

# Recycling Education:

Tips and insights from starting West Hartford's recycling education social media outreach



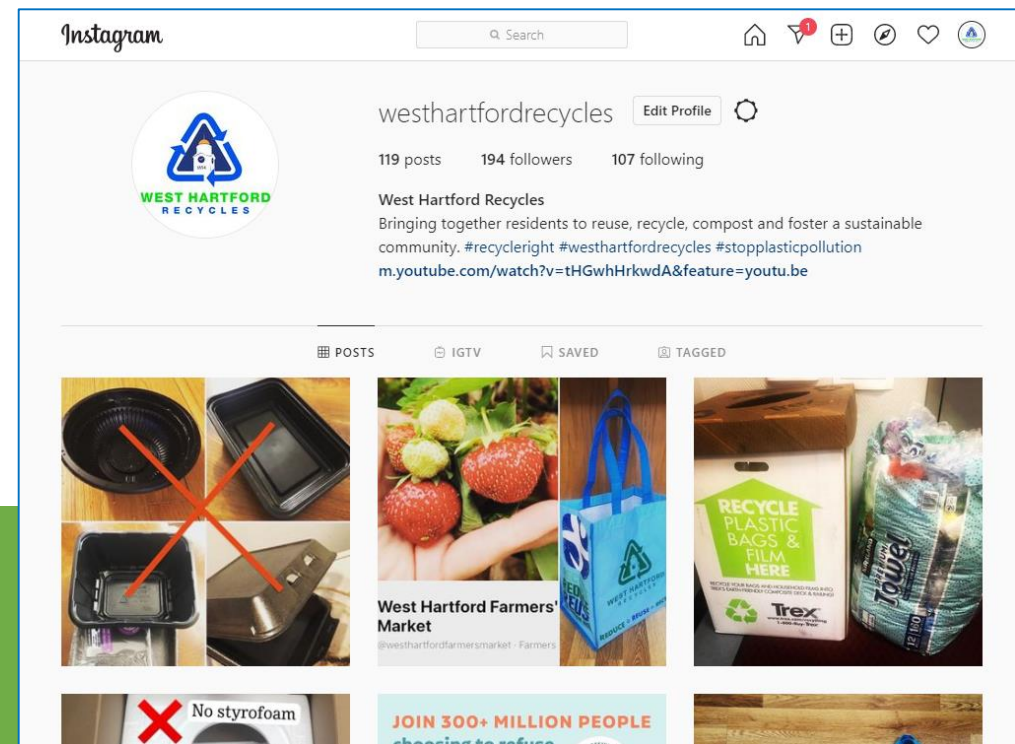
# Uniform...



Facebook profile page for West Hartford Recycles. The profile picture is a word cloud with terms like 'recycle', 'reuse', 'reduce', 'community', 'joy', 'sustainable', 'repurpose', 'compost', 'donate', 'friends', 'WestHartfordRecycles', and 'WestHartfordRe...'. The bio reads: 'West Hartford Recycles @whrecycles · Education Website'. The website listed is westhartfordct.gov. Navigation options include Home, About, Photos, Videos, and More. Interaction buttons for 'Liked', 'Message', and a search icon are visible.



