



# RECYCLING REVEALED

## Social Media Guide for Reducing Recycling Confusion

The N.C. Division of Environmental Assistance and Customer Service (DEACS) has developed *Recycling Revealed* to encourage accurate recycling by taking the mystery out of recycling. The social media posts below coordinate with the *Recycle Right NC* information campaign materials designed for use by local recycling programs and private recycling collectors.

**Together, we can recycle more and recycle better. #RecycleRightNC**

| IMAGE  | TEXT FOR FACEBOOK AND TWITTER CAPTION  |
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|  <p><b>RECYCLING REVEALED</b><br/><b>CONFUSING LANGUAGE</b></p> <p><b>Clamshells =</b><br/>Think berry containers</p> <p><b>Aseptic cartons =</b><br/>Think juice boxes</p> <p><b>Gable-topped cartons =</b><br/>Think milk cartons</p> <p><b>Rigid plastics =</b><br/>Think lawn chairs</p> | <p>Confused by recycling terms for items? Let's clear it up to clean it up!<br/>#RecycleRightNC</p>  |
|  <p><b>RECYCLING REVEALED</b><br/><b>RINSE IT!</b></p> <p>How clean does it need to be? Clean enough to not contaminate other recyclables or be off-putting to the people who sort the recycling. Give it a quick rinse and pop it in the recycling bin.</p>                                | <p>How clean should it be? Clean enough to not contaminate other recyclables or be off-putting to the recycling sorters. Give a quick rinse and pop it in the recycling bin. If it's caked in grime, soak it overnight or run it through the dishwasher.<br/>#RecycleRightNC</p>                   |
|  <p><b>RECYCLING REVEALED</b><br/><b>MULTIPLE MATERIALS</b></p> <p>Pumps, tubes, and other items made of multiple materials can't be separated for recycling.</p>   | <p>Items made of more than one material can't be recycled. Put them in the trash or don't buy them at all. Don't tangle or contaminate, recycle right for our state!<br/>#RecycleRightNC</p>   |
|  <p><b>RECYCLING REVEALED</b><br/><b>PLASTIC CODES</b></p> <p>The chasing arrows symbol and "Please recycle" used on products and packaging doesn't always mean an item is recyclable in your recycling bin.</p>  | <p>The recycling symbol/number doesn't actually mean a product is recyclable. It's only accepted if your recycling center can sort that item and if the material has market value. So forget the numbers, know this: plastic bottles, tubs, jugs and jars are recyclable.<br/>#RecycleRightNC</p>  |
|  <p><b>RECYCLING REVEALED</b><br/><b>FLATTENED THINGS</b></p> <p>Are you still crushing your cans and flattening juice cartons? No need! The recycling machinery recognizes the items by shape and size.</p>   | <p>We used to crush cans and flatten cartons to make room in the recycling bin. Now we have larger bins. Sorting machinery recognizes materials by shape/size. When you flatten that container, the equipment can't process it. Let that can, carton or bottle stand tall!<br/>#RecycleRightNC</p> |
|  <p><b>RECYCLING REVEALED</b><br/><b>CUPS</b></p> <p>Truth is, your single-use cup belongs in the trash — along with its lid and straw. It's that simple.</p>  | <p>Don't toss that cup in the recycling bin! Put it in the trash. These single-use plastics are often contaminated with liquid. Even when clean, cups splinter in the recycling machinery. The lids and straws can't be sorted by the equipment either.<br/>#RecycleRightNC</p>                    |

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### SMALLS AND BIGS

When it comes to recycling, the size of the item really matters! If the item is too tiny, the machines have a hard time filtering it out. If it is too big, the item will harm the machinery.



When it comes to recycling, the size of the item really matters! If the item is too tiny (smaller than a business card), the machines have a hard time filtering it out. If it is bigger than a jug, the item will harm the machinery. #RecycleRightNC

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### WHAT IS A CONTAMINANT?

A contaminant is anything that is hard on the people, process or prices in the recycling industry.



If it's hard on people, process, or prices, it's a contaminant. For example, a plastic bag shuts down the machines which is bad for PROCESS; PEOPLE must remove it to get the gears moving again; and if a bag gets into a bale of plastics, it can ruin its PRICE. #RecycleRightNC

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### WISHFUL RECYCLING

Are you a wishful recycler? Probably. Don't cause contamination by hoping that item is recyclable. Know your no's and remember — when in doubt, throw it out!



What's the biggest contributor to contamination in recycling? Wishful recyclers who toss items into the recycling bin hoping they are recyclable. Know your no's and remember — when in doubt, throw it out! #RecycleRightNC

