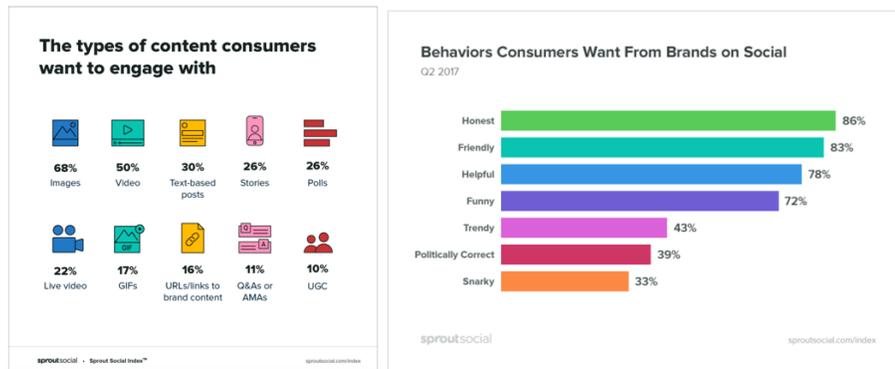
Data source: www.sproutsocial.com

Tips for Engagement:

Social media posts are designed to spark conversation, engage your followers, and increase your audiences' awareness about the campaign. Ideally, we want people to share, react, and comment on your post. It is important to acknowledge your followers, especially when they comment. We've compiled a few resources and tips to help you respond.

Try these tips* for responding and engaging with followers:

- 1) Respond quickly.
- 2) Prepare responses in advance.
- 3) Don't use the same response for every comment.
- 4) Be positive.



Data source: www.sproutsocial.com

For more resources and tips for improving your engagement or interaction with your followers on social media, try:

1. [Sproutsocials.com](https://sproutsocial.com)
How to improve your social media engagement
<https://sproutsocial.com/insights/social-media-engagement/>
2. [Social Media Week](https://socialmediaweek.org)
10 Tips For Increasing Your Social Media Engagement
<https://socialmediaweek.org/blog/2017/10/10-tips-increasing-social-media-engagement/>

*Source: <https://www.bluleadz.com/blog/the-dos-and-donts-of-responding-to-negative-social-media-comments>

Videos

The campaign also includes a [series of videos](#) designed to increase awareness about contamination and the importance of recycling. Brief descriptions of each video series are shown below. How you share with your community – streaming, social media – it's up to you! Videos are available to download from GRC at <http://georgiarecycles.org/videos/>

Short summaries of each video series are provided below:

Recycle Coach: General Awareness Videos Focusing on Contamination

In these 15- and 30-second light-hearted spots, our favorite Recycle Coach helps the viewer sort out what goes in the bin. Georgians surveyed couldn't say enough good things about these videos. Score one for the recycling team!

GRC purchased unlimited usage and talent rights to these videos for two years for our members to use. However, please keep in mind that no modifications can be made to these videos, unless you work through GRC and the production company. If you are interested in adding a corporate logo or using an image from the video for print materials, please contact GRC.



Let's Sort This Out: Kickoff Video

This short, upbeat video helps sort out how to manage various household items with a focus on the top curbside contaminants.



Recycle: Our Businesses Depend on It Videos - Focus on Georgia's Recycling Industry

Georgia is home to a robust recycling industry. We are proud of the people that work in the industry and the 100+ manufacturers that use recovered materials in their manufacturing processes.

This video series highlights the importance of recycling to businesses and manufacturers in the state. Commodity-specific videos focus on the recyclability of the material; how it is recycled in Georgia; the products produced using it; and its importance to Georgia's economy, environment, efficiency, and the companies' bottom line. Each video walks the viewer through the steps of collection, processing, and manufacturing to show the end product created.

General Awareness Campaign: Focusing on Consequences of Contamination

Time to get dirty! This short video highlights the consequences of tossing tangles, bags, and other contaminants in a curbside bin.

Faces of Recycling: #RecycleStrongGA

We are proud of the people who work in the recycling industry in Georgia. This video series highlights some of the people that work in the recycling industry and the unique solutions they have found to the problems facing recycling, including contamination. You'll enjoy learning from these hometown heroes.

Logos and Banners for Social Media and Newsletters

#RecycleRightGA – Let's Sort This Out

It's your favorite. No, really! It is. We asked GRC members and Georgia residents to pick their favorite tagline for the campaign and this was the hands-down winner.



To maximize usage, we designed and sized general background images incorporating the logo, as well as seasonal banners for your use on websites and in newsletters. Sample banners are shown below:



Print Materials



Since not all programs in Georgia accept the same materials, the campaign was designed to be flexible. For example, we have you covered whether or not your program accepts cartons and glass at the curb. We've created several versions of each of the following collateral pieces, including versions that highlight contaminants such as masks and batteries.

If you'd like to further customize the materials, the image files are provided on the campaign webpage. Simply download the files and customize as needed. If you don't see a version that fits your program, please let GRC know. We want all programs in Georgia to benefit from these materials!

If you don't have access to a graphic designer or software, there are several online tools that may help:

- 1) Try the campaign builder tool available through The Recycling Partnership at <https://recyclingpartnership.org/pdf-builder-login/>. This tool is free to recycling coordinators and easy to use.
- 2) [Canva](#) – Online resource that allows you to create and customize social and print media. Free for basic usage.

Special thanks to the N.C. Division of Environmental Assistance and Customer Service, SWACO, and The Recycling Partnership for sharing their resources and materials.

Metrics

GRC wants to share the success of our campaign with our supporters, members, state and federal agencies, and grant funders. Data entered into the Municipal Measurement Program (MMP) and metrics from your social media accounts and websites that track engagement and visits are critical to us sharing our success, measuring increases in recovery and awareness about contaminants, and showing our funders that the money invested increased awareness about contamination, as well as recovery of materials in Georgia.

Municipal Measurement Program

One way to track success of your community's recycling efforts is to report your metrics using the MMP. The program is free to join. Most municipalities complete the program assessment surveys within 90 minutes. The MMP currently collects tonnage data for an aggregated 12-month period.

The MMP website includes a training video and a step-by-step guide to completing the surveys. In general, the assessment questions cover details about the recycling services offered in your municipality, both at the curb and drop-off. The survey also includes general population and demographic information.

To learn more about the program or to join, visit:

<https://www.municipalmeasurement.com/>

GRC is encouraging its members to support and use the MMP so that Georgia will have consistent and reportable data on recycling.

Support and Questions

We want to hear from you! Let us know what items you used and what you think you may need in the future. You'll receive a brief survey to help us understand how the materials are being used and to determine the effectiveness of the campaign.

The campaign is designed to be dynamic. If you have ideas for resources that you need, please let us know. Also, if you need assistance with customizing a flyer (e.g., adding an acceptable material category or updating your logo or contact information), please contact GRC at garecycles@mindspring.com

We look forward to seeing how you promote the campaign and use these materials in your communities!