

# Recycle Right NJ

Recycling Contamination Campaign

Social Media Sharing Guide

May 2019  
New Jersey Department of Environmental Protection



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# Introduction

The Department of Environmental Protection developed the “Recycle Right NJ” Social Media Campaign to help counties, municipalities and businesses educate their residents, staff and patrons about the issue of recycling contamination. Your residents have questions about what is and is not recyclable, we have created clear and concise social media messages to help you communicate answers.

We hope you will use the Recycle Right NJ social media campaign resources found below and on the DEP website at [www.nj.gov/dep/dshw/recycling/promotools.html](http://www.nj.gov/dep/dshw/recycling/promotools.html) to further educate the public about the importance of cleaning up our recycling stream.

## RECYCLING CONTAMINATION 101

“Recycling contamination” is anything that finds its way into a recycling bin that does not belong there. Some examples are plastic bags, plastic syringes, auto parts, garden hoses, bowling balls, Styrofoam cups and trash. Contaminants not only jam up processing equipment at recycling centers, which in turn increases the costs associated with recycling, but can also pose a health and safety threat to recycling center workers. Such contamination creates serious quality control issues and negatively affects the economics of recycling and is undoubtedly one of the biggest challenges facing recycling today.

The recycling contamination issue has affected recycling programs throughout the world and has also led to major recycling market disruptions. More specifically, increasing levels of contamination in loads of recyclable materials sent to Chinese recycling markets have resulted in the establishment of new, very restrictive quality control standards by the Chinese recycling industry. These new standards and policies have virtually closed off the Chinese recycling market, which has been a severe loss to the U.S. recycling industry.

Thus, it is imperative that the state, counties and municipalities do whatever possible to educate residents, businesses and other generators of recyclable materials about the importance of keeping recyclable material clean and free of non-acceptable items. This will make our recyclable materials more marketable and acceptable to recycling end markets and will help keep material moving through the recycling system.

### Recycling Contamination

**“Recycling contamination” is anything that finds its way into a recycling bin that does not belong there.**

*Examples include, plastic bags, garden hoses and auto parts.*



According to the Ad Council, only 52% of Americans say that they are “very” or “extremely” knowledgeable about how to properly recycle.

# Using This Guide

The DEP Recycle Right NJ social media campaign is a tool to help counties, municipalities and businesses educate their residents, staff and patrons about the issue of recycling contamination.

Communities and businesses across the state can use social media to reach audiences in a low-cost, impactful and effective way. The DEP has developed a series of graphics, captions and hashtags for communities to post on Twitter, Facebook, Instagram and other media platforms. The Recycle Right NJ campaign covers the following:

- The concept of recycling contamination.
- Why recycling contamination is problematic.
- Spotlight features on the materials that are considered the “worst offenders”.

You can find the Recycle Right NJ social media campaign resources at [www.nj.gov/dep/dshw/recycling/promotools.html](http://www.nj.gov/dep/dshw/recycling/promotools.html).

We encourage communities and businesses to post all or some of the materials. We provide suggested captions, but feel free to get creative and adapt the messages to your audience. We do request that you include the hashtag **#RecycleRightNJ** on your posts to help us measure the success of the campaign.

Please contact the DEP’s Bureau of Energy and Sustainability at 609-633-0538 or [Sustainability@dep.nj.gov](mailto:Sustainability@dep.nj.gov) if you have any questions about these educational resources.

## How to use this Campaign 3 Simple Steps

### 1. Visit the Website

-[www.nj.gov/dep/dshw/recycling/promotools.html](http://www.nj.gov/dep/dshw/recycling/promotools.html)

### 2. Download the Campaign Graphics

-Download graphics individually or get them all via the zip file, located here:

[Twitter Zip File](#)

[Facebook Zip File](#)

[Instagram Zip File](#)

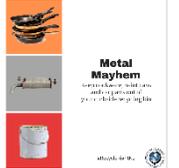
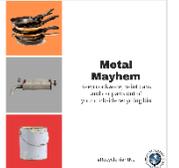
### 3. Post to your Social Media Accounts

-Remember to use the hashtag **#RecycleRightNJ**

# Materials

NJDEP Recycling Contamination Campaign				
Post	Caption	Twitter	Facebook	Instagram
Recycling Contamination Post #1	"Recycling contamination" occurs when the wrong items (for example, plastic bags) or the right items prepared the wrong way (for example, paper that is shredded) are placed in your curbside recycling bin. #RecycleRightNJ	PNG 	PNG 	PNG 
		JPEG 	JPEG 	JPEG 
Recycling Contamination Post #2	"Recycling contamination" damages machinery, limits the resale value of recyclable materials and can even cause your recyclables to go the landfill. #RecycleRightNJ	PNG 	PNG 	PNG 
		JPEG 	JPEG 	JPEG 
Recycling Contamination Post #3	"Recycling contamination" damages machinery, limits the resale value of recyclable materials and can even cause your recyclables to go the landfill. #RecycleRightNJ	PNG 	PNG 	PNG 
		JPEG 	JPEG 	JPEG 
Wishful Recyclers Post #1	Are you guilty of wishful recycling? Wishful recyclers toss the wrong items into recycling bins "hoping" they will be recycled. But, unwanted items can jam sorting machines, cause fires at	PNG 	PNG 	PNG 
		JPEG 	JPEG 	JPEG 