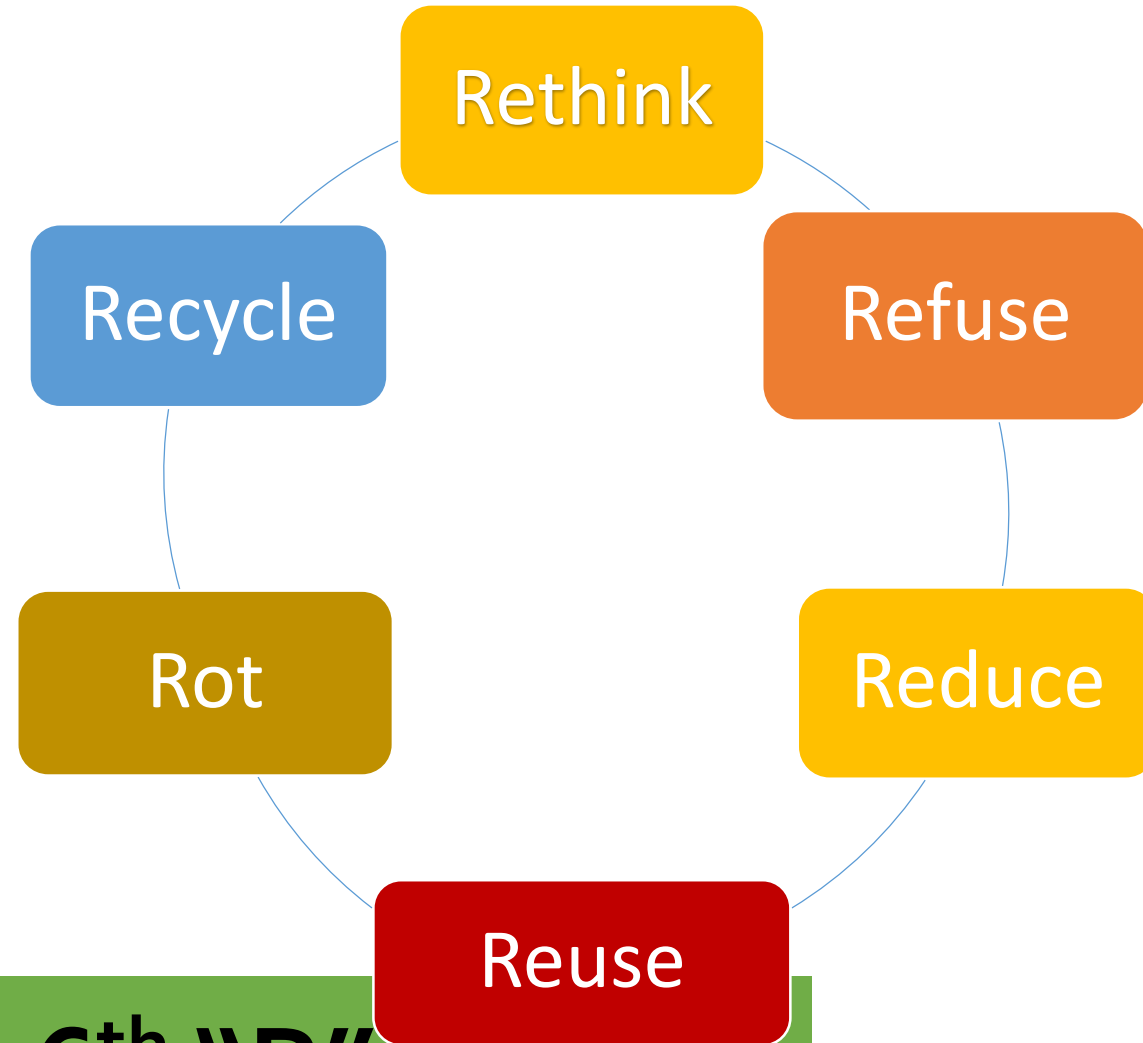
Twitter profile page for West Hartford Recycles. The profile picture is the same word cloud as the Facebook page. The bio reads: 'West Hartford Recycles @recycles\_west Bringing together residents to reduce waste, reuse, recycle, compost and foster a sustainable community. #WestHartfordRecycles. FB: facebook.com/WestHartfordRe...'. It shows 135 Following and 253 Followers. The 'Tweets' tab is selected.



Instagram profile page for westhartfordrecycles. The profile picture is the same word cloud. The bio reads: 'West Hartford Recycles Bringing together residents to reuse, recycle, compost and foster a sustainable community. #recycleright #westhartfordrecycles #stopplasticpollution m.youtube.com/watch?v=tHGwhHrkwdA&feature=youtu.be'. It shows 119 posts, 194 followers, and 107 following. The 'POSTS' tab is selected, showing a grid of images including a black plastic tray with a red 'X' over it, a hand holding strawberries next to a blue reusable shopping bag, a 'RECYCLE PLASTIC BAGS & FILM HERE' sign, and a 'No styrofoam' sign with a red 'X' over it.

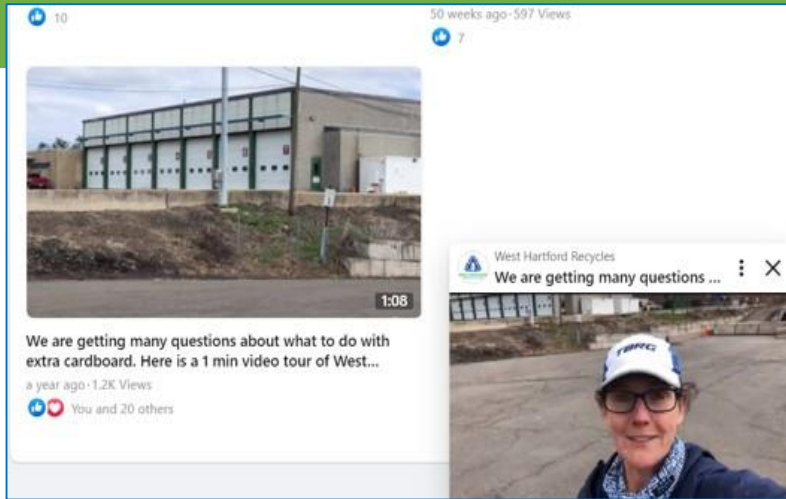
# ... yet different

# Remember WHR's theme



Recycle is my 6<sup>th</sup> "R" ...

