



RECYCLING SAVES ENERGY

Social Media Guide for Understanding Recycling Impact

The N.C. Division of Environmental Assistance and Customer Service (DEACS) has developed *Recycling Saves Energy* to help the public understand why recycling is so important. 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
	<p>Making products from raw materials uses large amounts of energy. It's a one-way street: extraction, production, distribution, consumption and disposal. What a waste! Recycle to use less energy, raw materials and fossil fuels, and reduce greenhouse gas emissions! #RecycleRightNC</p>
	<p>When we recycle, we are part of a circular economy! Buy stuff made with recycled content, buy used, buy less and repurpose, reuse and repair whenever you can! You'll use less energy, raw materials and fossil fuels — reducing greenhouse gas emissions! #RecycleRightNC</p>
	<p>Every time a new product is made from raw materials, large amounts of energy are consumed! Reduce your consumption of new products and packaging: buy recycled or used when you can. #RecycleRightNC</p>
	<p>You CAN never go wrong recycling cans. Give it a rinse and pop it in the recycling: CAN-tastic! #RecycleRightNC</p>

	<p>Recycling bottles is always a safe bet! Don't let it go to waste when you are done with it. Pop it in the recycling bin and know you are doing the right thing. #RecycleRightNC</p>
	<p>Bring that paper back for another life! Recycle it, and know it hasn't gone to waste. Use less paper when you can to save even more energy. Make notepads out of scrap paper, print on both sides, ball it up for packaging and get creative BEFORE you recycle it. #RecycleRightNC</p>
	<p>Recycling bottles is always a safe bet! Don't let it go to waste when you are done with it. Pop it in the recycling bin and know you are doing the right thing. And next time, just say no to that bottle of water: bring your own! #RecycleRightNC</p>
	<p>You CAN never go wrong recycling cans. Give it a rinse and pop it in the recycling: CAN-tastic! #RecycleRightNC</p>

