



Social Media Posts for Promoting Carpet Recycling

For: Local Government, Recycling/Waste Agencies, MRFs and Collection Sites

Below are some social media post examples to use when promoting correct carpet recycling to the public. The posts below can be modified for tone and local details. They are formatted for Facebook and could work equally on Twitter – add hashtags for #carpet and your locale, as appropriate.

1. Raise awareness that carpet can be recycled:

More than 300 million pounds of carpet gets discarded every year – but did you know that carpet can be recycled? Watch:

<https://www.youtube.com/watch?v=GAdvOA2nVEw>

2. Raise awareness of consumer's role

Did you know that carpet can be recycled? Learn more about how to keep this bulky stuff out of landfill:

<https://carpetrecovery.org/california/california-consumers/>

3. Inform of local drop-off sites/video informs about proper preparation:

Carpet can be recycled! Take old carpet to **DROP-OFF SITE NAME**. Learn more:

<https://www.youtube.com/watch?v=T21D4PNqUnw>

4. Inform of correct recycling procedures:

Carpet can be recycled IF it's dry and debris-free – this handy video shows how to prepare and where to take old carpet for recycling:

<https://www.youtube.com/watch?v=T21D4PNqUnw>

Thank you for helping to keep carpet out of landfills. If you have questions, please email CA@CarpetRecovery.org.

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