# Facebook



Your 5 Most Recent Posts Create Post

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

| Published              | Post                                                                         | Type   | Targeting | Reach | Engagement | Promote                    |
|------------------------|------------------------------------------------------------------------------|--------|-----------|-------|------------|----------------------------|
| 07/22/2021<br>10:24 AM | Black plastic is not allowed in curbside recycling! It is trash. There       | Public | Global    | 1.3K  | 116<br>68  | <a href="#">Boost Post</a> |
| 07/20/2021<br>10:27 AM | Packaging accounts for about 1/3 of all Municipal Solid Waste (MSW)!         | Public | Global    | 255   | 29<br>20   | <a href="#">Boost Post</a> |
| 07/16/2021<br>3:33 PM  | Come chat with West Hartford Recycles at the WH Farmer's Market              | Public | Global    | 1.7K  | 12<br>33   | <a href="#">Boost Post</a> |
| 07/15/2021<br>11:55 AM | Small plastics like these in the photo go in trash. Anything smaller than 2  | Public | Global    | 910   | 161<br>93  | <a href="#">Boost Post</a> |
| 07/13/2021<br>12:18 PM | 310! This is the number of pounds of plastic film collected in just 3 months | Public | Global    | 3.1K  | 211<br>70  | <a href="#">Boost Post</a> |

**West Hartford Recycles** July 13 · 🌐

310! This is the number of pounds of plastic film collected in just 3 months by the West Hartford Land Trust since resuming the program. Thanks to all who have participated thus far. That's a LOT of material diverted from trash. Keep up the good work! 🌱♻️

There are 6 drop-off locations for this program:  
 WH Department of Public Works - 17 Brixton St  
 Elmwood Community Center - 1106 New Britain Ave... [See More](#)

**Get More Likes, Comments and Shares**  
 When you boost this post, you'll show it to more people.

3,099 People Reached 281 Engagements [Boost Post](#)

Missy Chance Anderson, Mollie Cook Abbott and 11 others 7 Shares

Like Comment Share

**Performance for Your Post**

3,099 People Reached

70 Reactions, Comments & Shares

|             |            |              |
|-------------|------------|--------------|
| 48 Like     | 11 On Post | 37 On Shares |
| 2 Love      | 2 On Post  | 0 On Shares  |
| 1 Wow       | 0 On Post  | 1 On Shares  |
| 12 Comments | 0 On Post  | 12 On Shares |
| 7 Shares    | 7 On Post  | 0 On Shares  |

211 Post Clicks

|               |               |                  |
|---------------|---------------|------------------|
| 4 Photo Views | 3 Link Clicks | 204 Other Clicks |
|---------------|---------------|------------------|

