



# RECYCLING IS REAL

*COMPREHENSIVE TOOLKIT*

HELP SPREAD THE WORD



# INSIDE THE TOOLKIT

Introduction	3
Social Media	5
Logos	6
Campaign Messaging	6
Graphics	9
Sample Email	11

# INTRODUCTION

## WHAT IS RECYCLING IS REAL?

Recycling is Real is a national campaign demonstrating that recycling happens every day in communities and facilities across the United States. Building from efforts to inform and educate, the campaign focuses on engaging audiences to strengthen understanding, expand reach, and drive action that keeps plastic materials in our circular economy and out of the environment.

## ABOUT THE TOOLKIT

This toolkit is designed to make sharing and promoting Recycling is Real simple, consistent, and effective. Inside, you'll find everything you need to support the ongoing visibility of the campaign, including a general overview of the site, links to all social media channels, approved logos, ready-to-use social media posts, graphics, and suggested email copy you can tailor for your audiences.

Whether you're posting on social, sharing the site internally, or introducing it to partners and stakeholders, this resource serves as your central guide for amplifying Recycling is Real with clarity and confidence.

## NEXT STEPS

Your engagement will help Recycling is Real reach a wider audience. By following our social channels and sharing content through your own posts, likes, comments, and reshares, you play an important role in amplifying accurate, science-based information about plastics. As you begin promoting the site, don't forget to tag @XYZ in your posts—this allows us to see your content, engage with it, and boost your messages even further.

# SOCIAL MEDIA

- **Follow** Recycling is real on all social platforms.
- **Share** our site and socials with your networks, partners, and stakeholders.
- **Post** using the ready-made posts and graphics included in this toolkit.
- **Customize** the social posts or email copy to fit your organization's voice.
- **Engage** with our posts by liking, commenting, and resharing.
- **Tag** Recycling is Real in your content so we can amplify it.
- **Use** the downloadable assets available on the website.
- **Bookmark** the website for easy reference and future use.

## RECYCLING IS REAL SOCIAL MEDIA CHANNELS

[LinkedIn](#)



@RecyclingIsReal

[Facebook](#)



@RecyclingIsReal

[X \(Twitter\)](#)



@RecyclingisRe

[Instagram](#)



@recycling\_is\_real

# LOGOS



# CAMPAIGN MESSAGING

## AMERICA RECYCLES. BUT NOT ENOUGH

### CAMPAIGN MESSAGE

Recycling is happening every day in communities and facilities across the country. But stronger systems, modern infrastructure, and smart policy can unlock even greater impact. America has built a recycling foundation—now it's time to strengthen and expand it.

### POLICY/ECONOMIC MESSAGE

America's recycling system supports manufacturing, jobs, and domestic supply chains. Yet valuable materials are still lost due to gaps in infrastructure, market access, and system coordination. Expanding collection, strengthening end markets, and aligning policy can help recover more materials and drive economic growth.

### SOCIAL-READY MESSAGE

America recycles--but we can recover more. Strengthening infrastructure and smart policy helps unlock greater impact.

## RECYCLING IS A PROVEN SOLUTION.

### CAMPAIGN MESSAGE

Recycling is a practical, proven solution that keeps valuable materials in use and strengthens American manufacturing. It reduces waste, supports domestic production, and creates jobs across the country.

### POLICY/ECONOMIC MESSAGE

Modern recycling systems supply manufacturers with reliable domestic materials, reduce reliance on foreign inputs, and drive private investment. With the right policies and market alignment, recycling continues delivering economic and environmental returns.

### SOCIAL-READY MESSAGE

Recycling isn't theoretical—it's a proven solution supporting jobs, manufacturing, and supply chains.

# CAMPAIGN MESSAGING

## **STRONGER RECYCLING STRENGTHENS AMERICAN MANUFACTURING.**

### **CAMPAIGN MESSAGE**

Recycled materials power packaging, automotive parts, construction materials, textiles, and more. By supplying manufacturers with domestic feedstock, recycling strengthens America's industrial base and supports economic competitiveness.

### **POLICY/ECONOMIC MESSAGE**

A strong recycling system reduces supply chain volatility and reinforces domestic production capacity. Investment in recycling infrastructure directly supports U.S. jobs and industrial resilience.

### **SOCIAL-READY MESSAGE**

Recycling fuels American manufacturing—strengthening supply chains and supporting U.S. jobs.

## **SMART POLICY STRENGTHENS RECYCLING.**

### **CAMPAIGN MESSAGE**

Recycling systems work best when supported by clear, well-designed policy. Regulatory clarity, market certainty, and infrastructure investment drive innovation and expansion across the recycling ecosystem.

### **POLICY/ECONOMIC MESSAGE**

Thoughtful legislation can strengthen collection systems, modernize processing infrastructure, and support end-market demand. Collaboration between industry and government ensures policies are effective, efficient, and scalable.

### **SOCIAL-READY MESSAGE**

Smart policy helps recycling systems grow stronger, more efficient, and more innovative.