	recycling centers and end up being sent to the landfill. #WishfulRecyclers #RecycleRightNJ			
Wishful Recyclers Post #2	Don't practice wishful recycling. When in doubt, throw it out. Don't let your good recycling go to waste. #WishfulRecyclers #RecycleRightNJ	PNG 	PNG 	PNG 
		JPEG 	JPEG 	JPEG 
Plastic Bags Post	Keep plastic bags out of your curbside recycling bin. Plastic bags jam up recycling processing equipment and can even shut down recycling center operations. #SkipTheBag #RecycleRightNJ	PNG 	PNG 	PNG 
		JPEG 	JPEG 	JPEG 
Scrap Metal Post #1	Don't toss used metal cookware, stainless-steel bottles, old paint cans or metal car parts in your curbside recycling bin. Scrap metal put into your curbside recycling bin will cause mayhem at the recycling processing center. Earn some green and sell it to a local scrap metal dealer. #MetalMayhem #RecycleRightNJ	PNG 	PNG 	PNG 
		JPEG 	JPEG 	JPEG 
Scrap Metal Post #2	Don't toss used metal cookware, stainless-steel bottles, old paint cans or metal car parts in your curbside recycling bin. Scrap	PNG 	PNG 	PNG 

	<p>metal put into your curbside recycling bin will cause mayhem at the recycling processing center. Earn some green and sell it to a local scrap metal dealer. #MetalMayhem #RecycleRightNJ</p>	<p>JPEG</p> 	<p>JPEG</p> 	<p>JPEG</p> 
<p>Scrap Metal Post #3</p>	<p>Don't toss used metal cookware, stainless-steel bottles, old paint cans or metal car parts in your curbside recycling bin. Scrap metal put into your curbside recycling bin will cause mayhem at the recycling processing center. Earn some green and sell it to a local scrap metal dealer. #MetalMayhem #RecycleRightNJ</p>	<p>PNG</p> 	<p>PNG</p> 	<p>PNG</p> 
		<p>JPEG</p> 	<p>JPEG</p> 	<p>JPEG</p> 
<p>Scrap Metal Post #4</p>	<p>Don't toss used metal cookware, stainless-steel bottles, old paint cans or metal car parts in your curbside recycling bin. Scrap metal put into your curbside recycling bin will cause mayhem at the recycling processing center. Earn some green and sell it to a local scrap metal dealer. #MetalMayhem #RecycleRightNJ</p>	<p>PNG</p> 	<p>PNG</p> 	<p>PNG</p> 
		<p>JPEG</p> 	<p>JPEG</p> 	<p>JPEG</p> 
<p>Propane Tanks Post</p>	<p>Never put potentially explosive items like propane tanks in your recycling bin. They are a prime cause of truck and recycling facility fires. #PropaneProblems #RecycleRightNJ</p>	<p>PNG</p> 	<p>PNG</p> 	<p>PNG</p> 
		<p>JPEG</p> 	<p>JPEG</p> 	<p>JPEG</p> 

Diapers Post	Disposable diapers are not recyclable! Please keep them out of your recycling bin. #DiaperDont's #RecycleRightNJ	PNG		PNG		PNG	
		JPEG		JPEG		JPEG	
Food Residue Post	Rinse it out before you recycle it. Excessive food contamination ruins our recycling. #KeptItClean #RecycleRightNJ	PNG		PNG		PNG	
		JPEG		JPEG		JPEG	
Terrible Tanglers Post #1	Remember to keep hoses, cords and clothes out of your curbside recycling bin. These terrible tanglers jam recycling machinery grinding operations to a halt. #TerribleTanglers #RecycleRightNJ	PNG		PNG		PNG	
		JPEG		JPEG		JPEG	
Terrible Tanglers Post #2	Remember to keep hoses, cords and clothes out of your curbside recycling bin. These terrible tanglers jam recycling machinery grinding operations to a halt. #TerribleTanglers #RecycleRightNJ	PNG		PNG		PNG	
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<p><b>Pizza Boxes Post</b></p>	<p>Don't put that greasy pizza box in your recycling bin! It's an ingredient that can ruin your recycling! #GreasyPredicament #RecycleRightNJ</p>	<p><b>PNG</b></p>	<p><b>PNG</b></p>	<p><b>PNG</b></p>
<p><b>Pizza Boxes Post</b></p>	<p>Don't put that greasy pizza box in your recycling bin! It's an ingredient that can ruin your recycling! #GreasyPredicament #RecycleRightNJ</p>	<p><b>JPEG</b></p>	<p><b>JPEG</b></p>	<p><b>JPEG</b></p>
<p><b>Resourceful Recycler Post #1</b></p>	<p>Be a resourceful recycler by using the Recycle Coach app to learn what is recyclable in your community. #RecycleCoach #RecycleRightNJ</p>	<p><b>PNG</b></p>	<p><b>PNG</b></p>	<p><b>PNG</b></p>
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Resourceful  
Recycler Post  
#2

Be a resourceful recycler  
by using the Recycle  
Coach app to learn what  
is recyclable in your  
community.  
#RecycleCoach  
#RecycleRightNJ