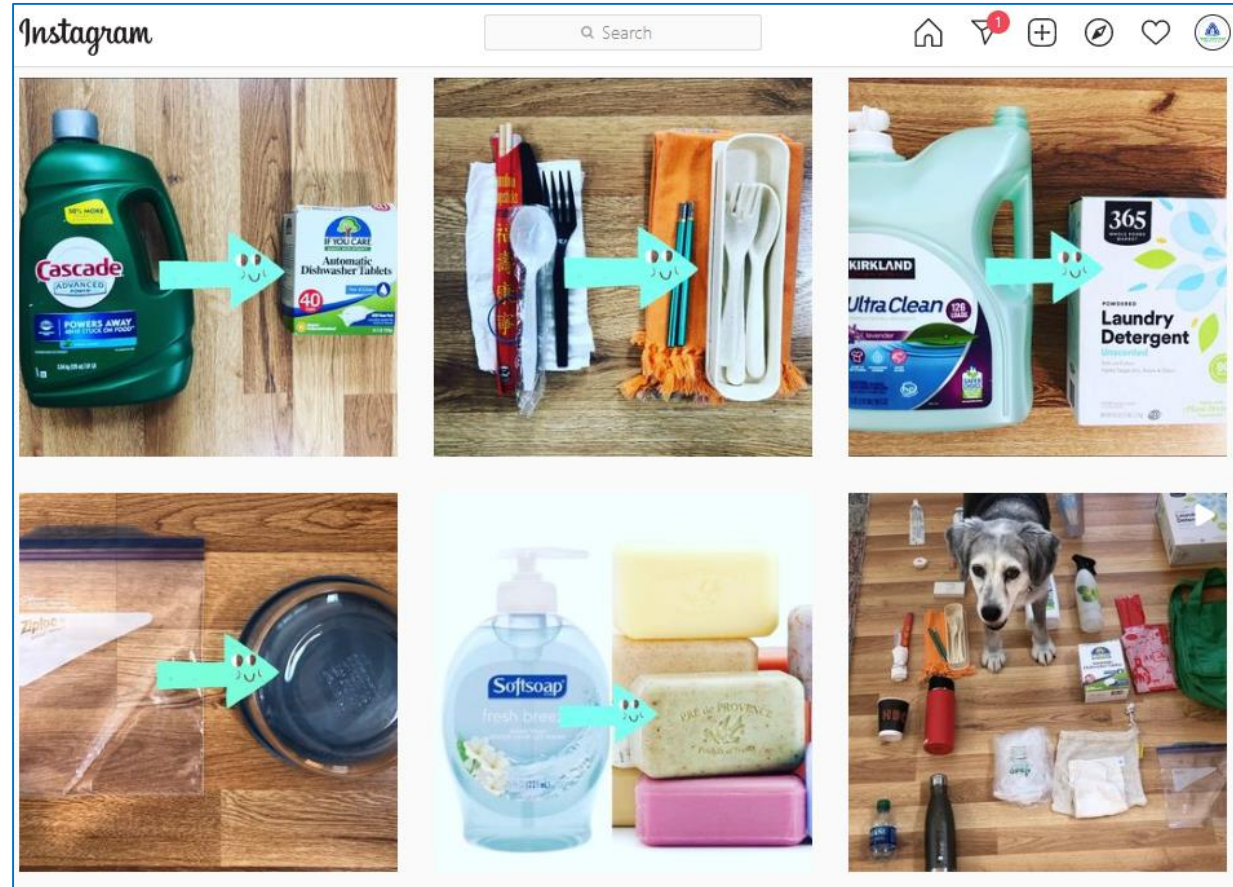
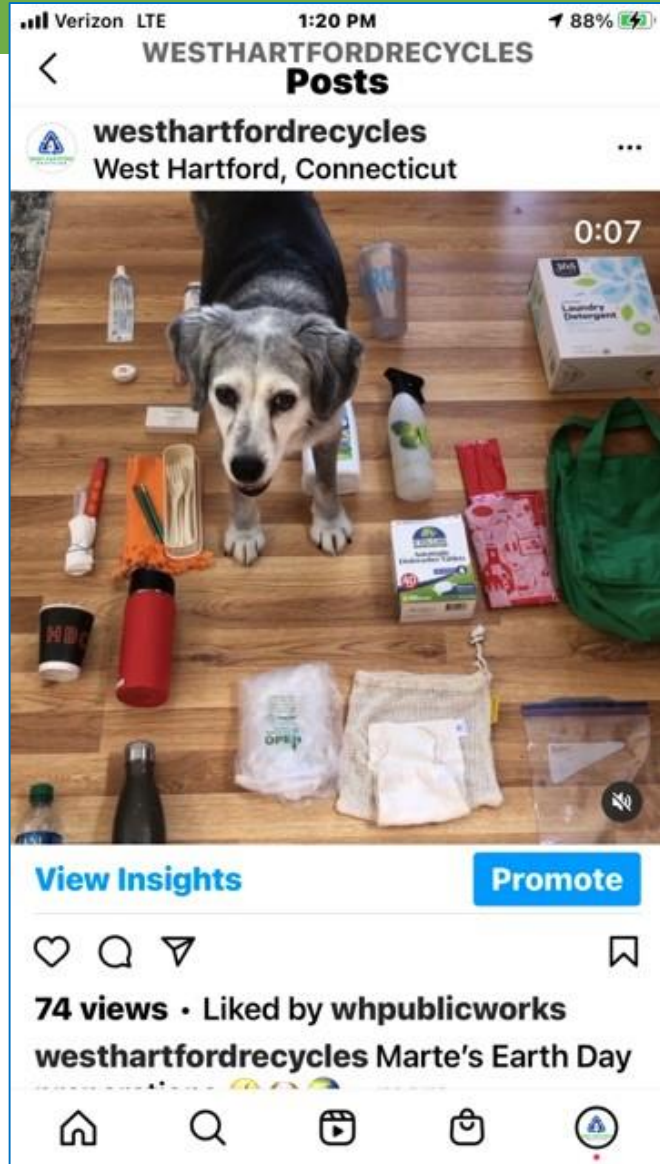
**NEGATIVE FEEDBACK**