# CAMPAIGN MESSAGING

## RECYCLING WORKS—WHEN THE SYSTEM WORKS.

### **CAMPAIGN MESSAGE**

Recycling is a coordinated system—from collection and sorting to processing and manufacturing. When every part of the system is supported, materials move efficiently from curb to consumer.

### **POLICY/ECONOMIC MESSAGE**

Gaps in infrastructure, market access, or policy alignment weaken outcomes. Strengthening the full system—not just one piece—ensures materials are recovered, processed, and returned to productive use.

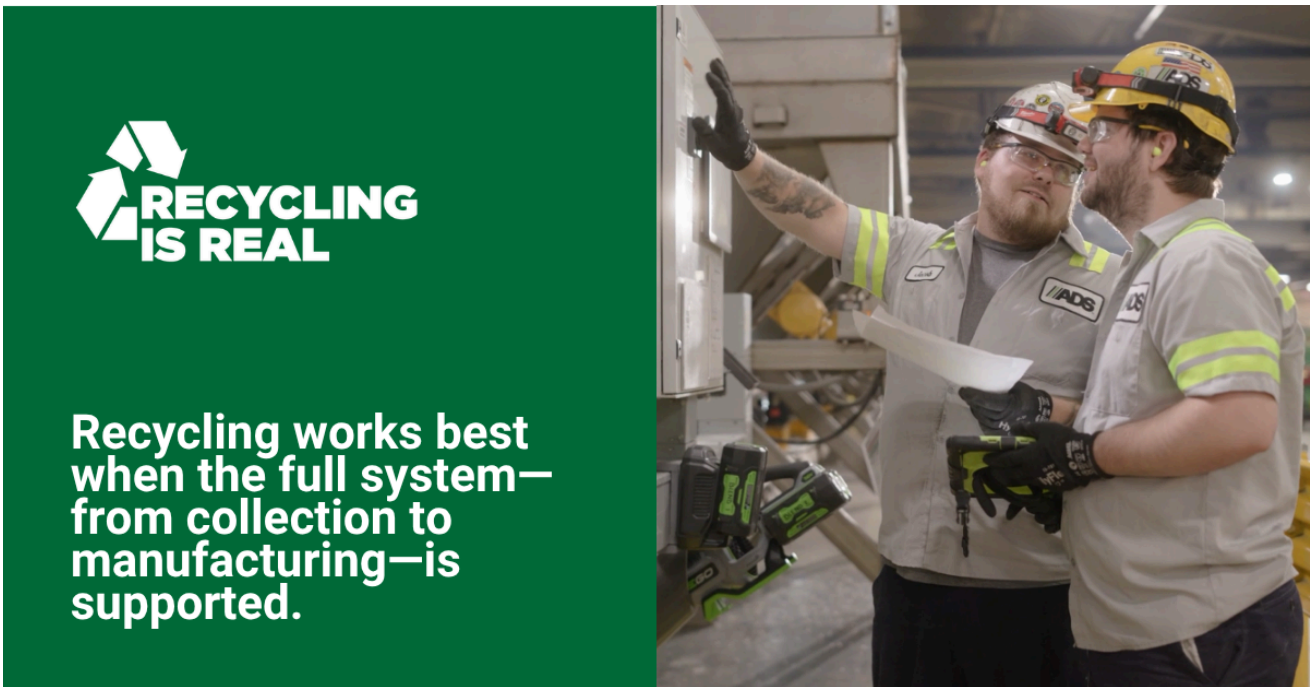
### **SOCIAL-READY MESSAGE**

Recycling works best when the full system—collection to manufacturing—is supported.

# GRAPHICS



STANDARD LINKEDIN BANNER (1584X396)



STANDARD LINKEDIN POST (1200X628)

# GRAPHICS



Recycling isn't theoretical—it's a proven solution supporting jobs, manufacturing, and supply chains.



Recycling fuels American manufacturing—strengthening supply chains and supporting U.S. jobs.



STANDARD FACEBOOK POST (1200X630)

STANDARD X (TWITTER) POST (1024X512)



STANDARD INSTAGRAM POST (1080X1350)

# SAMPLE EMAIL

## SUBJECT

Recycling Is Real—See How It Works Across America

## BODY

Hi [Name],

Recycling is happening every day across the United States—and it's more advanced, coordinated, and impactful than many people realize.

The Recycling Is Real campaign highlights how the system works—from collection and sorting to processing and manufacturing—and how recycled materials support American jobs, manufacturing, and innovation.

Through a series of videos and resources, the campaign brings this process to life, featuring real facilities and the people working across the recycling system.

Explore the campaign: [www.recyclingisreal.org](http://www.recyclingisreal.org).

As conversations around recycling policy and infrastructure continue to grow, access to clear, fact-based information is critical—both to understand what's working today and where continued investment and smart policy can strengthen the system.

We encourage you to explore, share, and use these resources to help inform your networks.

Sign up to join the community to stay up to date on recycling in America.

Best,

[Your Name]