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

# Instagram



# Twitter

**West Hartford Recycles** @recycles\_west · Jul 17

Visit WH Recycles from 9-1 today at West Hartford's Farmers Mkt on La Salle Rd. Be one of the 1st to get the new WH Recycles reusable bag! Take our quiz, recycle plastic film, pink bags and more! @TownofWestHrtfd @WHPublicWorks @ShariMayor @MattHartTM #rethinkwastect #recycle



3 3 8

**West Hartford Recycles** 291 Tweets

**West Hartford Recycles** @recycles\_west · Apr 19

Today's Earth Day zero-waste swap. Switch from plastic laundry jugs to laundry powder or sheets in a box. A BILLION laundry jugs are discarded a yr & about 30% are recycled, says the @EPA. #zerowaste #saynotosingleuseplastic #earthday @WHPublicWorks @WeHartford @Recycle\_CT



1 3 7


**Analytics** Home Tweets More

Jun 2021 · 30 days

TWEET HIGHLIGHTS

**Top Tweet** earned 1,360 impressions

Did you know it is against CT state law to throw yard waste in trash or recycling? To date 2860 yard waste barrels have been sold to WH residents! Click here for more yard waste info: [westhartfordctgov.finalsite.com/town-departmen...](https://westhartfordctgov.finalsite.com/town-departmen...) #compost #sustainable [pic.twitter.com/G8XukQtGOx](https://pic.twitter.com/G8XukQtGOx)



**Top mention** earned 4 engagements

**Darien Recycling Ctr** @DarienRecycles · Jun 24

Thanks @recycles\_west for this great reminder! #Darien residents: there are separate drop-offs for leaves, brush and grass clippings at the Recycling Center. Not sure where they're located? Check our site map: [darienct.gov/filestorage/28...](https://darienct.gov/filestorage/28...) [twitter.com/recycles\\_west/...](https://twitter.com/recycles_west/...)

1 1

View Tweet

**Top media Tweet** earned 1,223 impressions

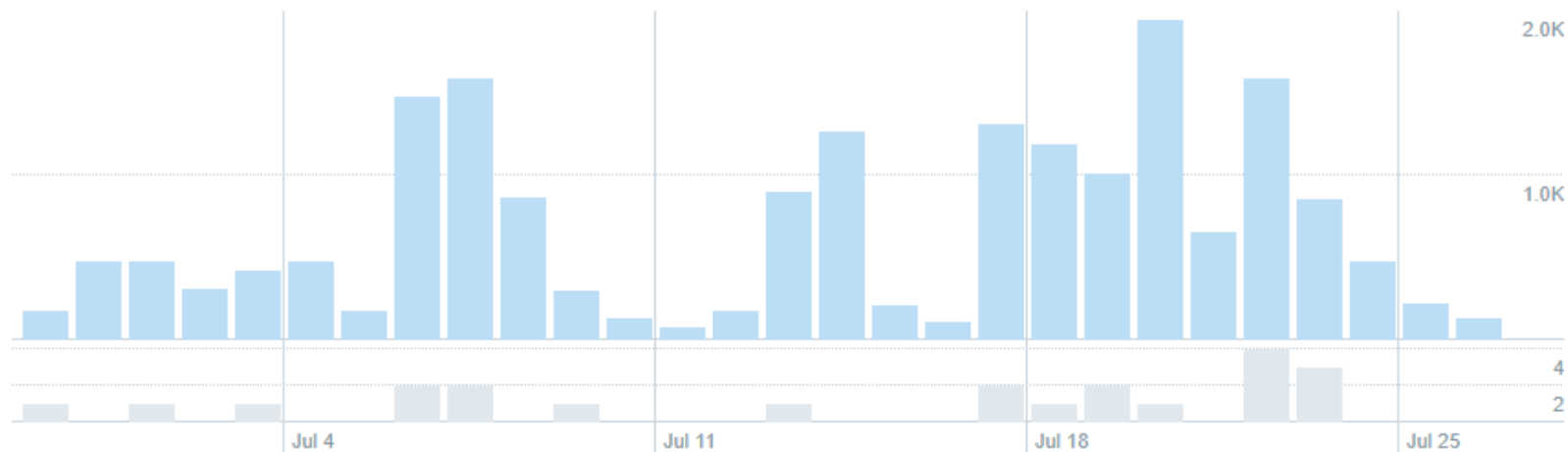
Back by popular demand: plastic film (bag) recycling drop off in West Hartford! Bins can be found at DPW, Elmwood Community Center, and the libraries! #recycleright #plasticfilm @WHPublicWorks @TownofWestHrtfd [pic.twitter.com/Di85NuaHHD](https://pic.twitter.com/Di85NuaHHD)

# Tweet activity

Last 28 Days

Export data

Your Tweets earned **19.0K impressions** over this **28 day** period



## YOUR TWEETS

During this 28 day period, you earned **680 impressions** per day.

Tweets

Top Tweets

Tweets and replies

Promoted

Impressions

Engagements

Engagement rate

## Engagements

Showing 28 days with daily frequency

Engagement rate

1.5%

Jul 26  
3.0% engagement rate



Link clicks

30

Jul 26  
0 link clicks



**West Hartford Recycles** @recycles\_west · Jul 22

Black plastic is not allowed in curbside recycling. It is trash. There is no market in CT to recycle black plastic and recycling machinery can't sort it. #recycleright #breakfreefromplastic @Ask\_Why\_Not\_ @Recycle\_CT @WeHartford @TownofWestHrtfd @WHPublicWorks pic.twitter.com/mCuYhg25H9

View Tweet activity

1,496

120

8.0%



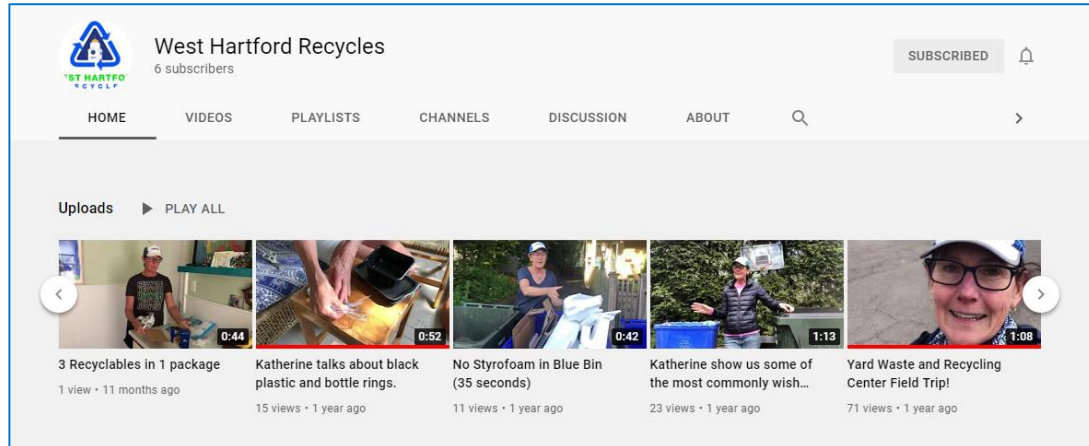
**West Hartford Recycles** @recycles\_west · Jul 22

91

8

8.8%

# You Tube



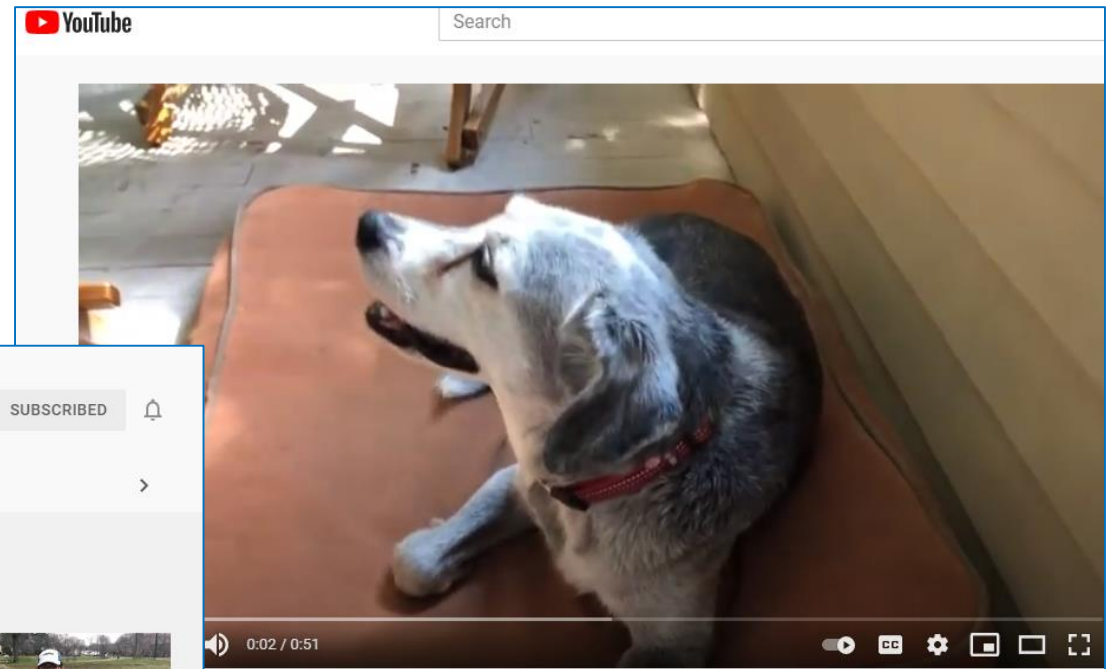
**West Hartford Recycles**  
6 subscribers

SUBSCRIBED

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads ▶ PLAY ALL

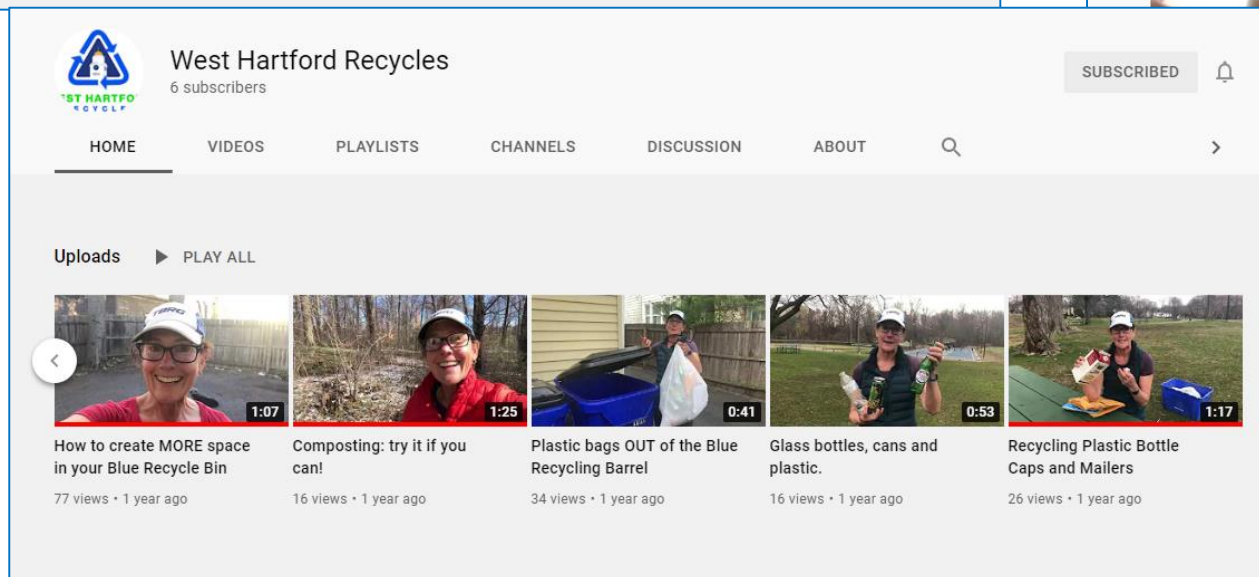
- 3 Recyclables in 1 package  
1 view · 11 months ago
- Katherine talks about black plastic and bottle rings.  
15 views · 1 year ago
- No Styrofoam in Blue Bin (35 seconds)  
11 views · 1 year ago
- Katherine show us some of the most commonly wish...  
23 views · 1 year ago
- Yard Waste and Recycling Center Field Trip!  
71 views · 1 year ago



YouTube Search

0:02 / 0:51

CC Settings Full Screen



**West Hartford Recycles**  
6 subscribers

SUBSCRIBED

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads ▶ PLAY ALL

- How to create MORE space in your Blue Recycle Bin  
77 views · 1 year ago
- Composting: try it if you can!  
16 views · 1 year ago
- Plastic bags OUT of the Blue Recycling Barrel  
34 views · 1 year ago
- Glass bottles, cans and plastic.  
16 views · 1 year ago
- Recycling Plastic Bottle Caps and Mailers  
26 views · 1 year ago





West Hartford Recycles

Published by Katherine Bruns · February 25 ·

If you don't do this already, here is a plastic habit to say goodbye too! (#shopnaked 🍌 Thats funny Skip the Plastic Norwalk ) #rethinkwastect #reducewaste #saynotosingleuseplastic

YES

SKIP



Skip the Plastic Norwalk

February 24 ·

BYOB 2.0 – Swap single-use plastic produce bags for reusable ones, or just shop naked! Plastic produce bags are not recyclable in Norwalk. If you don't already... See More

242

People Reached

21

Engagements

Boost Unavailable

4

1 Comment 2 Shares

# Cross Pollination



West Hartford Recycles

Published by Katherine Bruns · December 26, 2020 ·

Good reminder Darien Recycling Center! Recycle cardboard boxes, but not tissue, wrapping paper and ribbons. #rethinkwastect #reducereuserecycle #sustainable



# West Hartford Patch/News

**we-ha.com**  
We have it all in West Hartford.

Home Lifestyle ▼ Calendar Business ▼ Real Estate Schools Sports Government ▼ Obituaries

Government-Public Works

## West Hartford Recycles: 'Recycling Triangles' Don't Mean What You May Think They Do

February 26, 2021 • 1 Comment

### WHAT DO ALL THESE **NUMBERS MEAN?**



**PET**  
Clear plastic used  
for drink bottles.  
*One of the easiest  
to recycle.*



**HDPE**  
Stiff plastic used  
for milk jugs,  
detergents,  
shampoo bottles.



**PVC**  
Clear food wrap,  
toys, piping, etc.  
*Difficult to recycle.*



**LDPE**  
Grocery bags,  
bin liners, etc.  
*Some stores  
collect!*



**PP**  
Bottle tops,  
yogurt containers,  
cereal box  
lining, etc.



**PS**  
AKA styrofoam.  
Clamshell boxes,  
packing peanuts, etc.



**OTHER**  
All other plastics.  
*Not often recycled.*

@the.eco.warrior  
www.theecowarrior.eco

Government-Public Works

## West Hartford Offering Post- Holiday Cardboard and Electronic Waste Collection

December 22, 2020 • Add Comment



# WH Town List Serve

To: [katherinebruns@mac.com](mailto:katherinebruns@mac.com)  
Subject: Reminder: Keep Yard Waste out of Trash & Recycling Barrels  
Reply-To: [renee@westhartfordct.gov](mailto:renee@westhartfordct.gov)



Hello Katherine,

In Connecticut it is mandated that yard waste be diverted from the solid waste stream. Yard waste is not allowed in any trash or recycle barrel. Keeping yard waste out of trash is key to meeting Connecticut's goal of diverting 60% of material from the trash stream by 2024.

Composting organic material, recycling and repurposing all help in reducing the volume of trash West Hartford produces. Collected yard waste gets turned into valuable mulch and compost which is then offered free to residents. Composting yard waste is better for the environment than shipping it off to be burned or transported out of state.

Thanks to the effort of many residents, in FY 2020 alone West Hartford diverted 2,583 tons of yard waste from the waste stream!

Yard waste should be placed at the curb in brown yard waste bags or bundled with organic twine. Residents can also order a brown yard waste barrel. To date an impressive 2,860 brown yard waste barrels have already been purchased since they were first offered in 2019!

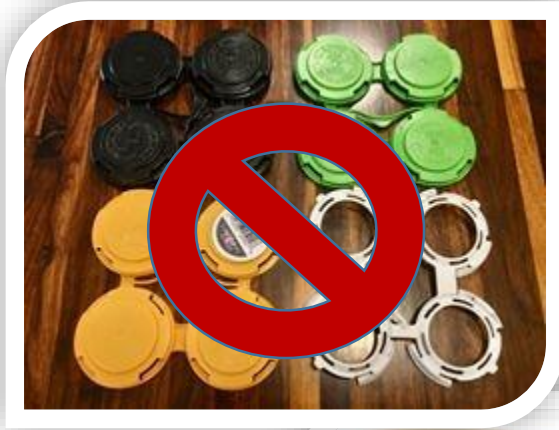
West Hartford curbside yard waste pick-up is the same day as your recycle day. Residents can also take yard waste to the Yard Waste and Recycling Center at 25 Brixton Street for an annual permit fee.

# Recycle Right!.....

# Pictures, pictures...



# Simple Posts are best



# Stats Help

**A CT Family of 4  
throws \$1600 year  
in  
food waste  
a year**

**Avg household  
8-12 lbs food  
waste a week.**

**An individual  
throws away  
4 lbs of waste  
a day**

**Avg  
American  
throws away  
81 lbs  
textiles a  
year.**

**Only 9% of  
all plastic  
produced is  
recycled**

# Recycling is always changing...



## PIZZA BOXES ARE RECYCLABLE

... pizza is not! Remove all food from the box before recycling.



paper  
recycles

# My Sunday...



Caption  
these?



**Challenge!**

What Single-Use item  
can you swap?

